

CITY OF DONNA: STRATEGIC PLAN FOR ECONOMIC DEVELOPMENT



Early life in Donna

September 2000

Sponsored By:

Donna Economic Development Corporation (4A) and the
Development Corporation of Donna, Inc.(4B)

Prepared By:

Reyna & Associates ✕ Management Consultants

CITY OF DONNA: STRATEGIC PLAN FOR ECONOMIC DEVELOPMENT

TABLE OF CONTENTS

Letter from the Mayor	i
Letter of Acknowledgment	iv
Acknowledgements	v

Chapter:

1. Donna 2020 Vision Retreat	2
2. Historical Donna	6
3. Community Profile	9
4. Business and Economic Development	25
5. Public Facilities and Services	50
6. Land Use and Housing	59
7. Transportation	67
8. Parks and Recreation	72
9. Beautification and Tourism	81

Appendix A: Results of Donna 2020 Vision Retreat, Part I

Appendix B: Results of Donna 2020 Vision Retreat, Part II

Appendix C: City of Donna Business List

Appendix D: Business Expansion and Retention Survey Instrument

Appendix E: Parks and Recreation 20 year Plan

Appendix F: Parks and Recreation Telephone Survey Instrument

Appendix G: Parks and Recreation Goal 1: Objectives by City Parks

**LETTER FROM
THE MAYOR:**

Dear Citizens of Donna:

Greater Economies of Scale, is the operative phrase used by the Donna Economic Development Corporations. June of 1999 was the beginning of what has proved to be very fruitful for the City of Donna. The Donna EDC embarked on a mission of definition, fact finding, and ultimately recruitment of new businesses.

Our mission was to define our challenges through the fact-finding efforts of surveys, town hall meetings, and interviews with the business community as well as the community at large. Our findings as described in the body of this document spell out at length where we have been, we are and where we need to be. The challenges that these corporations faced just one year ago were to jump-start the nurturing efforts to properly economically develop the City of Donna.

We looked at the City of Donna Economic Development Department for guidance; we researched for historical data from the corporation, as well as studied the finances that we had to work with. We could not find enough sufficient information to establish a solid base. Essentially, we had to start the restore the functions of the corporation all over again. We knew that continuing on the same path would leave us at best at status quo. My philosophy was lets aggressive, lets be guinea pigs, lets take some chances, and if we make mistakes lets learn from them, but lets bring in some businesses. The multi-faceted purpose was to raise our tax base, provide jobs, and increase our sales tax revenue.

**LETTER FROM
THE MAYOR:**

Realizing that we needed expertise in this area, we began to look for an economic development consultant. Reyna and Associates came our calling and mapped out a strategy for our success. Reyna & Associates provided the Corporations with an aggressive strategy for economic development, which helped the corporation very quickly make the necessary decisions to set a solid foundation as well as took a visionary approach to meet the challenges that we were faced with. I am very grateful to Reyna & Associates, our corporation members and our City staff for their time, understanding and sacrifice, which has made it possible to be the success that we are today.

Today as a result of much effort on everyone's part, we have this document that the citizens have not been seen in Donna since 1958. We currently, have 4 businesses under construction that will provide approximately 100 jobs, with an estimated economic impact of **\$10 million dollars**. On the horizon, we have 10 businesses in development stage. One of those is, Donna Cold Storage at the Industrial Park with an estimated economic impact of **\$6 million dollars**. I very proudly say "**NOT BAD**" for one short year and lots of hard work. The benefactors of these much unseen efforts are the citizens of Donna, those that our goals were set for to begin with. Infrastructure development has also been key to these developments.

The Donna Hooks Fletcher Museum and the Donna Chamber of Commerce have also been the benefactors of our efforts. We are preserving our heritage and culture as well as reestablishing the chamber's value to our existing business community.

**LETTER FROM
THE MAYOR:**

As Mayor of the City of Donna and President of Donna Economic Development Corporation (4A) and the Development Corporation of Donna, Inc. (4B), I want to thank the community for having faith in all of us, thank everyone involved including: Councilwoman Minnie Whitzel, Councilman Rick Morales, Member Fernando Munoz, and Member Hugo Santana on Corporation 4A; on Corporation 4B Mayor Pro-Tem John De La Garza, Councilman Eloy Avila, Member Sylvia Garza, Member Ed Alvarado, Member Miguel Estrada, and Member Cesar Montelongo. In addition, I would like to thank former Councilwoman and member Beatriz Farias and former member Horace Caldwell. I would like to give special thanks to City Staff and the consultants that without their efforts these accomplishments would not have been possible.

Members with the continuation of our efforts the best is yet to come.

Yours truly,



Lonnie Flores, Mayor
City of Donna

**Letter of
Acknowledgement:**

Dear Citizens of Donna:

There is a saying: “Anything worth while usually requires a lot of hard work” and Donna’s 2020 Strategic Plan for Economic Development is no exception.

One year ago the City Council and the 4A and 4B Economic Corporations decided that they wanted to launch an aggressive plan to attract new businesses to the City of Donna. In addition, develop strategies that would assist existing businesses in their efforts to expand their operations. The main purpose of this plan was to develop a blueprint that would define the future of the City of Donna and improve the quality of life for its residents.

We would like to thank the many people from the City of Donna that participated in the numerous town hall meetings, focus group gatherings, survey participants, etc, etc.

We want to thank the 4A and 4B Donna Economic Development Corporation members for having the foresight to approve such an undertaking.

Special appreciation is to be given to Mayor Lonnie Flores, Mayor Pro-tem John de la Garza, Councilwoman Minnie Whitzel, Councilman Mike Estrada and Councilwoman Beatriz Farias. In addition, newly elected council members Councilman Rick Morales and Councilman Eloy Avila, Jr., whose input and guidance were instrumental in making this project a reality.

We would also like to thank Ms. Guadalupe Cavazos, City Manager, Juan Ortiz, Community Development Director, and Xavier Cervantes, City Planner, for their invaluable assistance.

Respectfully yours,



Petra Reyna
President/CEO
Reyna & Associates

Acknowledgements

Reyna and Associates would like to thank the following persons for their tireless assistance with this Strategic Plan for Economic Development:

Elected Officials:

Lonnie Flores, Mayor
John del la Garza Mayor Pro-tem
Minnie Whitzel, Councilwoman
Rick Morales, Councilman
Eloy Avila, Jr., Councilman
Javier Garza, Municipal Judge

4A & 4B Committee

Hugo Santana
Sylvia Garza
Fernando Munoz
Ed Alvarado
Miguel Estrada
Cesar Montelongo

City Staff:

Guadalupe Cavazos, City Manager
Bruce Kalter
Xavier Cervantes
Daniel Downs
Veronica Chavero
Claudia Ochoa
Chief Miguel Carreon

Javier Villalobos, City Attorney
Rosa Ana Rodriguez
Juan Ortiz
Rick Ultsch
Marta Alvarado
Joel Varela
Chief David Simmons

Donna Chamber of Commerce

Beau Delattre, President
Patricia Leveck-Bramble
Perla Sandoval

Iliana Perez
Guadalupe Cavazos

Donna Housing Authority

Jose T. Perez, President
Luis Ozuna
Valentin Guerrero, Jr.

Juan Alvarado
Julian Adame
Hilaria Martinez

Donna Hooks Fletcher Historical Museum

Lupita Martinez, President
Hilda Adame
Oscar Adame
Petra Reyes
Joe Mata
Betty Driscoll
Cathy Edison
laura Lincoln
Blanca Tamez

Leandro Martinez
Sylvia Cantu
Ana Solis
Eloy Salazar
Henrietta Weaver
Roel Chapa
David Champion

Donna ISD

Luis Solis, School Board Member
Robert Garcia

Art del Barrio

Acknowledgements

Beatriz Farias
Sylvia Ramirez
Elizabeth Ramirez
Clara Lopez
Ariana Gonzalez
Fred Lopez
David Escobedo
Michelle Lozano
Michelle Fabrey
Jeff Chusid
Texas Data Center Staff
Texas Workforce Commission Staff
Texas Comptrollers Office Staff
Texas Department of Economic Development Staff
U.S. Census Bureau Staff

Humberto Silva
Francisco Ramirez
Debra Jauregui
Mario Cavazos, Jr.
Chris Gonzalez
Jessica Vasquez
Saul Salinas
S.J. Sethi
Cory Sebastian

CHAPTER 1

DONNA 2020 VISION RETREAT

CHAPTER 1

**DONNA 2020
VISION
RETREAT**

*"Most of the things
worth doing in the
world had been
declared impossible
before they were
done."*

*--Justice Louis D.
Brandeis*

DONNA 2020 VISION RETREAT

The first step in the development of the Strategic Plan for Economic Development was to hold a two-part workshop-style retreat. The objectives for these retreats was to develop a vision and mission statement, and to set priorities for the City on matters of city government, economic development and strategic planning.

