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# Freedom. Rings.

By Todd Breland

Life, liberty and the pursuit of happiness -- these are our inalienable rights as articulated in the United States Declaration of Independence as granted by our Creator. God Bless the USA!

As we pursue the American Dream, we're all on this journey together. We learn; we lose some; we win some; repeat. Small business ownership and management is all making chances and taking chances, coaching, mentoring and passing the baton. Sharing knowledge and experiences with the up-and-comers is a major part of professional success. Helping others is winning.

The saying "To whom much is given, much is expected" is a Biblical truth. When we have been blessed with resources, talents, knowledge and opportunities, it is our duty to use those gifts to benefit others and contribute to society. By doing so, we are also paving the way by helping build and strengthen the next generation of regional business and community decision makers. That's true

leadership.

As we reflect (especially this month) on the freedoms we enjoy that allow us to live as we choose, may we always pay respect, salute and honor our, past, present and future American military heroes for their and

their families' sacrifices. Our great nation is indebted to them, forever.

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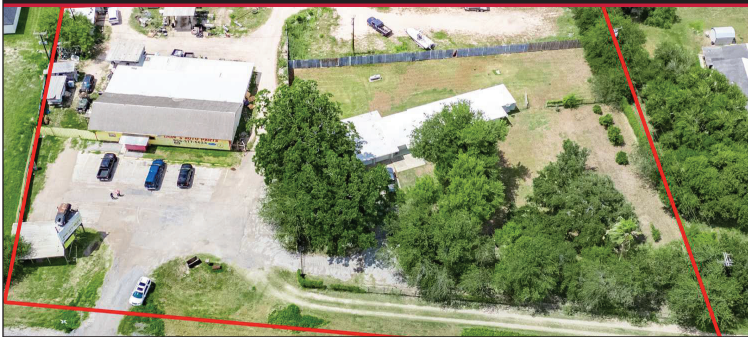
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# Harlingen Couple Builds Community In Gym

By Ricardo D. Cavazos, *Content Editor*

Seth Naranjo quips that Harlingen has two types of businesses all over town – car washes and gyms.

He made that observation even as he and his wife, Nikki Solis Naranjo, sat inside of a gym they recently opened in the city. The Goon House on South Sunshine 77 Strip in Harlingen is located within a sprawling plaza with a call center as a next-door neighbor. The gym sits back a ways from the

highway, but members are winding through the elongated plaza to find a gym that offers 24-hour access.

The Millennial-aged couple acknowledges the degree of competition their gym faces with corporate-branded fitness places reaching into more of Harlingen. They are undaunted by the challenge after going through the rigors and obstacles to get their business open.

“How do you go about it?” Nikki Naranjo asked. “In a successful gym, you build a community within a community.”

## Finding A Path

Seth and Nikki Naranjo describe themselves as fitness enthusiasts who have been in and out of various gyms since their teenage years.

They have each participated in



Nikki and Seth Naranjo have opened a gym that combines fitness with a sense of community. (VBR)

