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Mariachi Magic

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Togetherness Is Independence

by: Todd Breland

We were taught to do things on our own, handle the tasks, not to burden others with duties we should address. Independence is a powerful lesson.

The older I get, the more I learn how to put childhood and beyond teachings into perspective. As I write this article on my late father's birthday, I am reminded of parental instructions that have influenced me personally and professionally.

We as business leaders have pointed positions to manage, lead by example and oversee a vast array of projects. The job is never done. Continuous improvement and development, for ourselves and our teams, motivates us to keep climbing the mountains and rescuing the discouraged. These are our jobs. This is who we are.

True independence in my opinion is when we realize we are dependent upon those who make everything happen; those whom we are surrounded with at home and

at the office. The self awareness that at no point can we get the total job done solo is independence. We need each other. We need those who are masters of their skills, those who excel at certain positions. It is impossible for one person to handle the ship on his/her own.

The captain, skipper or pilot may guide the ship, but the sail has to be at the right height and direction at the right time. When

wind speed changes, the captain depends upon the seaman. Our boat stays afloat and on course with many seamen.

I am reminded to celebrate all working hands. Our crew is responsible for where we are and where we're going. Enjoy the fireworks, never forgetting what we were taught.

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RGV Women Mariachis Make History

By Ricardo D. Cavazos, *Content Editor*

A whirlwind is how Erika Soveranes described it.

A normal work week was proceeding at Brownsville Lopez High School where she works as a music program director. Mid-week, a call came in from Arlington, Texas. Mexican boxing hero Canelo Alvarez had a huge fight on tap at AT&T Stadium.

Would the Mariachi Margaritas – an all-women group of which Soveranes is a member – be willing to sing behind legendary Mexican singer Pedro Aguilar as the boxer made his grand entrance for the May 8 fight?

Yes, was the quick answer from Karina Vela, the Margaritas' leader. A charter bus was rushed to pick up the Cameron County-based group. After a quick rehearsal, and then in a flash, it was on, a fight with more than 73,000 fans in attendance.

“We got on stage in front of all of those people at that huge stadium, looked at each other, and it was like, ‘What the heck? Is this really happening?’” Soveranes recalled thinking.

There was no time for stage fright, not that the accomplished women musicians would have any. Still, they found themselves in the midst of a Hollywood-like production that immediately preceded the Canelo Alvarez vs. Billy Joe Saunders fight. It was the biggest sporting event in the United States in the immediate post-pandemic era.

Realizing A Dream

Eleven women from Brownsville, San Benito and Harlingen who share a love for mariachi music made some history of their own. Aguilar is among Mexico's biggest entertainment names. He chose an all-women group from the Rio Grande Valley to accompany him in the biggest of venues. It was a huge statement that mariachi music isn't just for men to sing and play.

“It just shows all the girls and women out there that if you keep pursuing your dream, it will happen,” said Virginia Reney, an orchestra director at Harlingen High School and a member of the Margaritas.

Soveranes concurred with her colleague on the significance of not only a Valley mariachi group being chosen for such a huge event, but the one picked is made up entirely of women.

“We knew this was special because the Aguilar family could have chosen any ma-

riachi group from anywhere, and they chose us, an all-female cast,” Soveranes said. “It's pretty historic in our world.”

Vela wasn't looking to make history when she began Mariachi Margaritas

“I wanted to do something different,” said Vela, a music educator at an area school district. “It was difficult at the beginning with customers when they found out we were an all-female group. They would say, ‘Oh, OK,

let me get back to you.’”

Vela estimates there are 20 active mariachi groups in the Valley, with only three being all women. The beginnings of mariachi music go back to the 19th century. Its origins have roots in the Mexican state of Jalisco. The imagery of men in big hats with guitars and guitarrons is well-grounded in the traditions of mariachis.

Mariachi music celebrates the struggles,



joys and milestones of life in the Hispanic community. Events like baptisms, weddings, holidays and even funerals are sometimes not complete without a mariachi group playing and singing the Mexican classics in boisterous fashion.

“There was a perception that women wouldn’t be able to sound as loud and big as an all-male group,” Vela said.