On October 23rd and December 3, 1999, City of Donna Elected Officials, City Staff, Donna 4A & 4B Committee Members, Donna ISD, Donna Housing Authority, Donna Chamber of Commerce, Donna Hooks Fletcher Historical Museum, BFI, ECO Resources, and the office of Texas State Representative Miguel Wise participated in these workshops. These workshops were held at Victoria Palms Resort in Donna, Texas. An average of 30 to 35 persons attended each workshop.

Donna Mayor, Lonnie Flores, introduced the consultant team of Reyna & Associates and Hilliard & Associates, who facilitated these workshops. The main purpose of the workshops was to develop a vision for the City's future development and a common mission to guide current and future planning and development for the city. A vision and mission statement for the City of Donna was developed as a result of the 2020 Vision Workshops.

The City of Donna officially adopted the Vision and Mission Statements for the City on February 15, 2000.

CHAPTER 1

**DONNA 2020
VISION
RETREAT**

PART I

The first workshop provided team-building activities in an atmosphere of open and mutual communication. It also provided a means for participants to become corporately aware of the process of economic development and its connection to all aspects of city management and planning.

Participants had an opportunity to share their views of the important issues facing the City of Donna. Four (4) key questions were asked of participants: 1) what do we have now, that we want to see in our future; 2) What do we have now, that we want to leave behind; 3) What do we not have and don't want; and 4) what do we not have, that we want? Responses to these questions led to prioritization of crucial issues facing the City of Donna today. Participants presented their views of what the City of Donna will look like in ten years. The first workshop ended with a look at what is the next step for the City. Refer to **Appendix A** for the results of this workshop.

PART II

The second workshop began with an overview of the issues addressed in the first workshop. Preliminary vision statements were developed by four (4) groups and followed by the development of preliminary mission statements by each group. Each participant individually rated the statements and gave their cumulative votes on what specific words must be included in the vision and mission statements. Participants then gave their views of what they want the City to accomplish this year, and five years from now. Refer to **Appendix B** for the results of this workshop.

CHAPTER 1

**DONNA 2020
VISION
RETREAT**

VISION STATEMENT:

“The vision for the City of Donna is to be recognized as ‘The Heart of the Valley,’ by becoming an All American City with exemplary schools, rich cultural art centers, modern recreational facilities, quality public services, stable local government and diverse businesses, enhancing the quality of life for its citizens, the Valley and Mexico.”

MISSION STATEMENT:

“The mission of the City of Donna is to enhance a high quality of living and create a safe beautiful community for its citizens and visitors, through the development of infrastructure, stable economic growth and diverse employment opportunities in private industry.”

CHAPTER 1

DONNA 2020
VISION
RETREAT

THE PARTICIPANTS:

Elected Officials:

Lonnie Flores, Mayor
Beatriz Farias, Mayor Pro-tem
Minnie Whitzel, Councilwoman
John de la Garza, Councilman
Javier Garza, Municipal Judge

4A & 4B Committee

Rick Morales
Sylvia Garza
Fernando Munoz

City Staff:

Bruce Kalter
Xavier Cervantes
Daniel Downs
Christopher Alvarez
Chief Miguel Carreon

Rosa Ana Rodriguez
Ricardo Espinoza
Rick Ultsch
Daniel Villanueva
Jaime Sandoval

Donna Chamber of Commerce

Jackie Uresti, President

Judge Gilbert Saenz

Donna Housing Authority

Jose T. Perez, President
Valentin Guerrero, Jr.

Juan Alvarado
Hilaria Martinez

Donna Hooks Fletcher Historical Museum

Lupita Martinez, President
Hilda Adame

Leandro Martinez
Sylvia Cantu

Donna ISD

Luis Solis, School Board Member

Art del Barrio

BFI

Paul Schulstrate

Jon Dick

ECO Resources

Beau de Lattre

Texas State Representative Miguel Wise

Michelle Lozano

"We have the power to make this
the best generation of mankind
in the history of the world – or to
make it the last"

-John F. Kennedy

CHAPTER 2
HISTORICAL DONNA

CHAPTER 2

**HISTORICAL
DONNA**



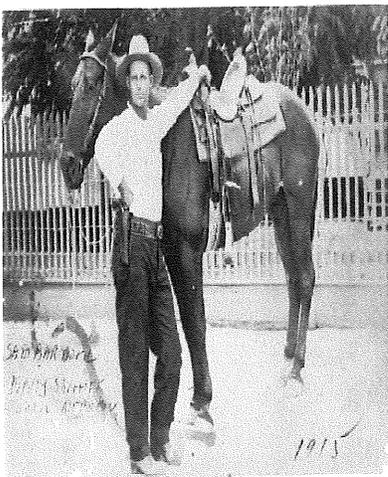
HISTORICAL DONNA¹

The town of Donna was founded on the lands of the La Blanca Agriculture Company on December 3, 1904, by a group of businessmen which included Thomas J. Hooks. It is described as one of the earliest Anglo communities in the Rio Grande Valley.

Hooks had been born in East Texas to a family, which traced itself back to at least the English scientist Robert Hooke. He moved with his family to the Valley at the end of the 19th century. In 1902, he and a group of colleagues purchased 20,000 acres in Hidalgo County, running from the Rio Grande north. The small community of Runn was the first established on the property, at the site of a pumping station, the first public water pumping in the system in the Valley. Runn is located just north of the Rio Grande, and a historic schoolhouse still exists on the site. Another town site was developed shortly afterwards on higher ground six miles to the north.

After donating 1600 acres to the railroad, one of Hooks' compatriots suggested that the train station for the new community be named after Hooks' daughter, Donna. The town received its charter from the Secretary of State in 1904, and by 1906 was beginning to grow. At that time, about 700 acres were in cultivation: alfalfa, corn, melons, onions, and soon, sugar cane. In 1908, Donna Hooks Fletcher, having already opened a restaurant and boarding house, opened the town's first office building: headquarters of the La Blanca Land Company, the Lott Town and Improvement Company, and a real estate firm. She opened the town's first hotel the next year, and its one department store by 1920, although the latter did not survive the Great Depression.

The town survived the drought of 1914, and the bandit raids of 1914 to 1916, and continued to grow. During the latter part of the teens, a squadron of the Texas Militia was posted in Donna to guard the town and the pump until 1921.



CHAPTER 2**HISTORICAL
DONNA**

During the First World War, there was a large influx of families to the City of Donna. Agriculture and its associated industries of canning and shipping, remained the main stay of the town's economy, supplemented by gas and oil production, until recently. Today "Winter Texans" and other forms of travel and tourism (especially related to bird watching) are important contributors to the town.

Because of its particular history, Donna has neither the traditional plan of the region's communities laid out under Spanish Law of the Indies, nor the Selby plan adopted for Texas' county seats.

DONNA HOOKS FLETCHER

Donna Hooks Fletcher followed her father's footsteps and became a professional pioneer farmer, rancher, and businessperson. She married Clyde W. Fletcher in 1895, but divorced in 1908. With Donna now largely on her own, her father gave her a portion of the land north of the town. She hired laborers to clear the wooded land, and then built a small house on the site. She called it Alameda Ranch. Then came the irrigation ditches, which allowed her to produce crops of corn, cotton, and alfalfa. She also became a successful dairy farmer. Her Alameda Ranch produced the famous "Melrose" brand of butter. During the 1920's Donna established and operated a department store, which built a reputation as the finest department store in the Valley.

Eventually her years of prosperity came to an end, but she also continued to contribute to the community in other major endeavors. Donna Hooks Fletcher died in Donna, Texas in October 1969.

DONNA HOOKS FLETCHER HISTORICAL MUSEUM²

The Donna Hooks Fletcher Historical Museum had its opening day on January 12, 1974. It was housed in a two-story building on the west side of the Donna Square Park, the former Donna News Building. Around 1988, the building was damaged by fire, so the artifacts were moved to the American Legion Hall at 318 S. Main Street. After rehabilitation of the original town site, the Donna News Building, the museum will return.

CHAPTER 2

**HISTORICAL
DONNA:**

**Donna Hooks
Fletcher
Historical
Museum**

The museum collection includes artifacts, which date back to the 1870's. Of special interest is the display case in an open area, which includes fashions from the late 1800's and 1900's. Other artifacts on display are food and kitchen utensils from the early 1900's, early office equipment used in the area, and the first telephone to come to Donna. In addition, there are numerous photographs depicting early life in Donna and a typical bedroom complete with bed, chest and a Singer sewing machine.