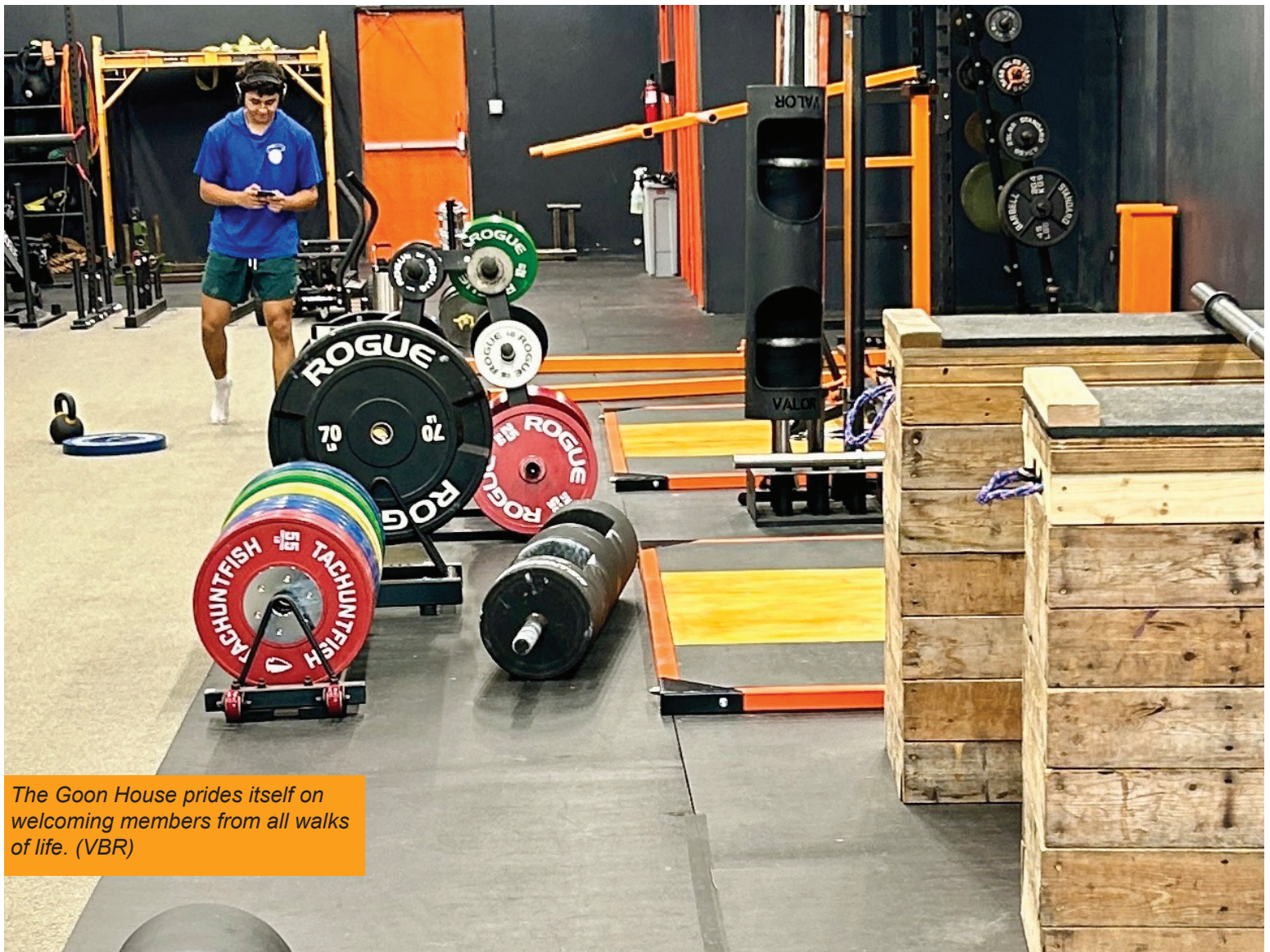
powerlifting and strongmen competitions. The many hours spent in local gyms gave them perspectives on best practices when it comes to customer service and the proper maintenance of equipment and facilities. Seth and Nikki are also health care professionals – paramedic and registered nurse, respectively – and know firsthand about the connection between exercising and good health.

Their shared commitment to fitness and maintaining a healthy lifestyle led to an ambition of owning their own gym. Having such a goal and turning it into reality proved to be a steep challenge. Banks hardly gave them the time of day when seeking startup loans. Their visit to a local Small Business Administration office was met with indifference, they said.

The couple finally found an ally in PeopleFund, which helped them secure the necessary capital to build toward



*Weights and commitment to fitness stack up nicely at The Goon House. (VBR)*



*The Goon House prides itself on welcoming members from all walks of life. (VBR)*

having their own business. PeopleFund is a nonprofit organization in Texas that provides financial and educational resources to help small businesses.

“They took us down the path to what we needed to get started,” Seth Naranjo said

**Core Principles**

In getting started, the couple turned to their informal network of friends and acquaintances in the local fitness and weightlifting community.

“We didn’t have anything to advertise but our name,” Nikki Naranjo said. “Our first members believed in us.”

The core principles of their business include:

- Cleanliness of equipment and facilities.
- Promptly fixing broken equipment.
- Listening to your customers and conducting surveys to gather suggestions in making the proper investments for gym improvements.
- Building a sense of community and making everyone feel comfortable.

The philosophies of The Goon House is impressing their customers.

“Best gym vibe for serious lifting,” said Cody Laningham, in a Google review.

“It has a family vibe. No corporate gym atmosphere. Owners are always friendly and make you feel like part of something.”

It’s their gym their way, the Naranjos said, with the added benefit of 24-hour access via membership badges and Bluetooth technology on smart phones that opens doors to the facility at any hour of the day.

“Other gyms try to copy each other,” Nikki Naranjo said. “We’re building our own thing and focusing on what we can do to accommodate and help our customers.”

A customer recently leaving The Goon House thanked the couple for opening the gym and making him feel welcome. They acknowledged the compliment with a warm farewell and “we’ll see you again soon” sendoff.

“We love the community that comes with it,” Seth Naranjo said of The Goon House.



# Entrepreneur Grows Brand Across Texas

By Ricardo D. Cavazos, *Content Editor*

Playing the long game in scaling up a business is a cumbersome process and often met with disinterest from would-be partners.

Karina Saldivar's Amor Y Pan in Brownsville was established as a successful health lifestyle market and bakery by 2024. Her business ambitions always extended outward beyond one location to getting her products on grocery store shelves. Getting to that goal via phone calls and introductory e-mails and receiving no interest in return is like an aspiring romance going nowhere, Saldivar said.

"It's like having a bad boyfriend who doesn't return phone calls," Saldivar said of her rounds of outreach efforts to major grocers.