Breaking Barriers

It didn’t deter Mariachi Margaritas as they played in a slew of events around the Valley. Mother’s Day, birthdays, graduations and retirements are just to name a few. The Margaritas got a big break in recent years when Angela Aguilar, the teenage daughter of Pepe, chose the Margaritas to play for her during the Texas part of a national tour.

It was that connection and Angela’s favorable impression of the Margaritas that led to the Canelo boxing mega-event at AT&T Stadium in early May. What would have been unthinkable even five years ago became reality. Eleven women musicians from the Valley played for Pepe and his daughter in front of a huge crowd in Arlington and for an audience



The Mariachi Margaritas prove an all-women cast can perform on the biggest stage. (Courtesy)



The RGV’s Mariachi Margaritas stand behind dancers as they get ready to take stage for the Canelo Alvarez/Billy Joe Saunders fight. (Courtesy)

around the world.

“It just goes to show how things are changing,” said Avi Gonzalez, a member of the Margaritas. “It shows that female mariachis can be at big events and perform as well as men.”

Life has changed for the Margaritas since the Canelo fight.

“We’re getting calls left and right,” said Vela of how the group’s business is growing. “When we play somewhere, customers come up to us and say how proud they are of us.”

Renee said she was recently recognized at a doctor’s office in Harlingen and asked to take photos with boxing fans who saw the Canelo fight. She recalls how wonderful the Margaritas sounded at the event.

The day after the Canelo fight and its 73,000 fans was Mother’s Day. Back in the Valley, the Margaritas played from 10:30 a.m. to 8:30 p.m. for women in backyards and driveways.

“It just shows how versatile and humble our group is,” Soveranes said. “It’s just as special to do these personal and smaller gatherings as it is playing in front of a lot of people. We’re playing the music we love.”



The Mariachi Margaritas play behind Canelo Alvarez and singer Pepe Aguilar at AT&T Stadium. (Courtesy)



The all-female Mariachi Margaritas rose to the occasion in playing at the Canelo Alvarez fight at AT&T Stadium in Arlington. (Courtesy)

Facing Challenges Filling Open Positions

By Ricardo D. Cavazos, *Content Editor*

National Electrical Coil is ready to expand, seeking welders, technicians, general labor, and to add staff in its purchasing department.

“We’re hiring leaps and bounds,” said Maribel Bacca, a NEC manager, at a recent press conference to announce a jobs expo in Brownsville.

At SteelCoast, Ruben Vega talked of the 100 jobs he has open. The reclamation company and recycler of large metals at the Port of Brownsville is seeing challenges to fill those slots.

“We’re looking at creating new jobs,” said Vega, the human resources director at SteelCoast. “It has been very difficult to hire in recent months.”

The message seems to be the same across the board at companies large and small. The economy is opening up again and business is picking up. Now it’s a matter of hiring enough employees to gear up to meet those needs.

That’s easier said than done at the present time. The U.S. Chamber of Commerce reports that there are about half as many available workers for every open job across the country as there have been on average over the last 20 years.

Axios recently reported there are a record 9.3 million open jobs in America.

Restaurants are actively seeking workers. They are advertising their needs on outdoor signs and at dining tables. Health care facilities are always in need of nurses and certified medical staff. Managers at those companies say they currently need all kinds of workers beyond medical ones. The chief operating officer at DHR Health, Aida Cornado-Garcia, recently said her company would be “hiring on the spot” at the Brownsville jobs expo.

Southwest Key Programs is offering signing bonuses at its Rio Grande Valley facilities as it looks to fill 400 jobs. The organization that operates shelters for unaccompanied immigrant minors was among the many employers at the recent jobs expo.

“The pandemic has impacted all industries, including retailers, restaurants and supply chains,” said JJ Serano Jr., a Weslaco Economic Development Corporation board

member. “As the economy reopens, employers are now experiencing not only normal business, but a stronger demand for products and services they provide.

“As consumers seek more goods and services and taste of normality, businesses are in need of the appropriate staffing levels to service them,” said Serrano, who has an extensive background in retail distribution, supply chains and logistics.

An economy that had been in something of a lull over the last year is now rushing

toward opening up 100 percent. This is creating a bottleneck and a competition for workers.