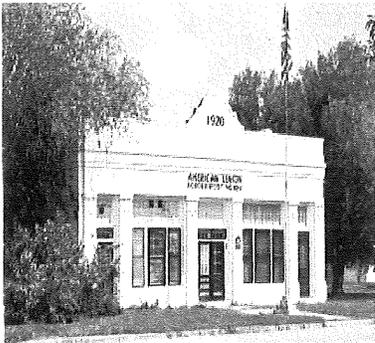
In addition, the collection includes kitchen appliances used in the early century including an icebox, butter churn, clothes wringer and washtub. There are construction and farm tools used by early residents, an old-fashioned gasoline pump, and a saloon bar with stained glass doors. This bar is alleged to have been used in the Blue Goose Saloon in 1914.

There is also a collection of irons used through the decades, carpentry tools, and assorted artifacts on Native Americans.

Currently, the Historical Museum Board of Directors is working on rehabilitating and expanding the old Donna News Building, its original home, to make it its new permanent home. In the past year, the Historical Museum has received grants from the Texas Historical Commission, Museum Grant and Heritage Preservation, Conservation Assessment Program Grant. Furthermore, it has hired a Museum Director and two additional assistants.

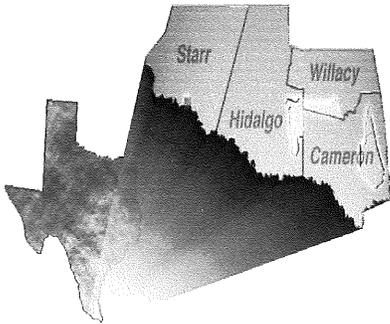
AMERICAN LEGION HALL

The American Legion Hall Border Post No. 107 was the first built and owned by any Post in the world. It was completed in 1920, and was granted in 1924. It a Mission-Style building, typical of the period. The Texas Historical Commission in 1964 designated the American Legion Hall as a Texas Historical Site.



CHAPTER 3

COMMUNITY PROFILE

CHAPTER 3**COMMUNITY
PROFILE:****THE RIO GRANDE VALLEY**

The Rio Grande Valley is located in the southernmost tip of Texas. The Rio Grande Valley consists of a four county area: Cameron, Hidalgo, Starr, and Willacy counties. The total area of this region is 3,644 square miles. To the south the Rio Grande Valley is bordered by Mexico and to the east it is bordered by the Gulf of Mexico.

The 1999 population estimates, from the Texas State Data Center, for the Rio Grande Valley is 916,969. Hidalgo County has experienced the fastest growth rate of all the counties in the Rio Grande Valley followed by Cameron and Starr. Hidalgo County is the largest county with a population of 383,545, in 1990. Willacy County is the only county in the Rio Grande Valley that has single digit population growth since 1990. According to the Texas State Data Center, the population of Willacy County increased from 17,705 in 1990 to 19,110 in 1999.

According to the 1990 census, the Rio Grande Valley had a per capita income of \$6,656 and a mean family income of \$25,216 compared to Texas that had a per capita income of \$12,904 and a mean family income of \$40,255.

CITY OF DONNA

The City of Donna sits in the Mid-Valley and is commonly known as the "Heart of the Valley". Donna is located 4 miles west of Weslaco, 24 miles west of Harlingen, 49 miles northwest of Brownsville, 14 miles east of McAllen, 18 miles southeast of Edinburg, 156 miles southwest of Corpus Christi, 273 miles south of San Antonio, 347 miles south of Austin, 350 miles south of Houston, 542 south of Dallas, 828 miles southeast of El Paso, and 1,758 south of Washington DC.

It is neighbored by Alamo on the west and Weslaco on the east. To the northern side, the City of Donna is bordered by the Delta Area while to the south it is bordered by Rio Bravo, Mexico.

CHAPTER 3

**COMMUNITY
PROFILE:**

**Historical
Population**

HISTORICAL POPULATION

Historical U.S. Census population figures for the City of Donna and Hidalgo County are presented in **Figure 3.1 Historical and Estimated Population of Donna** and **Figure 3.2 Hidalgo County**, for years 1920 through 2000 estimate.

Figure 3.1 indicates that the population growth within the City of Donna has been irregular, ranging from a decrease in population to noteworthy increases. Specifically between 1920 and 1930, the City grew by 159.8 percent. However, between 1960 and 1970, Donna decreased in population by 2 percent.

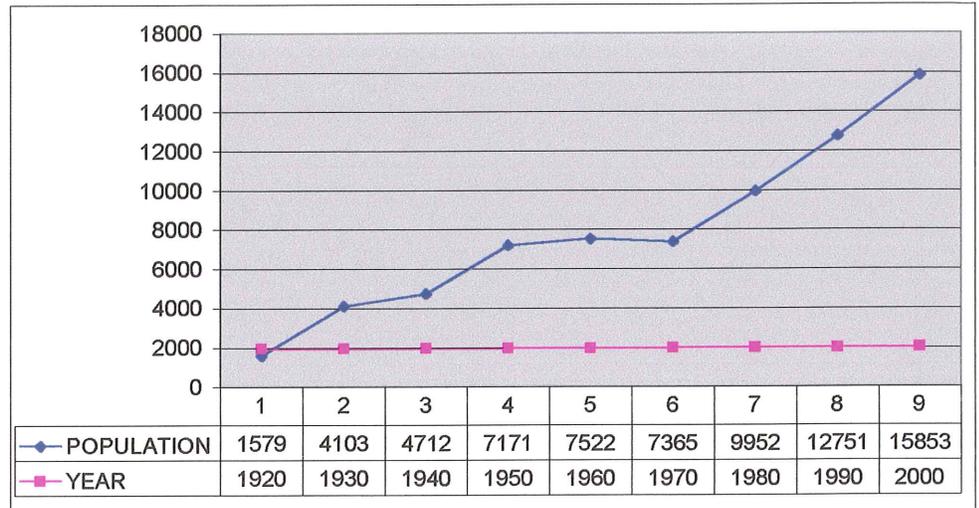
Hidalgo County, however, never experienced a significant decrease in population. During the decade of 1960 to 1970 there was a slight increase in population by 0.3 percent. Hidalgo County's population size has also been erratic with increases throughout the century ranging between 0.3 to 102.1 percent. Refer to **Figure 3.2** for Hidalgo County's historical and estimated population.

CHAPTER 3

COMMUNITY
PROFILE:

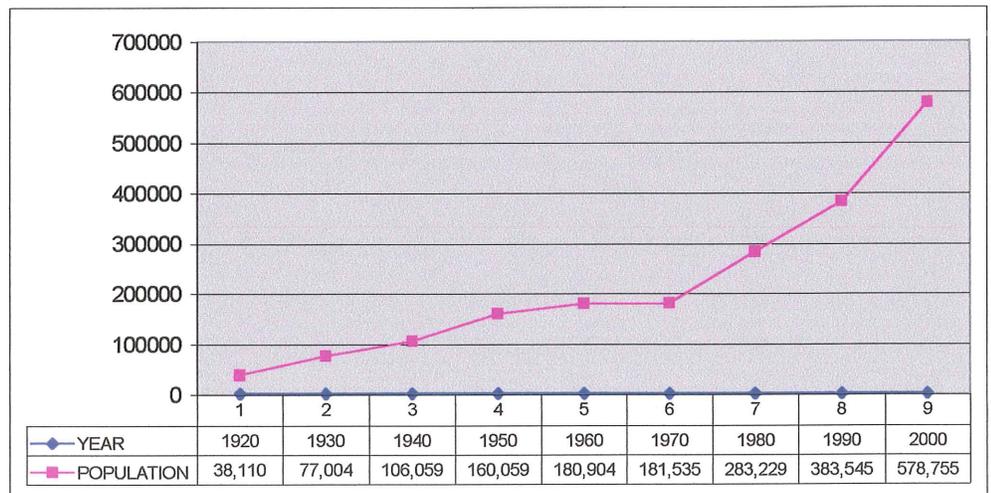
Historical
Population

FIGURE 3.1
Historical and Estimated Population
City of Donna



Source: U.S. Census Bureau, 1990 and Texas State Data Center, 2000.

FIGURE 3.2
Historical and Estimated Population
Hidalgo County



Source: U.S. Census Bureau, 1990 and Texas State Data Center, 2000.

CHAPTER 3

**COMMUNITY
PROFILE:**

**Population
Projections**

The City of Donna is projected to grow by 131 percent by the year 2020 from a population of 12,751 to 29,535 persons. Projections for the City of Donna are not available through the Texas State Data Center (TSDC), but can be estimated using TSDC's 1.0 Migration Scenario for Hidalgo County. Utilizing regression analysis, the future population for the City of Donna was projected as shown in Table 3.1 – Projected Populations (1990 – 2020).

Population projections are based upon sophisticated projection models that consider patterns of migration as well as fertility and mortality rates. The Texas State Data Center (TSDC) at Texas A & M University uses cohort component projection techniques to develop four alternative sets or scenarios of population projections based upon differing migration assumptions for the State and each county.