## The Right Relationship

It was a roughly three-year "waiting game," she said, before the proverbial "I know a guy who knows a guy" connection kicked in for Saldivar's business. A distributor friend of Saldivar's said he would put in a word for her with H-E-B.

"That was our breakthrough," she said.

From there, Saldivar was invited to attend a Central Market showcase in Dallas. Central Markets are H-E-B's high-end stores and are located in the grocer's biggest urban markets. Saldivar's energetic sales pitch combined with her unique product – a healthier version of the Mexican condiment chamoy – made a positive impression. Fast forward to the present and Amor Y Pan's Chamorganic product is now being shelved at Central Markets in San Antonio, Austin, Houston and Dallas.

"You discover that this whole process isn't only about the perfection of your product, but also about getting a chance to show what you've got," Saldivar said. "The process is difficult. I won't sugarcoat it. You can't get too discouraged and give up."

## Getting Noticed

A "2025 Woman-Owned Small Business of the Year" award leans on a wall behind the main counter at Amor Y Pan.

"Presented to Karina M. Saldivar," the award from the Small Business Administration states. For Saldivar, the

May 2025 SBA award is the sweetener atop her recent successes. Amor Y Pan's chamoy product is in major Texas markets and has also gained entrance into the Monterrey market. It reflects Saldivar's cross-border entrepreneurship and her production operations in Matamoros.

Chamoy itself is a classic bicultural product with deep Mexican roots. It is a sweet, salty and spicy Mexican condiment that has been used for generations as a topping for fruits, candies and drinks. Chamoy products of different varieties are widely available in Wal-Marts and Target stores and other major retail outlets.

Amor Y Pan's version of chamoy is a tasty and healthier alternative to the usual fare. Chamorganic is sugar-free, keto-friendly, vegan and low-carb. There are

no artificial colors or preservatives. Its ingredients include hibiscus flower, a mix of chili powder, organic stevia leaf extract and lime. The product's original recipe came from Gina Escubedo, a Pan Y Amor employee, with fine tuning from Saldivar.

"We're still getting noticed by vendors and customers," Saldivar said of the newness of Chamorganic on Central Market shelves. "To say we've made it is premature."

## Time To Grow

Looking back, Saldivar is grateful for that three-year "waiting period" when she worked to get the attention of major grocers like H-E-B.

It allowed her time to improve and get a better understanding of her product. Those



*Karina Saldivar's persistence and commitment to quality in her company's products is growing her brand across Texas. (VBR)*

were valuable years of establishing her small business in Brownsville. Saldivar was able to widen her business network and gain recognition from the SBA and the Brownsville Community Improvement Corporation. It all raised Amor Y Pan's profile and Saldivar said she "grew with my brand."

She hopes to put additional Amor Y Pan products in stores and on grocery shelves. They include almond flour gorditas, and nopal and almond flower tortillas. Mixing her combination of running a health food store with Rio Grande Valley sensibilities while continuing to grow her brand in Texas and Mexico are what drives her to do even better.

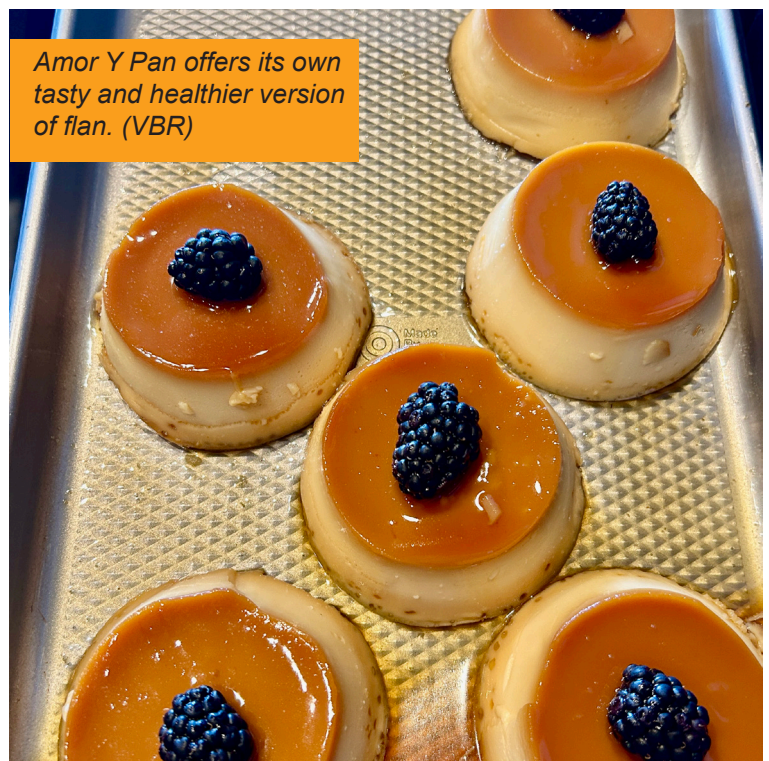
"Even when you're thriving, you need to ask yourself, 'What can I do better?'"