Expo Seeks Helps Private Sector

The need to fill job openings across all economic sectors became so acute in Brownsville that city government and one of its economic development organizations decided to expedite efforts. It partnered with the private sector to host a Careers And Coffee career and jobs expo on June 28. It



The restaurant industry is among the fields most in need of hiring workers to fill open positions. (VBR)

was billed as the largest career expo ever held in the Valley.

Helen Ramirez, the chief executive officer of the Greater Brownsville Incentives Corporation, said the goal of the expo was to fill 1,500 available jobs. She noted that while some industries have struggled over the last year, others grew their business, or supply a service or products that are much in demand coming out of the economic lull.

Serrano said an event like the expo can play an important role in accelerating the economic recovery coming out of the pandemic.

“Jobs expos such as this are what employers need to fill positions for current and future demands,” Serrano said. “The speed to fill these positions with the great quality applicants we have in our region will be a key component for a thriving economy.”

New Opportunities Arise

Ramirez said the range of workers that a large event like an expo attracts include the recent college or technical school graduate. Parents who stayed home since last spring to care for young children are also now looking to re-enter the workforce.

Employers are open to all types of applicants in looking at the scope of ready-to-hire jobs. Positions are available in the current local and regional economy. The Brownsville and Valley economy is resilient, Ramirez said, and now is a great time to seek new opportunities. She also hopes it’s a signal to those local residents who have left the area for job opportunities. They should consider returning, she said.

“Come home,” Ramirez said when asked what message a resurging local economy is sending out. “The perception of Brownsville doesn’t represent the opportunities that are here now. You have opportunities here and across the Valley in many different fields.”



Companies at the Port of Brownsville are among those in the RGV that are seeking workers to fill open positions. (Courtesy)



Construction jobs are full throttle across the Valley as employers seek to fill open jobs. (VBR)

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SpaceX Launches Waves Of Hope

By Ricardo D. Cavazos, *Content Editor*

The city of Brownsville for decades had a motto that was simple and got to the point about the city's allure.

"On The Border By The Sea," was the saying often attached to city marketing and official communication.

As of a few months ago, Brownsville's signature saying was altered to reflect recent developments.

"On The Border By The Sea + Beyond!" is the new slogan.

Brownsville has fallen for SpaceX in a major way – and you can see it everywhere in the city.

A billboard entering the city proclaims Brownsville as America's emerging space city. A striking mural of SpaceX founder Elon Musk splashes across a building downtown on Adams Street. An art gallery across the street from the old fire station on Adams featured several photos of the rockets on the SpaceX site a half hour away at Boca Chica Beach.

"We want people to think beyond what they feel is possible and to expand their expectations," said Brownsville Mayor Trey Mendez,

expressing the general giddiness of city officials when it comes to talking about SpaceX. "We consider ourselves the new space city in Texas."

Growing Ambitions

It's all beyond the first wave of excitement in 2014. Back then, attention-grabbing billionaire Musk announced he had chosen Boca Chica as the site for his commercial spaceport.

It would be a place to work on technology that could someday propel man to Mars. By 2020, SpaceX had dramatically revised its plans for Boca Chica. It would now become a spaceship yard for building and testing rockets. Towers began to rise above the surf and sand of Boca Chica. An orbital launchpad being built will be the tallest building in the Brownsville area.

Ambitions and excitement grew even more recently when NASA announced it had chosen SpaceX Starship at Boca Chica to develop the lunar landing system for the Artemis Program. The project aims to get humans back on the moon. The notion that the next

people to step on the moon could do so from a spacecraft developed at Boca Chica has only intensified space fever in Brownsville.

"Get ready," Mendez said at a recent space forum in Brownsville, describing what SpaceX leaders told him when they learned of NASA's announcement. "They told me they were already planning to bring a couple of thousand people here, but now that they have this contract, they are going to accelerate their operations even more."

Creating Starbase

There's already over one thousand people working at the SpaceX site, city officials said. They're confident many more will come. Musk has talked of "creating the city of Starbase, Texas," at Boca Chica.