**TABLE 3.1
Population Projections (1990-2020)
Hidalgo County and City of Donna**

YEAR	HIDALGO COUNTY		CITY OF DONNA	
	Population	Annual % Change	Population	Annual % Change
1990	383,545		12,751	
1995	458,857	3.9	13,307	0.9
2000	546,651	3.8	15,853	3.8
2005	645,308	3.6	18,714	3.6
2010	754,662	3.4	21,885	3.4
2015	877,467	3.3	25,447	3.3
2020	1,018,464	3.2	29,535	3.2

Source: Texas State Data Center

CHAPTER 3

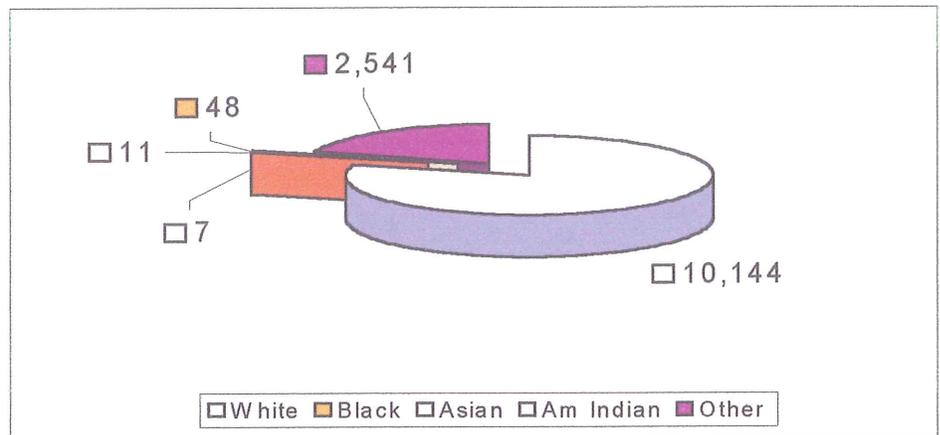
COMMUNITY
PROFILE:

Racial & Ethnic
Composition

RACIAL & ETHNIC COMPOSITION

The racial composition for the City of Donna is shown in Figure 3.3 – Race Composition in Donna, 1990. The U. S. Census Bureau classifies Hispanics as “White” race background. The characteristics of race indicate that a majority of Donna’s population is White, which accounts for 79.5 percent of the 1990 population of 12,751 persons. The characteristics classified as “Other Race,” which includes persons other than those identified, account for the second largest race in Donna with 20.0 percent or 2,541 persons. The Black population of (48) persons accounts for 0.3 percent of the population. The other two races include: Other, Asian, and American Indian populations accounting for 0.1 percent each respectively.

FIGURE 3.3
1990 Race Composition
City of Donna



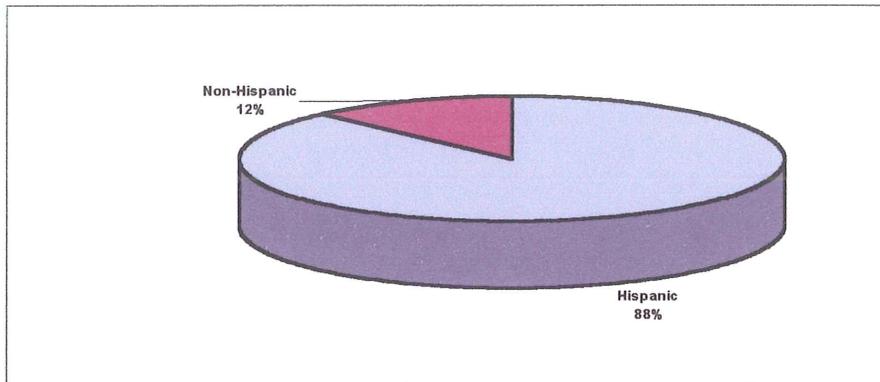
Source: U. S. Census Bureau, 1990.

CHAPTER 3

COMMUNITY
PROFILE:

Racial & Ethnic
Composition

FIGURE 3.4
1990 Hispanic Origin
City of Donna



Source: U.S. Census Bureau, 1990

The ratio of persons of Hispanic origin to Non-Hispanic origin is 88 percent to 12 percent, respectively, as shown in Figure 3.4-Hispanic Origin in Donna, 1990.

CHAPTER 3

**COMMUNITY
PROFILE:**

**Household
Composition**

HOUSEHOLD COMPOSITION

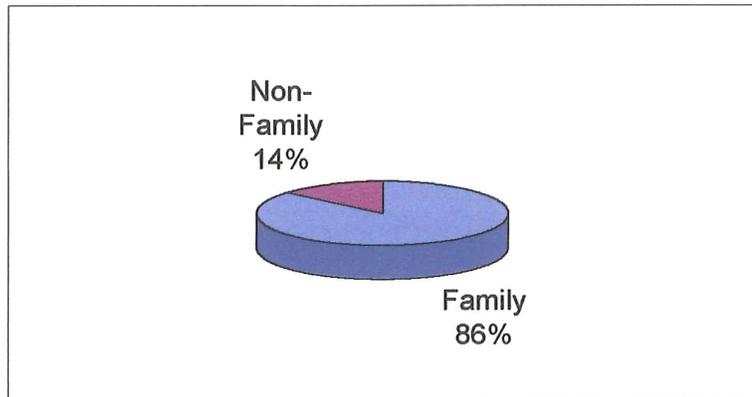
According to the 1990 U.S. Census Bureau, household type is classified as either family or non-family units. Non-family units include only one or more single persons. Family households can be placed in the following categories.

Family Households:

- Married Couple, with Children
- Married Couple, with no Children
- Male Householder, with Children
- Male Householder, with no Children
- Female Householder, with Children
- Female Householder, with no Children

The household composition for Donna residents is shown in **Table 3.2–1990 Household Composition City of Donna**. In 1990, there were a total of 3,357 households in the City of Donna. Of the total households, 86 percent consisted of family households.

TABLE 3.2
1990 Household Composition
City of Donna



Source: U.S. Census Bureau, 1990

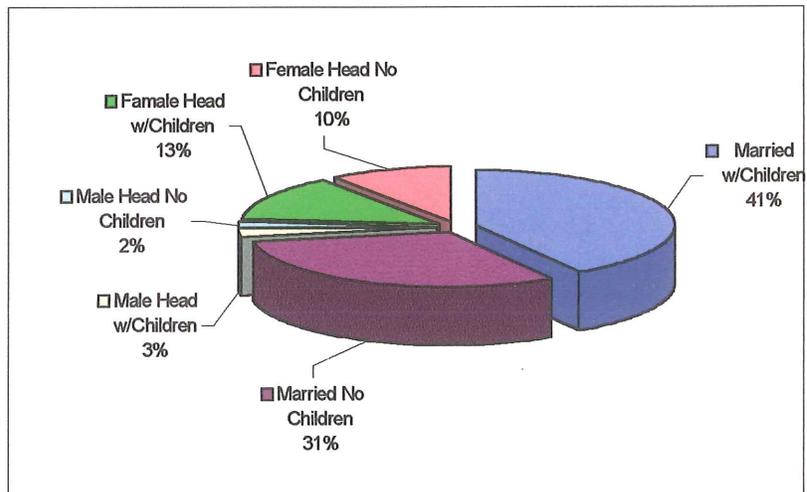
CHAPTER 3

**COMMUNITY
PROFILE:**

**Household
Composition**

Of the married households, the large majority consisted of married couples with children or 41 percent and 31 percent with no children. Single parent households consisted of 28 percent of the total family households. Twenty-three percent (23%) consisted of female head of household and 5 percent male head of households. Of the single parent households, the largest number is headed by women with children or 13 percent. Refer to **Figure 3.5–1990 Family Household Type**.