Mexican-style conchitas at Amor Y Pan are keto-friendly and low-carb. (VBR)



Amor Y Pan in Brownsville offers sugar-free and low-carb alternatives to American and Mexican-style pastries. (VBR)



Amor Y Pan offers its own tasty and healthier version of flan. (VBR)

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# New Census Numbers Show Growing RGV

By Ricardo D. Cavazos, *Content Editor*

Mid-Valley cities for years touted their heart-of-the-region location as a selling point for economic development and an ideal place to live for commuters with jobs in every part of the Rio Grande Valley.

For years there were no real numbers or data to back up the middle-of-the-Valley rationale as a winning strategy. New numbers from the U.S. Census Bureau are changing that narrative. Cities like Mercedes and Weslaco show some of the best population percentage growth rates among Valley cities from 2020 to 2024. New estimates provided by the Census Bureau show Weslaco has grown by just over nine percent over the last five years. Mercedes, meanwhile, has grown by nearly eight percent during that same period of time.

“It tells us we’re moving the needle,” said Mercedes City Commissioner and Mayor Pro-Tem Ruben Saldana. “Those growth numbers play very well in what we’re trying to do in elevating the city’s position in the Mid-Valley.”

In neighboring Weslaco, Sandra Charlton serves as president of the city’s Economic Development Corporation board. She says the

city’s multi-prong approach to growth is paying off in looking at key economic indicators.

“Weslaco has seen balanced growth in residential, commercial and retail sectors,” Charlton said. “With our newest industrial park, we are focusing on the industrial sector as well. These factors combine to produce healthy growth and are responsible for the greater-than-average growth we have been experiencing.”

## New Homes Blooming

The new housing construction numbers put real numbers behind the Census estimates.

Weslaco over the last three years has issued nearly 6,000 permits for single-family homes and multi-family units. Steven Valdez, the local EDC’s executive director, calls this surge “a remarkable pattern of growth” as he says Weslaco “offers a compelling option for both residents and businesses.”

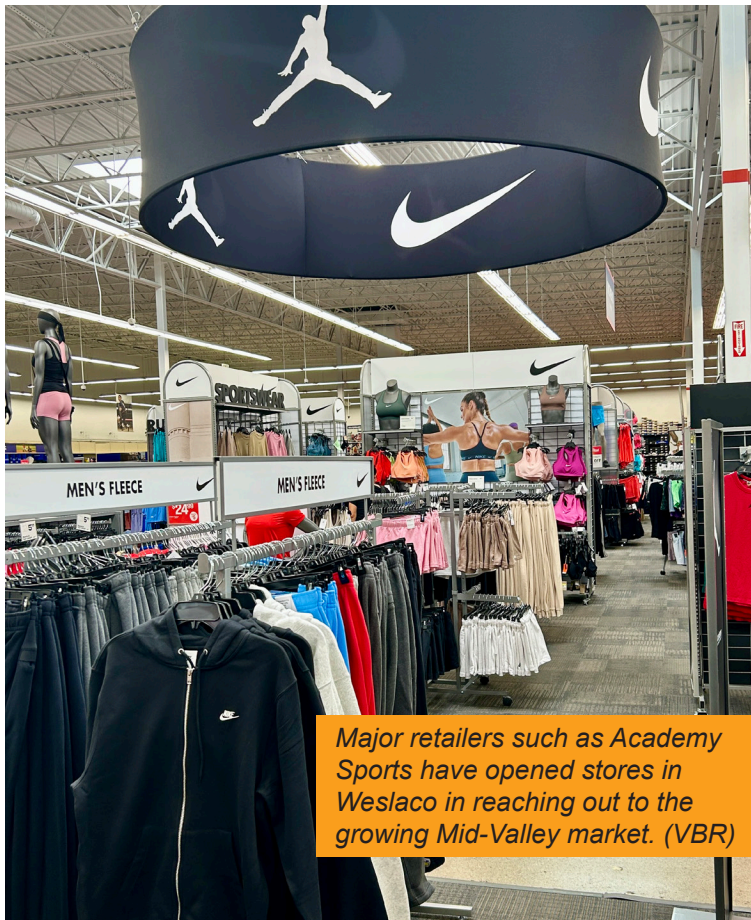
Weslaco’s current population is nearing 44,000 while Mercedes at current growth projections could approach a population of 20,000 by decade’s end. The latter figure may appear modest. But seeing it from the

perspective of a city that was formerly seeing stagnant or declining population numbers leads Commissioner Saldana to say, “We’ll take it.”

Since 2006, Mercedes has been the site of the Rio Grande Valley Premium Outlets. Now ground is being cleared and levelled for a nearly \$53 million retail plaza – the Shops at Mercedes – to be built adjacent to the outlets. Added to the retail activity are 15 housing developments and subdivisions at some current stage of activity in Mercedes, commissioner Saldana said. He said one housing development on Dawson Road just north of Expressway 83 had a quick sellout when its unit availability was made public.