There are engineers and technicians, to be sure. Economic development officials in Brownsville emphasize there are also electricians and welders actively working at SpaceX. Additionally, small businesses like food vendors feed workers at the site. An early 2014 economic analysis projected that 500



A mural of SpaceX founder Elon Musk on a downtown Brownsville building. (VBR)

jobs at SpaceX would generate \$85 million of economic activity for Brownsville. A creation of \$51 million in annual salaries will also happen by 2024.

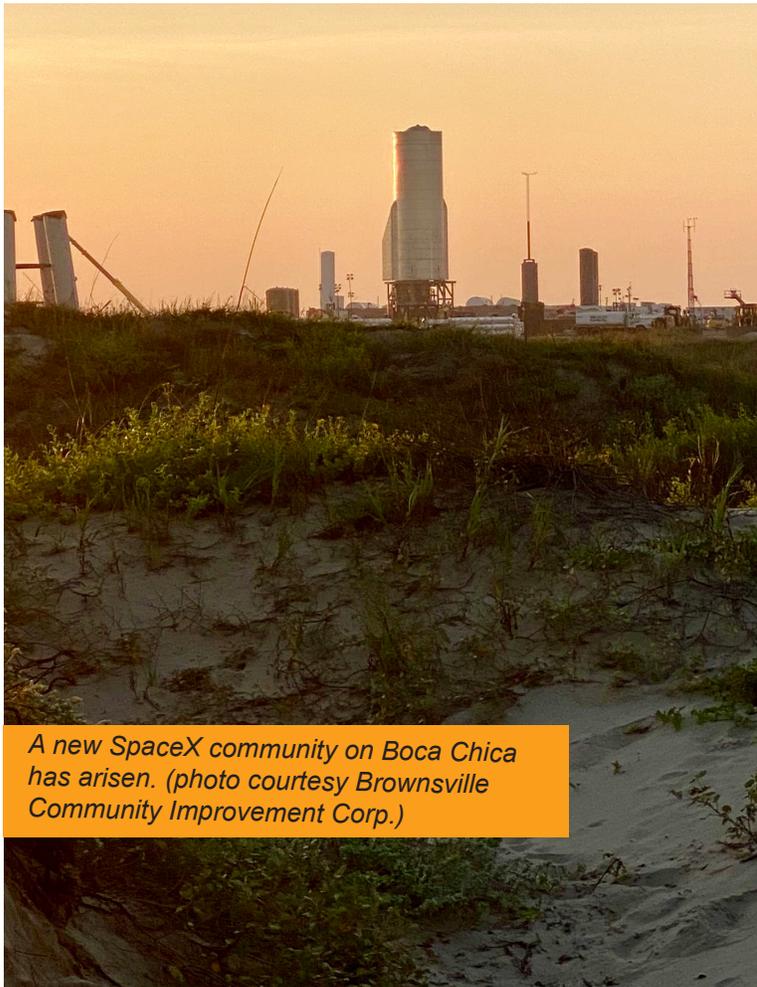
With the rapid development of the space site, it's safe to guess those projections have only grown. Mendez predicted that "in the next couple of years you'll see new space-related companies opening here" to be in close proximity to SpaceX.

There's a certain entertainment value to the space venture. People drive to the Boca Chica area to see launches. Rockets are supposed to climb thousands of feet into the skies with the goal of returning to landing pads. Some of these test runs have been spectacular failures, but it has hardly dampened local spirits of what SpaceX could bring to the border by the sea.

"To be able to look out the window and see rockets in the air has been an amazing experience," the mayor said at the conference, where his excitement was matched by other speakers. What has been seen so far, they generally agreed, is only the beginning of Brownsville's possibilities in its new space age.



Starry, starry night at the SpaceX site on Boca Chica Beach. (photo Carlos Nunez @cnunezimages)



A new SpaceX community on Boca Chica has arisen. (photo courtesy Brownsville Community Improvement Corp.)

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Extending Bicentennial Gives McAllen True North

By Ricardo D. Cavazos, *Content Editor*

McAllen is an elongated-shaped city that's hemmed in by Edinburg and Mission on its eastern and western flanks, with boundaries running long-and-narrow.