FIGURE 3.5
1990 Family Household Type
City of Donna



Source: U.S. Census Bureau, 1990

CHAPTER 3

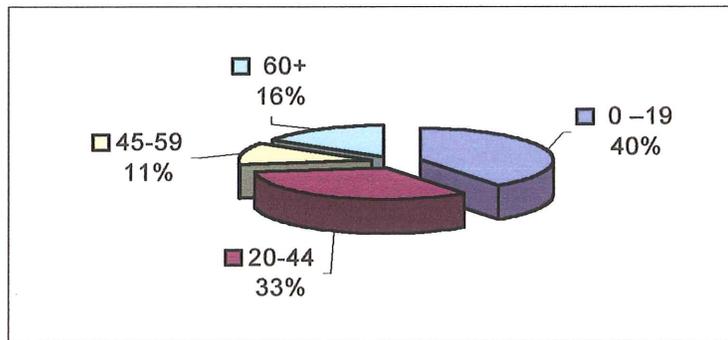
**COMMUNITY
PROFILE:**

**Age & Gender
Composition**

AGE & GENDER COMPOSITION

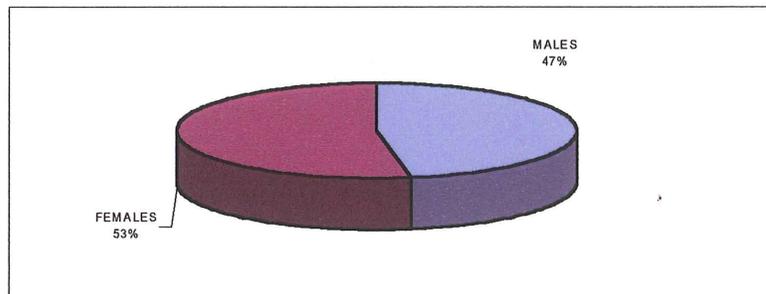
The age composition of the City of Donna in 1990 is presented in Figure 3.6-Age Composition and Figure 3.7-Gender Composition for the City of Donna. The City of Donna has a young population with the majority between the ages of 0 to 44 or 73 percent (73%) of the total population.

**FIGURE 3.6
1990 Age Composition
City of Donna**



Source: U.S. Census Bureau, 1990

**FIGURE 3.7
1990 Gender Composition
City of Donna**



Source: U.S. Census Bureau, 1990

Based upon a continuation of current trends, the distribution of population will progress into the older age persons by the year 2020, resulting in an older average age. Regarding gender distribution for the City of Donna, there is a slightly larger female population, 53 percent than male population of 47 percent.

CHAPTER 3**COMMUNITY
PROFILE:****Education****EDUCATION**

The Texas Education Agency (TEA) designates schools districts every year as Exemplary, Recognized, Academically Acceptable, Academically Unacceptable, Unacceptable, or Not Rated. Donna Independent School District is rated as Academically Acceptable for the 1999-2000 year. These ratings are made via specialized accreditation investigations.

The drop out rate for Donna ISD students is lower than the State's average of 1.6 percent. However, the percentage of students passing all TAAS tests in the District (79%) is lower than the State's (90%) average. A significant statistic is the number of economically disadvantaged students in the school district (88%) compared to the State average of 48.5 percent.

TABLE 3.3
Donna Independent School District
Education Statistics 1998-99

Enrollment Statistics	Donna ISD	Texas State Average
Total Number of Schools	14	7,053
Total Number of Students	9,888	3,945,367
Total Teachers	640	259,739
Student Teacher Ratio	15.4 to 1	15.2 to 1
Attendance Rate	95.2	95.3
Annual Drop Rate	1.4%	1.6%
TAAS: % Passing all tests taken (1999)	79.1%	90.0%
College Admissions, % Tested (1998)	48.9%	61.7%
SAT: mean total score	903	992
ACT: mean composite score	17.0	20.1
Completion Rate Class of 1998	97.5%	91.4%
Economically Disadvantaged (%)	88.0%	48.5%

Source: Texas Education Agency

Educational Statistics for 1998-99 are the most recent data available for Donna Independent School District.

CHAPTER 3

**COMMUNITY
PROFILE:**

Education

The educational attainment of persons 18 years and older in the City of Donna and Hidalgo County for 1990 is provided in Figure 3.4 – 1990 Educational Attainment of Persons 18 years and older, City of Donna.

A significant percentage of persons in the City and the County did not graduate from high school or satisfy equivalency requirements. The percentage of persons with less than a 9th grade education or 9th to 12th grade education without a diploma was 57 percent in Donna and 52 percent in Hidalgo County. These percentages are higher than the State average of 28 percent and National average of 24 percent.

In Donna, 20 percent of residents completed high school, 14 percent some college, 9 percent completed an Associate’s, bachelors, graduate or professional degree. Compared to the State and National attainment levels, Donna had a lower percentage of residents graduating from high school, college or with a graduate degree.

**TABLE 3.4
1990 Educational Attainment
Persons 18 years or Older
City of Donna**

Level of Education	Donna		Hidalgo County		Texas	U.S.
	Total	Percent	Total	Percent	Percent	Percent
Less than 9 th grade	3,056	37	86,705	36	12	9
9 th to 12 th grade, no diploma	1,619	20	38,634	16	16	15
High school graduate (includes equivalency)	1,550	20	51,830	21	26	30
Some college, no degree	1,138	14	35,409	15	23	21
Associate degree	240	3	6,869	3	5	6
Bachelor’s degree	443	5	16,026	7	12	1
Graduate or professional degree	145	1	7,544	3	6	6

Source: U.S. Census Bureau, 1990

CHAPTER 3

**COMMUNITY
PROFILE:**

Income

INCOME

The income of persons in the City of Donna and Hidalgo County in 1989 is provided in **Table 3.5 – Per Capita and Household Income, 1990**.

According to the 1990 U. S. Census Bureau, the City of Donna’s per capita income of \$5,586 was below the County per capita income of \$6,630 and below the State and National per capita income levels of \$12,904 and \$14,420, respectively.

Furthermore, the City of Donna’s median household income of \$16,922 was slightly above the County’s median income of \$16,703. However, it was significantly below the State of Texas median income of \$27,618.

**TABLE 3.5
Comparison
1990 Per Capita and Household Income**

Income	Donna	Hidalgo County	Texas	U.S.
Per Capita Income	\$5,586	\$6,630	\$12,904	\$14,420
Median Household Income	\$16,922	\$16,703	\$27,618	\$30,056

Source: U. S. Census Bureau, 1990.

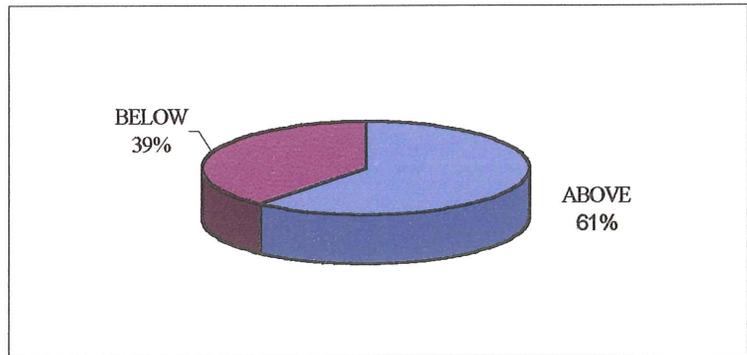
CHAPTER 3

COMMUNITY
PROFILE:

Income

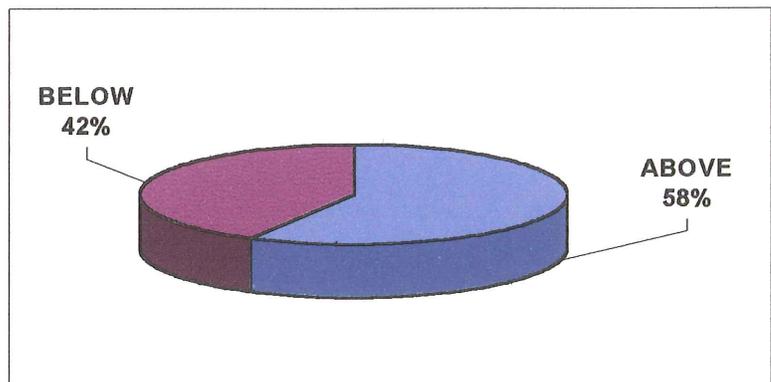
The poverty status of persons in the City of Donna and Hidalgo County is displayed in Figure 3.8 and 3.9—1990 Poverty Status. According to the U. S. Census Bureau, 39 percent of Donna’s population was living in poverty in 1989. In Hidalgo County, 41.9 percent of the population had incomes below the poverty level.

FIGURE 3.8
1990 Poverty Status
City of Donna



Source: 1990 U.S. Census Bureau

FIGURE 3.8
1990 Poverty Status
Hidalgo County



Source: 1990 U.S. Census Bureau

CHAPTER 3

**COMMUNITY
PROFILE:**

Employment

EMPLOYMENT

Unemployment rates in Hidalgo County continue to be the highest in the State of Texas. According to the Texas Workforce Commission, the jobless rate for Hidalgo County was 13.6 percent in July 2000 compared to 16.4 percent in January of 2000.

Employment figures for 1990 and an estimate for 1999 are provided in **Table 3.6 – Employed Persons 16 Years and Older**. In the City of Donna, the number of employed persons has increased from 3,892 in 1990 to an estimated number of 5,034 in 1999, which represents 24.6 percent increase. Over the same period, Hidalgo County has experienced a 29.3 percent increase in the number of employed persons.