“I’m being told that people who work at the Port of Brownsville are buying homes in Mercedes because housing in other communities is either limited or more expensive,” Saldana said. “In Mercedes, you’re going to get more bang for your buck.”

Weslaco can say the same with its growth corridors of new homes going north on Texas Boulevard or going south in the general vicinity of Westgate Drive.



Major retailers such as Academy Sports have opened stores in Weslaco in reaching out to the growing Mid-Valley market. (VBR)



Ground is being cleared and levelled in Mercedes for the building of the Shops at Mercedes, a nearly \$53 million retail plaza being built adjacent to the Rio Grande Valley Premium Outlets. (VBR)

“Weslaco’s proximity to key destinations across the region means individuals can comfortably live in Weslaco and commute elsewhere, or reside nearby and easily travel into the city for work and often within just a 30-minute drive,” Valdez said.

**Edinburg Tops The List**

One RGV city’s growth numbers exceed those of the Mid-Valley and every other city in the region.

Edinburg now has a population of nearly 109,000 and is adding nearly 2,000 residents a year. In 2020, the city’s population stood at just over 100,000 residents. The Census Bureau puts Edinburg’s yearly population growth rate at 8.39 percent. No Valley city is adding more new residents yearly than Edinburg.

“Edinburg is a city on the rise,” said Mayor Ramiro Garza, in a news release from the city. “This continued growth reflects our focused investments in quality of life, infrastructure and economic opportunity.”

In western Hidalgo County, the fastest-growing city is Alton, which is located just north of Mission. Alton now has a population of nearly 23,000 and is growing yearly at a 25 percent growth rate. McAllen is still Hidalgo County’s largest city with an estimated 148,782 residents. In Brownsville, the Census Bureau says the city has about 192,000 residents and holds its place as the largest city in the Valley.

The region as a whole has an estimated population of 1.4 million in 2025, which represents a nearly four percent yearly growth rate since 2020. That’s the estimate provided by RGV Health Connect, but there are other estimates that put the region’s population at well over 1.5 million. Whatever the true numbers may be, there is enough known to enthuse city leaders across the region.

“It gives us confidence and a lot of hope,” said Saldana, the Mercedes city commissioner.



*The Texas Heights subdivision on north Texas Boulevard represents among the many new housing developments Weslaco has seen in recent years. (VBR)*



*The recent entry of Panera Bread into the Rio Grande Valley market via Edinburg demonstrates the fast-growing city’s appeal to major national brands. (VBR)*



  
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# Get Prepared As Storm Months Approach

By Ricardo D. Cavazos, *Content Editor*

The torrential March 2025 rains that soaked the Rio Grande Valley provided local residents with a perspective of what could await them as this year's hurricane season began on June 1.

"Those heavy March rains were a wakeup call," Edinburg Mayor Ramiro Garza said. "It was a powerful reminder that we can't afford to be complacent."

Garza made those remarks during a recent Hurricane Preparedness Joint Regional Conference that was hosted by the Edinburg mayor at the city's main administration building. Those in attendance included Hidalgo County Judge Richard Cortez and McAllen Mayor Javier Villalobos. Police and fire chiefs from several Hidalgo County cities were there as well along with area urban managers involved in disaster planning and coordinating response teams.

The uniform message was to get ready early in the hurricane season with the essentials of supplies, flood insurance, refilling prescriptions, and properly securing important documents.

"Your individual readiness is a key piece of our regional strategies," Garza said.

## To-Do List

County Judge Cortez reported that the most credible hurricane prognosis sources say there will be 13 to 19 named storms during the 2025 season. Hurricane seasons average 14 named storms.

The season projects to have three to five major hurricanes, meaning a storm with winds of 111 mph or higher. Cortez said there's a 26 percent chance a major hurricane will hit the continental United States in 2025. Additionally, there is a one in three chance that such a storm will come

ashore along the Gulf Coast.

Cortez played a county-produced video that provided these guidelines in preparing for hurricane season:

- Have three-to-seven days of non-perishable foods stored up in your pantries.
- Have key medical information on hand and get your prescription refills early.
- Have important insurance documents properly secured in water-proofed containers or storage bags.
- Get sandbags early, and if possible, have them on hand before a storm enters Gulf waters.
- Secure loose items around the house and outdoors such as furniture and lawn mowers.

The county judge also advised having

*Torrential rains in March 2025 swamped the Harlingen area with over 15 inches of rain in a 24-hour period of time. (Courtesy)*



ample amounts of physical money at hand in case of electrical outages which will limit access to ATM machines and banks. McAllen Mayor Villalobos reiterated some of the points made by Cortez and added a key piece of advice. When it comes to water supplies, store at least one gallon for each individual per day of use.