The city's shape may appear narrow on a map, but it has hardly kept Hidalgo County's largest city from growing over the years. For decades, the historical north-south corridors of 10th and 23rd streets were sufficient for traffic flow. City planners knew years ago that wouldn't be enough.

Bicentennial Boulevard was a logical place to start in figuring out how to improve the north/south traffic flow. Bicentennial starts at Expressway 77/83 near the city's airport. It then ran north to Nolana Avenue, which is where it stopped for many years. Extending Bicentennial north from Nolana to Trenton Road was a big step for the city. That extension was completed by 2015.

"Bicentennial has been a capital improvement project for us for decades," said Roy Rodriguez, the McAllen city manager. "McAllen has become a very large metro area, as has the whole county, so with all the traffic emerging, we have to be able to move traffic north-south."

Extending Bicentennial beyond Nolana meant following the path of an existing irrigation canal, which eased right-of-way and property acquisition issues. It simplified the roadway's expansion plans. The irrigation canal that for years ran between Nolana and Trenton today has a four-lane roadway in its place.

Next Phase Of Expansion

It took years of additional planning and the passing of a municipal bond to take the next step. In December 2019, city officials broke ground on a \$12.6 million project that will extend Bicentennial from Trenton to state Highway 107. It's a length of nearly three miles which will also in part follow the path of irrigation canals.

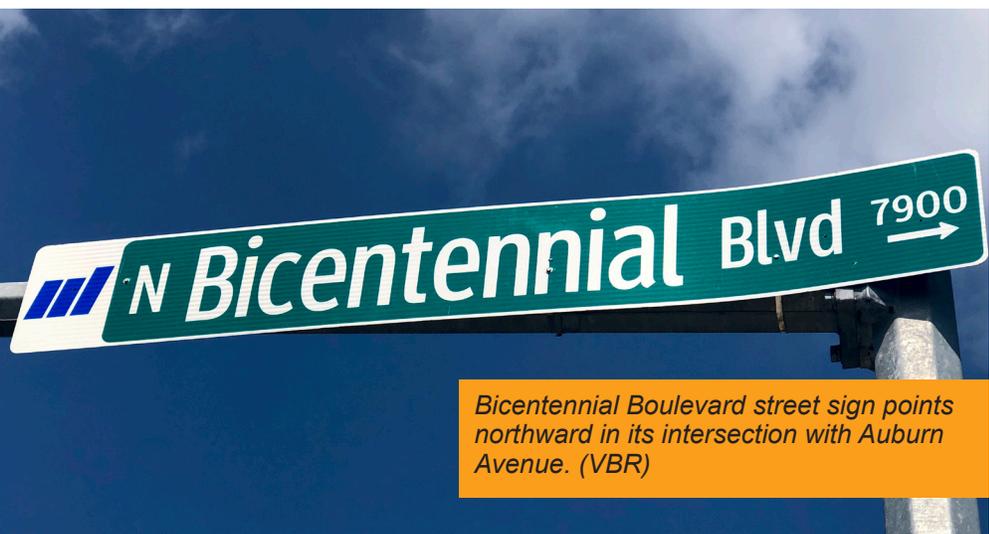
In recent weeks, the city celebrated the first phase of the latest Bicentennial project. The link between Trenton and Auburn Avenue was complete. The remaining segment of the new Bicentennial to 107 should soon see completion by the end of August 2021.

"It's a really big deal," Rodriguez said of Bicentennial's expansion to the north, from the airport to 107. "We're adding another major arterial roadway to our city."

The flow of traffic promises to be efficient



The Morris Sensory Playground is near the newly expanded Bicentennial Boulevard in McAllen. (VBR)



since building a roadway over where canals once ran limits access to other major roadways, minimizing cross streets and traffic lights. Some of McAllen's higher-end subdivisions and residences will line the extended Bicentennial. Sidewalks will be on both sides of the new roadway, and at least one new park, the Morris Sensory Playground, is located near a stretch of the improved thoroughfare.

Only \$2 million of the project comes from city sources. The remaining \$10.6 million comes from the Texas Department of Transportation and the Rio Grande Valley Metropolitan Planning Organization. It's a key piece in McAllen's efforts to improve traffic flow north as the city grows toward 107 and beyond. Farm fields and open space are quickly being taken up in north McAllen by upscale developments such as the Tres Lagos residential complex and the Valley's Texas A&M University campus.