There is a significant disparity in the unemployment rates for the City of Donna and Hidalgo County. In 1990, the rate of unemployment for Donna was 30.3 percent in 1990 and 22.4 percent for Hidalgo County. In 1999, the City of Donna experienced a higher unemployment rate of 18.3 percent compared to the County’s rate of 14.5 percent. Employment patterns for Hidalgo County are shown in **Figure 3.10 – Employed by Industry, Hidalgo**.

**TABLE 3.6
Comparison for
Employed Persons 16 years and Older**

Civilian Labor Force	City of Donna		Hidalgo County		Texas	
	1990	1999	1990	1999	1990	1999
Labor Force	5,384	6,162	165,759	194,414	8,615,795	10,206,043
Employed	3,892	5,034	128,560	166,278	8,071,312	9,734,413
Unemployed	1,492	1,128	37,199	28,124	544,483	471,630
Unemployment Rate	30.3%	18.3%	22.4%	14.5%	6.3%	4.6%

Source: Texas Workforce Commission.

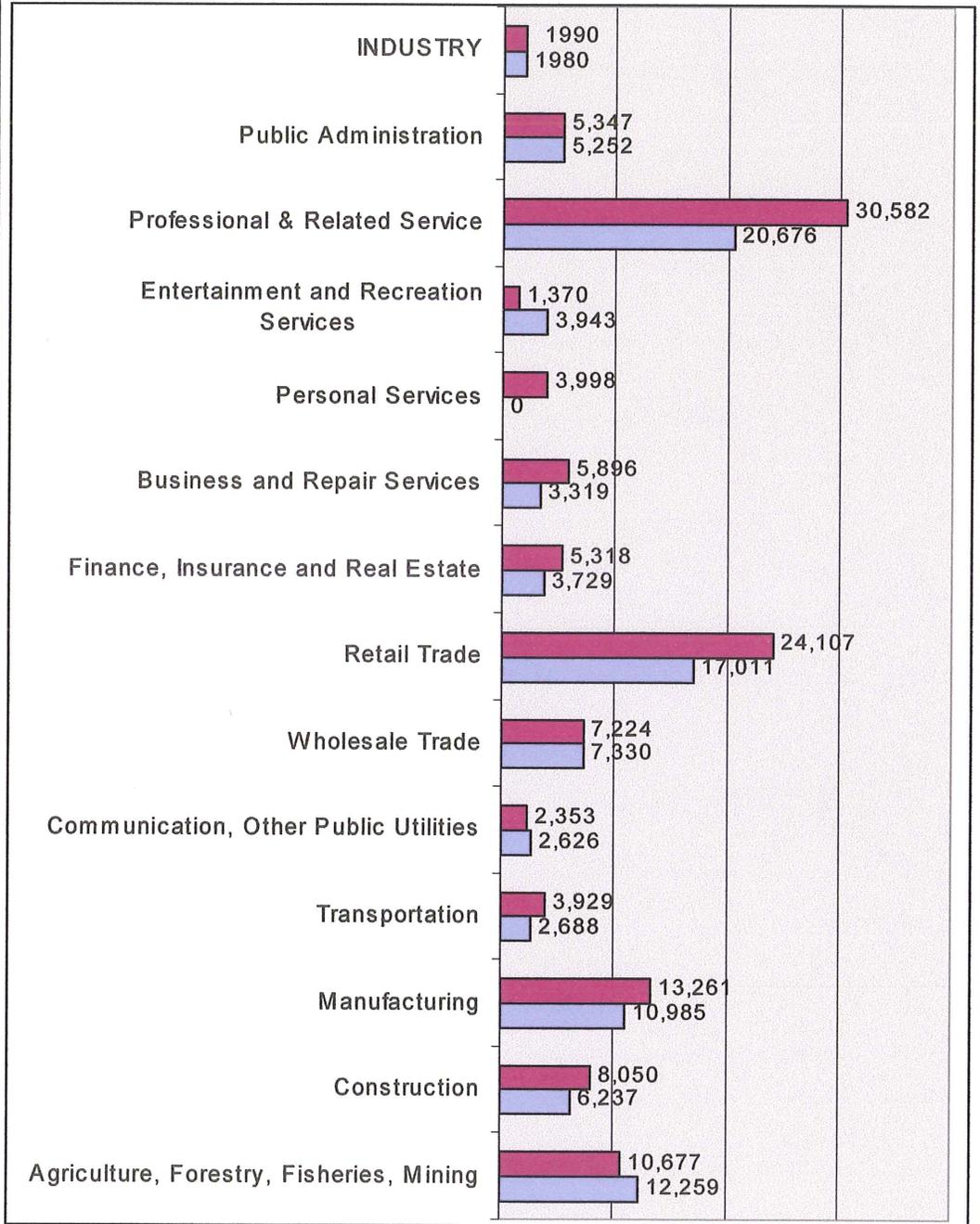
The industry with the largest percentage of the employed labor force in Hidalgo County for both 1980 and 1990 was in the Professional and Related Services sector with Retail Trade as the next largest and Manufacturing as the third.

CHAPTER 3

COMMUNITY
PROFILE:

Employment

FIGURE 3.9
Comparison 1980 TO 1990
Employed by Industry – Hidalgo County



Source: U.S. Census Bureau, 1990

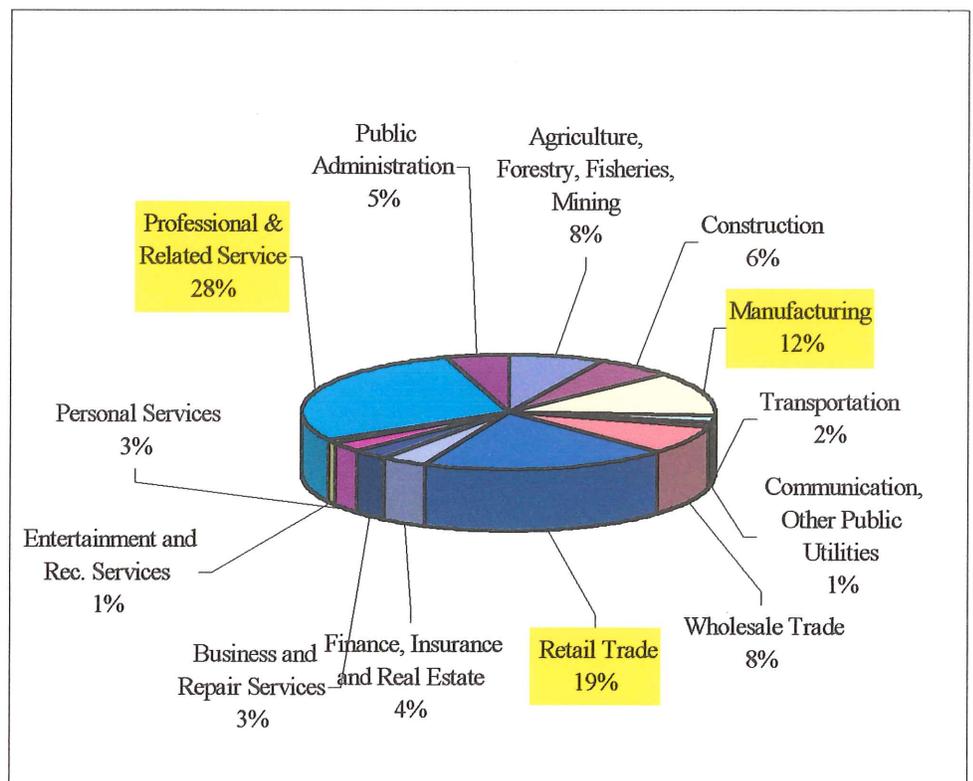
CHAPTER 3

COMMUNITY
PROFILE:

Employment

For the City of Donna, employment patterns are indicated for 1990 in Figure 3.11—Employment by Industry, City of Donna. According to the 1990 U.S. Census, the industry with the largest percentage of employment labor force in the City of Donna was Professional and Related Services, which is largely comprised of Education. The second and third largest industries are Retail Trade and Manufacturing of non-durable goods.