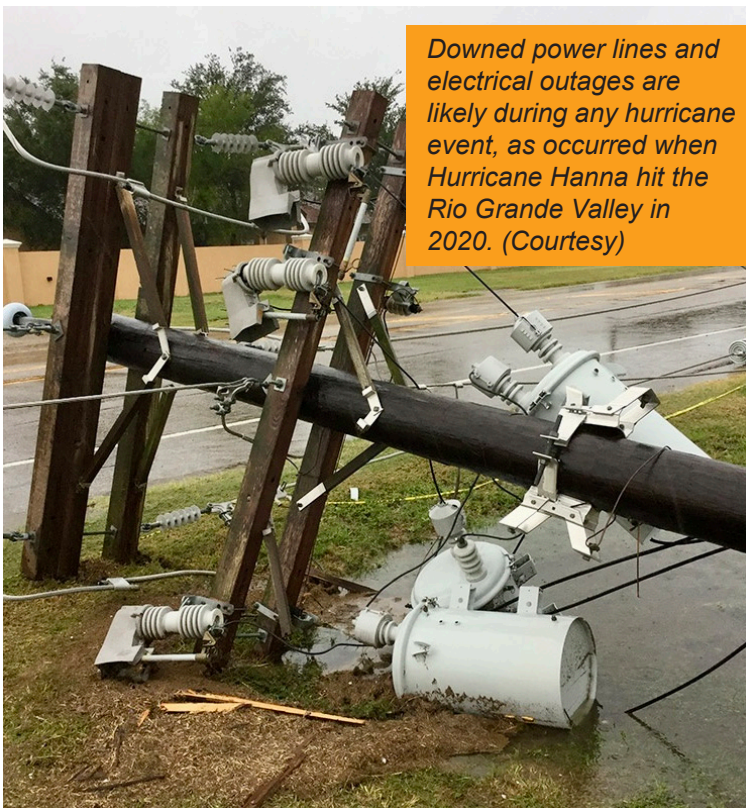
“The time to get ready is now,” Villalobos said.

**‘Whatever Comes Our Way’**

The McAllen mayor also emphasized the need to utilize the communication services individual cities have available for their residents.



*McAllen Mayor Javier Villalobos was among the local leaders who spoke during a recent Hurricane preparedness meeting. (Courtesy)*



*Downed power lines and electrical outages are likely during any hurricane event, as occurred when Hurricane Hanna hit the Rio Grande Valley in 2020. (Courtesy)*



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In McAllen, Villalobos said, residents can download a McAllen 311 app. With this, they will receive local emergency alerts that are specific to the city. Many other cities have similar services as does the county, Villalobos said, and residents in every community should utilize such city-specific information in addition to general news media sources.

Alamo Fire Chief Roman Flores highlighted an app from the Texas Division of Emergency Management that provides a QR code specific to each hurricane or major weather event. Signing in on the app from a cell phone, users can upload up to 10 photographs of damage to their homes or premises. This provides state agencies an early look at where the damage is and what is in need of repair.

“When verification teams come to inspect, there are clusters of damage they already know about,” Flores said. “They already have areas in mind to inspect. They will tell (us), ‘Can you physically take us to these areas?’”

Wrapping up the meeting, McAllen Mayor Villalobos had parting words of advice as the peak hurricane months of August and September near.

“Together, let’s be ready for whatever comes our way,” he said.



*Being prepared before the flooding from a hurricane hits is essential, area leaders said recently, as the aftermath of Hurricane Hanna demonstrated in 2020. (Courtesy)*



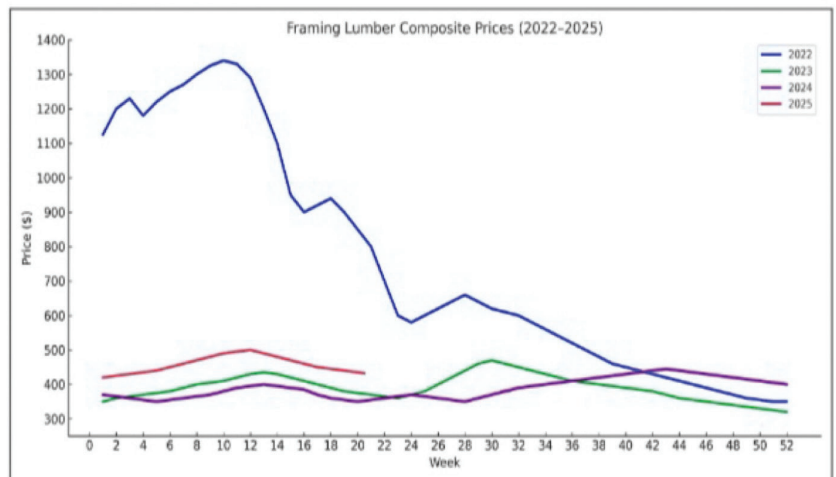
## The Monthly Materials Forecast

By Jeremy Smith, Co-Owner & Head Purchaser of Matt's Building Materials

My expectation has been and remains that 2025 will be very similar to 2024 with lumber prices remaining subdued with only typical seasonal fluctuations. Supply continues to be readily abundant, while overall demand continues to be relatively weak. Suppliers have chosen to curtail production in the face of lower prices, and, can quickly ramp up supply. Any significant price increases will be met with additional production thus keeping pricing in check.