The extension of roadways north has been a priority in McAllen since at least the 1990s. Then-Mayor Othal Brand had the goal of having major entrances to the city that did not require going through Edinburg. The expansion of Bicentennial goes a long way toward reaching that goal.



The next stretch of the expanded Bicentennial Boulevard will extend to state Highway 107. (VBR)



Bicentennial's expansion to Auburn approaches Auburn Avenue in McAllen. (VBR)

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Bringing Expertise & Services To Higher Level

By Ricardo D. Cavazos, *Content Editor*

These are heady days for the Brownsville Community Improvement Corporation as it incorporates emerging technology and the excitement of SpaceX at Boca Chica into a growing economy.

The BCIC funds economic development and boosts quality of life projects. There's plenty of that in Brownsville right now. Downtown improvements and a flurry of small businesses are seeing early successes and working to scale up operations. The BCIC is in the middle of both efforts. It will be even more so early next year when it opens its new 32,000-square-foot Entrepreneurial Resource Center.

eBridge-ing A Gap

eBridge for short, the center is the largest of its type south of San Antonio. It will consolidate a number of existing services under one roof in downtown Brownsville in what was once a women's clothing store on Adams Street. Those services include providing business planning and management expertise to aspiring small businesses along with helping secure resources and capital for these entrepreneurs.

The new eBridge will have two floors. The first floor will house a business incubator, the UTRGV's Entrepreneurship and Commercialization Center and a Brownsville Chamber of Commerce extension office. It possibly may also be the home of office space where private investors can meet with small businesses seeking capital. The second floor will include space where business startups can office temporarily. Young industrial and technical companies can also use areas to use equipment in testing new ideas.

"We actively work to assist and scale up businesses," said Nathan Burkhart, the director of marketing and small business development for the BCIC, in describing the sort of services offered in larger cities that will now be seen in Brownsville. "If you open up a business in Austin, you're competing against a lot of other prospects for capital. The Rio Grande Valley is a smaller pond, but it's one where there's more room to grow and expand."



Nathan Burkhart of the BCIC is helping to oversee the building of the new "eBridge." (VBR)

Consolidating Services

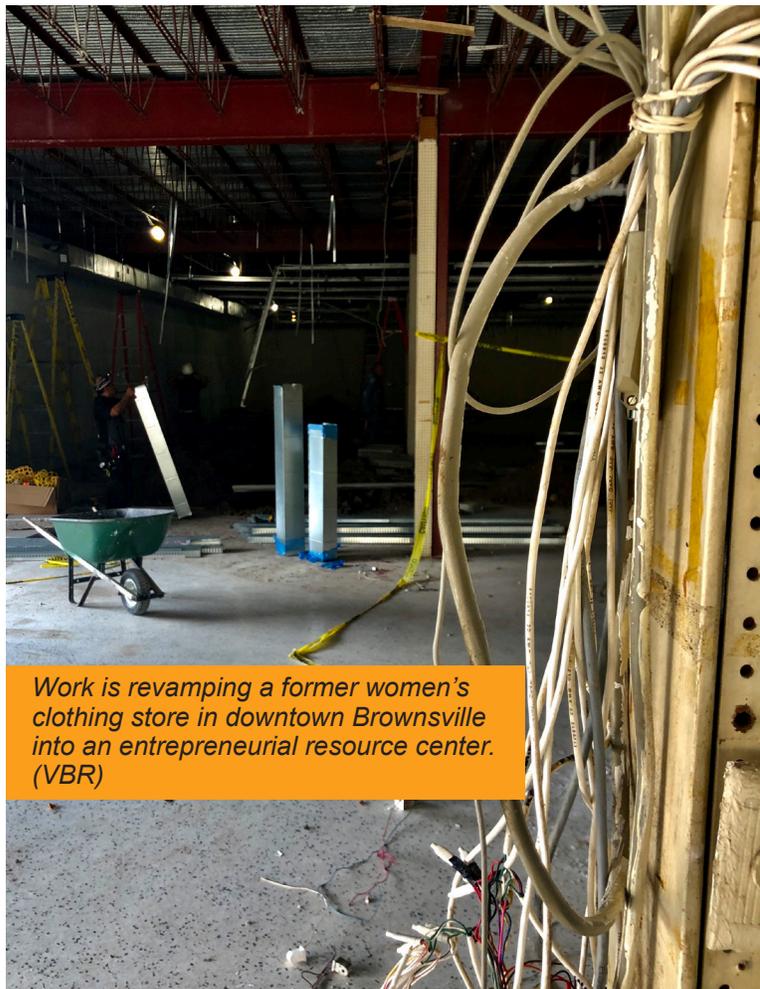
The eBridge will bring current service offerings of the city, university and economic development entities under one roof. Here, a business prospect can walk in and receive help more efficiently. Common needs are help with crafting business plans, cost analysis of operations, and arranging the sort of information and financial reporting needed to apply for bank and Small Business Administration loans.