FIGURE 3.11
Employed by Industry
City of Donna



Source: U.S. Census Bureau, 1990

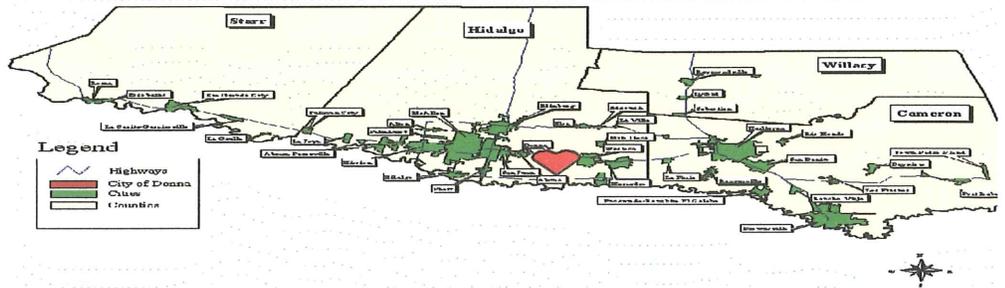
CHAPTER 4

BUSINESS AND ECONOMIC DEVELOPMENT

CHAPTER 4

Business &
Economic
Development

BUSINESS & ECONOMIC DEVELOPMENT



The City of Donna, which is commonly known as the “Heart of the Valley,” is strategically located in the Mid-Valley. Donna has a geographic advantage for businesses wanting to relocate or establish within the City. It is neighbored by Alamo on the west and Weslaco on the east. On the northern side, Donna is bordered by the Delta Area while on the south it is bordered by Rio Bravo, Mexico.

Donna is located 4 miles west of Weslaco, 24 miles west of Harlingen, 49 miles northwest of Brownsville, 14 miles east of McAllen, 18 miles southeast of Edinburg, 156 miles southwest of Corpus Christi, 273 miles south of San Antonio, 347 miles south of Austin, 350 miles south of Houston, 542 south of Dallas, 828 miles southeast of El Paso, and 1,758 south of Washington DC.

The City of Donna is a major player in the tourism industry in the Rio Grande Valley and during the winter months, thousands of Winter Texans find a home in Donna.

This chapter documents the results of data collection, analysis, findings and recommendations relating to business and economic development.

CHAPTER 4

**Business &
Economic
Development**

HISTORY OF ECONOMIC DEVELOPMENT³

The Texas Legislature passed the Development Corporation Act of 1979 (Texas Civil Statutes, Article 5190.6). The development Corporation Act allows municipalities to create non-profit corporations (called development corporations) that promote the creation of new and expanded industry and manufacturing activity within the municipality and its vicinity. The development corporations operate separately from the municipalities, with boards of directors that oversee their efforts. These corporations, in conjunction with industrial foundations and other private entities, work to promote local business development.

Most notably, in 1989, the Texas Legislature amended the Development Corporation Act by adding Section 4A, which allowed the creation of a new type of corporation. The legislation provided that a Section 4A development corporation could be funded by the imposition of a local sales and use tax dedicated for economic development. This tax could be levied only after its approval by the voters of the city at an election on the issue.

The proceeds of the Section 4A sales tax were dedicated by statute for economic development projects to primarily promote new and expanded industrial and manufacturing activities. The 4A sales tax became available to cities that were located within a county of under 500,000 and had room within the local sales tax cap to adopt an additional one-half cent sales tax.

In 1991, the Texas Legislature authorized a new type of sales tax, a Section 4B sales tax. This legislation authorized a one-half cent sales tax to be used by certain cities to promote a wide range of civic and commercial projects.

The City of Donna has both a 4A and 4B corporations, which oversee the economic development investments of the sales tax and its usage. The Donna Economic Development Corporation (4A) and the Development Corporation of Donna, Inc. (4B) were established in 1996.

CHAPTER 4

**Business &
Economic
Development**

**Current
Activities**

CURRENT ACTIVITIES

In 1999, the Donna 4A and 4B corporations applied to the Texas Department of Economic Development, Texas Leverage Fund program and obtained \$1 million specifically designated for economic development.

The Texas Leverage Fund is an added source of financing for communities that have adopted the economic sales tax. The Texas Department of Economic Development may loan funds to local industrial development corporations (4A and/or 4B corporations) that has an on going Section 4A and/or 4B sales tax for economic development. Projected sales tax revenues are pledged by the 4A or 4B corporations to cover annual debt service on eligible projects. Cities may leverage their economic development sales tax to borrow up to four or five times their anticipated annual proceeds to undertake eligible projects.

The following projects were funded with the use of these funds. **Table 4.1 – 4A Corporation Projects and Table 4.2 4B Corporation Projects.**

**TABLE 4.1
4A Corporation Projects**

Project	Economic Impact	4A- Cost
Materiales El Valle – acquisition 5 acres for commercial development. Materiales El Valle will construction a 10,000 sq.ft. Showroom and warehouse to sell imported tile and construction material	\$5 million	\$170,000
Donna Hooks Fletcher Historical Museum Renovation Monies- funds to be used to leverage private foundation grants.	Unlimited	\$100,000
Future Commercial / Industrial Development – Land acquisition	Unlimited	\$100,000
	TOTAL	\$370,000

CHAPTER 4

**Business &
Economic
Development**

**Current
Activities**

**TABLE 4.2
4B Corporation Projects**

Project	Economic Impact	4A- Cost
Rehabilitation of Elevated Storage Tanks	Unlimited	\$548,000
Main Street Revitalization	Unlimited	\$46,000
Affordable Housing Initiative	Unlimited	\$46,000
Police Department – purchase of 4 new police vehicles	Unlimited	\$42,000
	TOTAL	\$682,000

CHAPTER 4

Business &
Economic
Development

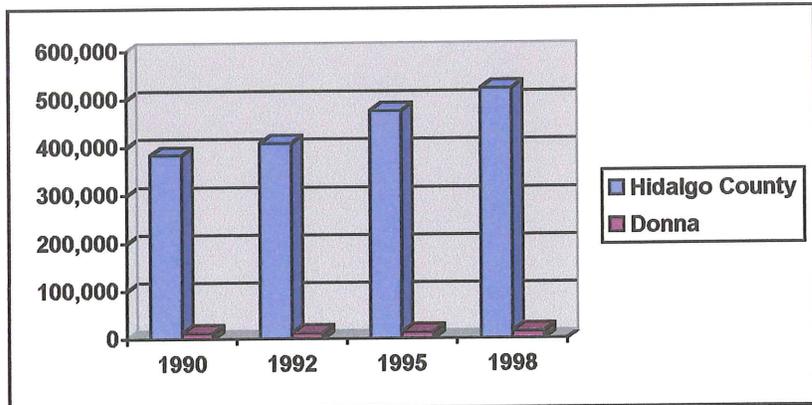
Population
Growth Rates

POPULATION GROWTH RATES

Hidalgo County is one of the fastest growing counties in the States of Texas. Hidalgo County is the largest county in the Rio Grande Valley with a population of 383,545 in 1990.

In comparison to other cities in Hidalgo County, Donna ranked 19th in terms of growth rate from 1990 to 1999. According to the Census Bureau, the City of Donna grew from 9,952 in 1980 to 12,751 in 1990. The current Texas State Data Center estimates is approximately 16,285 for the City. Although the population of Donna has been growing at a steady pace, the growth is slower than the population growth of Hidalgo County as a whole. See **Figure 4.1-Population Growth for Hidalgo County and the City of Donna** for a comparison in growth for the years 1990,1992,1995, and 1998.

FIGURE 4.1
Population Growth for Hidalgo County and
City of Donna



Source: Texas State Data Center

CHAPTER 4

**Business &
Economic
Development**

**Employment &
Industry**

EMPLOYMENT & INDUSTRY

The City of Donna's unemployment rate decreased from 1990 to 1999 by 33.9 percent. Hidalgo County's rate also decreased by 35.2 percent. Donna's 1999 unemployment rate of 18.3 percent was slightly higher than the County's rate of 14.5 percent. According to the Texas Workforce Commission, as of July 2000, the City of Donna's unemployment rate was 17.2 percent and the County's unemployment rate was 13.6 percent.

**TABLE 4.3
Annual Unemployment Rates
Hidalgo County and City of Donna 1990-1999**

YEAR	Donna	Hidalgo County
1990	27.7	22.4
1991	26.4	21.3
1992	27.7	22.4
1993	25.6	20.6
1994	24.4	19.6
1995	24.6	19.8
1996	23.7	19.0
1997	22.8	18.2
1998	22.2	17.8
1999	18.3	14.5

Source: Texas Workforce Commission

CHAPTER 4

**Business &
Economic
Development**

Industry

INDUSTRY

From 1994 to 1997 the top two industries in Donna varied between the Professional Services Sector and the Retail Sector. Overall, between the years of 1994 and 1997, the top businesses industries that have steadily grown are the following: Professional Services, Retail Trade, Construction and Wholesale Trade.

The total number of business establishments in Donna has grown by 15.9 percent from 182 in 1994 to 211 in 1997, according to the Texas Comptrollers Office. The number of employees in Donna has increased by 45 percent from 1,412 in 1994 to 2,048 in 1997. According to 1999 data from the Texas Comptrollers Office, business in the Retail Trade sector has the largest number of establishments with 64 percent. The second largest number are in the Professional Services sector with 17 percent and the third largest number of businesses are in the Manufacturing sector with 7 percent.