As you can see from the chart, 2025 has trended higher than either 2023 or 2024, but only slightly. Also, notice that since the end of tariff talk at the end of March, the composite has drifted lower. 2022 was clearly a vastly different year than any other. The pandemic years were truly an exceptional time and should not be considered normal. The perfect storm between decreased supply and increased demand will probably never be seen again. For the time being, at least, I would expect a much more stable and balanced lumber supply.

Framing lumber prices have been trending lower for the last 4-6 weeks. For June, and, into the summer, I would expect lumber prices to remain in the current range, or, possibly, weaken further. In my opinion, it is likely that this trend will continue into the second half of 2025.



# 'Crown Jewel' Gets Upgrade At Isla Blanca

By Ricardo D. Cavazos, *Content Editor*

Isla Blanca's RV Park is a popular destination for Winter Texans and area residents and carries a personal significance for Cameron County's parks and recreation director.

Joe Vega's family connections to Port Isabel and South Padre Island go back to the early 1900s when his great-grandfather, Jesus Vega, ran and owned a restaurant and hotel on what was then called Tarpon Beach.

An old photo the parks director shares shows his forefather amongst a group of men in front of the "*Restaurante, Jesus Vega,*" with a balcony overhang providing shade from a summer sun. Tarpon Beach was located near the southern tip of the Island, at the end of a 600-foot wharf extending into the Laguna Madre. Don Jesus Vega was one of SPI's and Port Isabel's preeminent businessmen of his era.

Joe Vega is a Port Isabel native. He is a Tarpon himself as an alumnus of the local high school with the large fish as its mascot. Vega now is the Cameron County's parks and recreation director, with his office only a few miles away from where his great-grandfather's restaurant once stood.

## Making a Top Beach Better

One of Vega's chief responsibilities is managing the 100-plus acre Isla Blanca Park which includes 600 RV spaces.

It is a preferred space for both wintering tourists and Rio Grande Valley families. Isla Blanca offers a variety of amenities that include pavilions, boardwalks and jetties that offer great fishing. Additionally, the park has recently gained added luster in being an ideal spot to watch SpaceX rocket launches. A crowning jewel is what Vega calls "the one mile of pristine beach." It was recently described by *USA Today* as "the number one beach on the Texas Gulf Coast."

All of those amenities featuring beachside fun and fishing will continue without interruption over the next year while the RV portion of the park will close for the 2025-2026 tourist season. Isla Blanca's RV park is undergoing an extensive infrastructure upgrade that will take several months to complete. Due to this timeframe, Winter Texans and others to look elsewhere for an RV home for the time.

"We know how important this park is to

the Rio Grande Valley and to our Winter Texans," Vega said. "But we need to get water, sewer and electrical upgrades done to properly serve our visitors in the years to come."

## Getting Piece In Place

It is the power and electrical demands of the newer and technology-heavy RV vehicles that are the primary reasons for the upcoming upgrades at Isla Blanca.

Vega calls them "condos on wheels," and the upgrades will focus on increasing electrical capacity at the park along with water and sewer improvements. The newer RVs populating the park "require more ampage," he said, and the upgrades need to happen now before the \$14 million project becomes more expensive and difficult to do.

"We need to get the right infrastructure in place so we can service these RVs today and over the next 50 years," Vega said. "It's important to extend the life of the RV park for many more generations."

The infrastructure upgrades are the latest

improvements that Vega and the county have made at Isla Blanca. Over the last eight years, the county has built new pavilions, a boardwalk and undergone a sand nourishment project to extend the beachfront at Isla Blanca. There has been some repaving of streets done and the addition of new security lights. Those improvements are noteworthy, Vega said, but there is much more to do to update the park for the future.

## Temporary Closure

The infrastructure improvements will inconvenience the RVers who have long enjoyed staying at a park with the Island's best beach within easy walking distance.

The RV part of the park will be closed for the next tourist season that hits its peaks in January and February (for Winter Texans) and June and July (for area families and Mexican tourists). The park's RV spaces are historically at or near 100 percent capacity during its busiest four months. The bottom-line goal is to have Isla Blanca fully open for all of its visitors by Oct. 1, 2026 with all of



the infrastructure improvements in place.

Once in operation, the park for its RV spaces operates on a first-come-first-serve basis with all reservations handled online via the county website. It is a shift from previous years when summer and winter residents renewed their spaces for the next tourist season to come. While the park appreciates the loyalty of visitors, Vega said, the high number of renewals led to few open RV spaces.

“I would get asked, ‘When am I going to get an opportunity to stay at Isla Blanca?’ We decided to give everyone an opportunity to enjoy the park,” he said.