Those are the sort of assistance programs business incubators often offer. The eBridge will do more than that in offering facilities where an industrial company can test a technical project that can detect leaks in oil pipelines, or a lunar space company can develop software in Brownsville.

“We want people to realize that they don’t have to leave the Valley to do these sorts of things, or they can come back and work on those types of projects here,” Burkhart said. “We’ve now got enough of those kinds of resources that those realities can happen in Brownsville.”



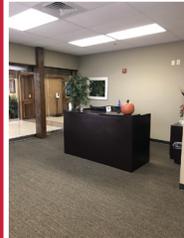
Amor y Pan is among the small businesses the BCIC has assisted with funding and business planning expertise. (Courtesy)

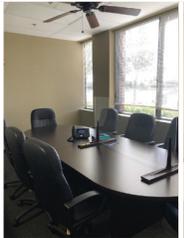


Work is revamping a former women’s clothing store in downtown Brownsville into an entrepreneurial resource center. (VBR)

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To The Port & Beyond

No one could have guessed that a building that once housed Casa de Nylon could someday host entrepreneurs brimming with ideas and technology that will be sufficiently cutting edge to test ideas that are outer space worthy. The BCIC held a formal groundbreaking for the eBridge in mid-June. Work on gutting and clearing out the 1960s-era building began weeks ago.

Burkhart recently walked through the former Nylon store in a hardhat to point out where different offices and services will be. Burkhart is a Brownsville native and a Pace High School graduate. He moved back home from Austin to be part of what he sees as his hometown's new possibilities.

"There's so much potential in the Valley," he said. "There's no reason why we can't provide those kinds of services here, and when you look at Brownsville, we're unique geographically. We can offer rail, air, highway, the sea with our port, and now, space."

The BCIC is aiding in bringing new investments and capital to downtown Brownsville. (photo Carlos Nunez @ cnunezimages.com)

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ICED CUBE Mirrors Flavor Of The RGV

By Chris Ardis

At 16, Eliza Garza’s father ignited the raspa flame within her.

Her dad saw that South Padre Island needed a raspa stand. He believed his family could run it every summer. Garza carried that flame with her as she finished high school and worked as an event planner, fundraiser, energy broker and idea generator.

Last year, a friend of Garza’s took charge of the Beach Resort at South Padre Island and she had a question.

“Where are you going to have snow cones?”

Garza’s friend told her she could make it happen. Garza set a launch date: March 15, 2020. By now, that flame had accelerated into a full-fledged fire. Then came COVID-19. Garza watched as local officials shut the Island down before opening day.

She refused to give up. Garza opened Beachside Snow Cones on the Memorial Day 2020 weekend with the help of her mother and stepdad. Her seasonal raspa stand was a big hit. Watching Garza from afar was Margret DeBruyn, a friend and the founder and owner of CRYO Body Perfections in McAllen.

“She would tell me, ‘I really admire your hustle, driving back and forth from McAllen daily,’ Garza said of DeBruyn. “She saw the business side of me.”

Overcoming Challenges

Garza suffered another blow in June 2020. Doctors diagnosed her stepdad, Robert Contreras, with advanced bone cancer. He passed away two months later. Before he passed, Garza asked for a blessing.

“He prayed over me with some of the last energy he could muster to speak the blessing aloud and into existence,” Garza said. “He declared God’s favor over me and a lifetime of abundance that would transform me.”

As Garza tells it, “Three months later, the floodgates of heaven opened up for me. After a grueling year of pain and sorrow, there was finally light, so much light.”

In November 2020, Garza teamed up with DeBruyn to purchase ICED CUBE Shaved Ice in Edinburg.

“Then it literally - pun intended - snowballed into something I could never have imagined,” DeBruyn said.

Seizing On Opportunities

They reopened the Edinburg location in December. They next purchased the Mission location and opened one in McAllen. ICED CUBE is not your average raspa/snow-cone stand. In Edinburg, there is a “back yard” with tables where customers can enjoy their creations. The McAllen and Mission locations will soon have dine-in areas. The menu also makes ICED CUBE unique.

“Our raspas are creations, works of art,” Garza said, with her business partner, DeBruyn adding, “sweet, sour and spicy.”

It’s happiness through food, they said. Their menu mirrors the Rio Grande Valley culture, Garza said.

“It’s colorful, rich, vibrant, alegres!” she said, adding that final word which is part of everything they do, which is happiness.

Take the Monster Dilly Raspa. Custom-



Friends turned business partners Margret DeBruyn and Eliza Garza at ICED CUBE Mexican Street Eats. (Courtesy)



Eliza Garza’s Beachside Snow Cones at the Beach Resort at South Padre Island. (Courtesy)

ers start with the snow-cone flavor of their choice. Then pickles, salsagheti, sour worms, fresh strawberries, gummy bears, chili powder, Kool-Aid powder and chamoy are added. Customers can also try the ICED CUBE Double Mango. This selection starts with the snow-cone flavor of their choice. Pickles, salsagettis, sour worms, sour rolls, gummy bears and fresh mango are added. The entire concoction is covered with chili powder, Kool-Aid powder and chamoy.

There are also what DeBruyn called “Junkyard Treats,” which include Chip Bag Preparado, Crazy Corn Nuts and Frito Pie. ICED CUBE also serves up a delicious Picadilly Split and Hot Cheeto Elote.

ICED CUBE offers sugar-free raspas for those conscious of their sugar and carbohydrate intake. Current flavors include blue coconut, grape, chamoy, strawberry, mango and cherry. The 16-ounce, sugar-free raspa has eight calories and just 4.44 carbs.

ICED CUBE’s “Cantina” offers tasty treats with alcohol, including Alcohol-Infused Raspas, Micheladas, Beer-Ritas and Jello-O-Shots.

Expanding A Brand

The business partners have applied for an ICED CUBE trademark. The name, originally ICED CUBE Shaved Ice, has changed to ICED CUBE Mexican Street Eats. They want to expand the brand beyond the Valley. Garza and DeBruyn have embarked on the franchising process. A franchise-consultant group on the East Coast has played a crucial role in the ICED CUBE franchise being launched this month.

Garza and DeBruyn realized the importance of taste consistency as they go into franchising. Much of their business depends on their “ice.” What many call “Italian ice” has been renamed at ICED CUBE. They have hired a chef from Mexico to create their original recipes for “Mexican ice,” which they will be producing themselves.

It is much more than their Mexican ice, their raspa art and the Mexican street eats Garza and DeBruyn want to share.

“Margret told me, ‘People are going to realize what the Valley is,’” Garza said. “We are proudly sharing a piece of our South Texas culture with the nation. We want to show people there is a passion, a fire, an entrepreneurial spirit here.”

Check out ICED CUBE’s summer hours, menu items, franchise opportunities and party packages at icedcubeshavedice.com.



Left: ICED CUBE customers choose their favorite snow-cone flavor to start the magic of the Fruit Cup Raspa. (Courtesy)

Right: The Hot Cheeto Elote with the finishing touch of mild or hot chile sauce. (Courtesy)



You can't miss the vibrant ICED CUBE signature colors and design. The McAllen location, pictured here, is at 6101 N. 23rd Street, just south of Lark. (Courtesy)

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