And that they will, beginning again on Oct. 1, 2026. The part of the Island once called Tarpon Beach will mark its latest improvement under the leadership of a parks director who is a tarpon with deep roots to what he says is “the crown jewel of the Texas Gulf Coast.”



*The RV portion of Isla Blanca will get an extensive infrastructure after an upcoming closure lasting until Oct. 1, 2026. (VBR)*



*A boardwalk leading to a pavilion at Isla Blanca are among the park's recent improvements. (VBR)*



*The main pavilion is within easy walking distance of the RV community on Isla Blanca Park. (VBR)*



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# Hat Maker's Trail Leads To Edinburg

By Chris Ardis

Customers walk into M Krowns to hear owner Miguel Saucedo greet them with one of his two signature shootouts.

It could be a “What’s up everyone?”

Then there’s his hearty ‘C’mon!”

Customers of the custom hat shop enjoy seeing Saucedo don a cowhide apron he bought at the Fort Worth Stockyards. It protects his shirts while he’s steaming and delighting his customers at his Edinburg shop. Saucedo’s trail began in Sullivan City, where he was born and raised. He got a job at the Boot Barn in McAllen in 2017.

“I would work at rodeos, selling clothing, boots and hats,” he said.

## A Future Takes Shape

It was at the San Antonio Rodeo where Saucedo met Dustin Foster, a master felt and straw-hat shaper who lives in Fort Worth.

“I was seeing the art behind it and thought, ‘I want to learn that! That craft looks really nice,’” he said.

Gregarious by nature, Saucedo asked Foster to teach him.

“The first question he asked was, ‘How many brands do you know?’” Saucedo said.

“I only knew three. That night, I didn’t sleep.

“I started to study how a hat is made, where it’s made, the materials, everything,” he said. “After that, I took off.”

The rodeo in San Antonio lasted two weeks and Foster patiently taught his dedicated student the art of hat shaping. Saucedo began practicing his new craft at the Boot Barn upon returning to the Rio Grande Valley.

“Little by little, people started relying on my work,” Saucedo said. “Customers began requesting me.”

## Setting Up Shop

Saucedo cut a new trail in 2022.

He left the Boot Barn and moved to Houston to work in the refineries. It was also the year he married his wife, Karen. The couple would eventually return to the Valley for a visit. They went to the Mercado District, which is an indoor market in McAllen, and Karen had a question and observation during that shopping and dining visit.

“Do you remember that time we talked about the hats?” Karen asked her husband.

“We can put a hat shop in here.”

The couple pitched the idea, and the

decision makers at the Mercado District loved it, deciding to make a special spot for Saucedo and giving him time to prepare.

“I was still working in the plant (in Houston) and calling hat companies,” Saucedo said. “I got denied by three companies.”

One company – PROHATS – said yes. Saucedo worked quickly with PROHATS owner Bubba Nevarez to get his supply line going. The first step was to move back to the Valley in early 2023. Saucedo’s father built him a table for his steamer with M Krowns getting started in a garage from home. Saucedo continued preparing for his move to the Mercado District in April 2023.

M Krowns would do well from the start at the indoor market on north 23rd Street in McAllen. It would be just a start for “Mr. and Mrs. M Krowns,” as Saucedo likes to refer to himself and his wife. They would come to the realization that it was time to hit the trails again and open their own shop.

The new M Krowns opened May 30 on south Sugar Road, just north of Trenton. The west wall of the shop features painted hills, cacti and a rising (or setting) sun. Near the top of the scene are the words from Jeremiah 29:11, which speaks of God having a plan for each person. After prayer and reflection, Saucedo believes the Sugar Road location is where his business was meant to be.



*M Krowns owner Miguel Saucedo puts on his signature cowhide apron, fires up the hat steamer, and gets to work hand-creasing customers' straw and felt hats. (Courtesy)*

**Important Accessory**

At M Krowns, Saucedo reshapes and cuts the brim of felt hats to meet the wishes of his customers.

He also cleans, brands and replaces the leather inside straw hats. Customers can bring their hats in or purchase new hats at M Krowns and have them customized. Their hats are 100 percent hand creased. Saucedo has worked his magic on the hats of Intocable, a popular Tejano and Norteño music group.

“It was awesome!” he said of working on the hats of Intocable band members.

M Krowns currently carries four brands: Bailey, Rodeo King, Serratelli and, of course, PROHATS. He is searching for one more brand to round out his mix.

“We specialize in only the hat,” Saucedo said. “It’s a very important accessory that people wear for weddings, ranching or just on a daily basis. With us, it’s the interaction with our customers. Our work speaks for itself.”

C’mon!

Follow M Krowns on Instagram and Facebook with the double “s.”



M Krowns carries four lines of hats including its first line, PROHATS. (Courtesy)

A master at branding, Miguel Saucedo has his M Krowns logo on the front door of his Edinburg shop and on baseball caps, coasters and more. (Courtesy)



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