Refer to **Table 4.4 - Number of Establishments and Employees in Donna**. Further more, the major employers for the City of Donna are the following: Donna ISD, City of Donna, HEB, Rio Grande Container, Rio Valley Canning Company, McDonald's, Victoria Palms Resort, refer to **Table 4.5-Major Local Employers, 1999**.

CHAPTER 4

**Business &
Economic
Development**

Industry

**TABLE 4.4
Number of Establishments and Employees
City of Donna**

YEAR	# ESTABLISHMENTS	# EMPLOYEES
1994	182	1,412
1995	190	1,513
1996	196	1,687
1997	211	2,048

Source: Texas Comptrollers Office

**TABLE 4.5
1999 Major Local Employers
City of Donna**

Employers	Estimated # of Employees	Industry Sector
Donna ISD	1,380	Professional Services
Victoria Palms Resort	70	Services
City of Donna	56	Public Administration
HEB Food Store	50	Retail Trade
Rio Grande Container	30	Wholesale Trade
Rio Grande Canning Company	23	Wholesale Trade
McDonalds' Restaurant	20	Retail Trade

Source: Reyna & Associates

CHAPTER 4

**Business &
Economic
Development:**

**Industry
Projections**

INDUSTRY PROJECTIONS

The industries projected to grow the fastest between 1996 and 2006, according to the Texas Comptrollers Office, are in the Construction, Professional Services, Transportation, Communication and Public Utilities (TCPU), and the Retail Sector. Refer to Table 4.6 - Industry Projections for Hidalgo and Willacy County. For a current list of businesses located within the City of Donna refer to Appendix C.

**TABLE 4.6
Industry Projects for Hidalgo County &
Willacy County**

INDUSTRY	PROJECTED GROWTH RATE
Agriculture	2.5%
Mining	9.5%
Construction	26.2%
Manufacturing	5.3%
T.C.P.U.	23.1%
Wholesale Trade	15.5%
Retail Trade	20.2%
Finance, Insurance & Real Estate	6.3%
Professional Services	25.2%
Public Administration	16.1%

Source: Texas Comptrollers Office

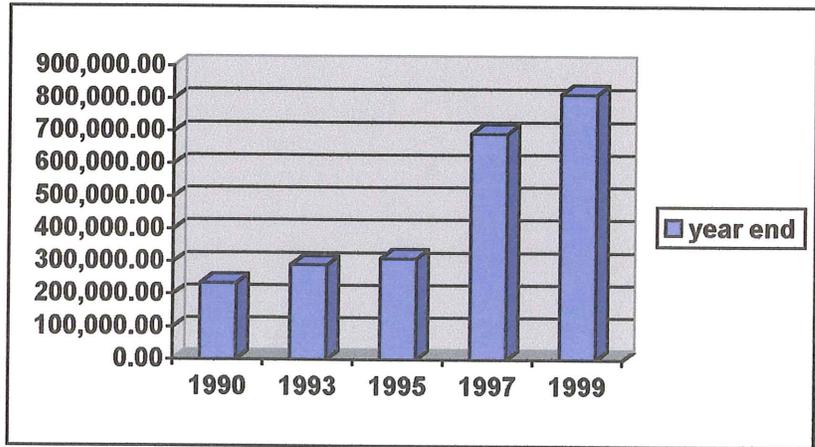
CHAPTER 4

Business &
Economic
Development

Industry
Projections

The City of Donna has experience a steady growth in their collection of the local sales and tax use. **Figure 4.2–Allocation Historical Summary** is a summation of the local sales and use tax for the City of Donna. As of August 2000, the City of Donna has collected \$668,889.85 in local sales and tax use. This is an increase of \$56,911.29 from August 1999. The current local tax rate for the City of Donna is \$1.02 per \$100 valuation. This is an indicator that the economy for the City of Donna is stabilizing and growing at a steady pace.

FIGURE 4.2
Allocation Historical Summary
Local Sales & Tax Use
City of Donna



Source: Texas Comptrollers Office

CHAPTER 4

Business &
Economic
Development

Donna Industry
Survey

DONNA INDUSTRY SURVEY

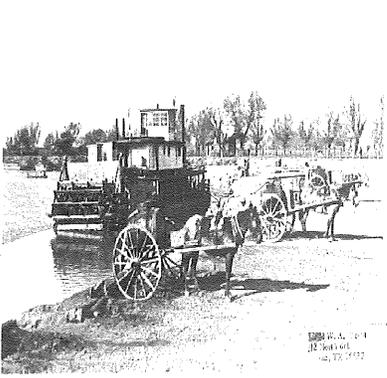
A City of Donna Business Expansion and Retention Survey was conducted in June 2000 to gather information about the city's industrial and business climate. The objective of this survey is to gauge the industrial climate of the City of Donna and base on the results help develop a plan to guide the industrial growth and development of the city. The analysis of this survey was conducted by COSERVE, UT-Pan American.

METHODOLOGY:

The 1999 list of businesses in the City of Donna was obtained from the Texas Comptroller of Public Accounts Office in Austin. Out of the total of 582 businesses in the City of Donna, a random sample of 25 percent out of each industry category was selected to be surveyed for a total of 145 businesses. These businesses were then surveyed either in person or by mail. *A total of 71 responses were received at 49 percent response rate.* A copy of the survey (in English and Spanish) is presented in **Appendix D**.

The questionnaire was made up of 31 questions related to the following areas:

- General Information
- Market Area
- Training
- Financial
- Satisfaction with Services
- Donna Chamber of Commerce
- Business Image and Growth



CHAPTER 4**Business &
Economic
Development****Donna Industry
Survey****FINDINGS:****GENERAL BUSINESS PROFILE**

Responses were received from businesses that represent the following industries: agriculture, construction, retail trade, wholesale trade, service industries, manufacturing, and transportation.

LENGTH OF OPERATION IN DONNA

The responding businesses have been operating in Donna from the past 1-year to over 21 years. **Table 4.7** shows a breakdown of number of years a business has been in operation in Donna. Thirty-eight percent (38%) of the businesses have been in operation for 1-5 years and 22 percent of the businesses have been in operation for over 21 years.

DESCRIPTION OF BUSINESSES

Almost 50 percent of the businesses are sole-proprietorships, 33 percent are corporations, and the remaining 17 percent have other legal descriptions as shown in **Table 4.8**. Sixty percent (60%) of the businesses are family owned and 16 percent are franchises. Twenty percent (20%) of the businesses are leased, the remaining 80 percent are owned. Thirty-three percent (33%) of the businesses have a female owner and 67 percent have a male owner.

When asked about the number of employees, 57 percent of the respondents said that they had 1-5 employees. **Table 4.9** shows a breakdown of number of employees by businesses. Only one business had over 30 employees.

All the businesses that participated in the survey have been proactive in making improvements to their business, either by adding new machinery/equipment, adding computer equipment, adding vehicles or by other means.

CHAPTER 4

**Business &
Economic
Development**

**Donna Industry
Survey**

**TABLE 4.7
Businesses by Years of Operation in Donna**

Number of Years	Number of Businesses	Percent of Businesses
1-5	26	37.68%
6-10	14	20.29%
11-15	10	14.49%
16-20	4	5.80%
21	15	21.74%
Total	69	100.00%

**TABLE 4.8
Legal Description of Businesses**

Number of Years	Number of Businesses	Percent of Businesses
Sole Proprietorship	35	49.30%
Corporation	24	33.80%
Partnership	7	9.85%
Limited Liability Corp.	2	2.82%
Other	2	2.82%
Non-profit Corp.	1	1.41%
Total	71	100.00%

**TABLE 4.9
Number of Employees by Business**

Number of Employees	Number of Businesses	Percent of Businesses
1-5 Employees	39	57.35%
6-10 Employees	12	17.65%
11-15 Employees	4	5.88%
16-20 Employees	1	1.47%
21-30 Employees	11	16.18%
30 or more Employees	1	1.47%
Total	68	100.00%

CHAPTER 4

**Business &
Economic
Development**

**Donna Industry
Survey**

MARKET AREA

Businesses that are located in Donna not only serve their own city but also serve the Rio Grande Valley, outside the Valley, and Mexico. Table 4.10 shows a breakdown of businesses by the geographic area they serve.

TABLE 4.10
Geographic Area Served by Businesses in Donna

Geographic Area Served	Number of Responses	Percent of Responses
Donna	29	37.18%
Rio Grande Valley	29	37.18%
Outside Valley	13	16.67%
Other	4	5.13%
Mexico	3	3.84%
Total	78	100.00%

CHAPTER 4

**Business &
Economic
Development**

**Donna Industry
Survey**

BUSINESS EXPANSION AND RELOCATION PLANS

Several businesses (35%) are looking into expanding their business within the next year, 44 percent are planning to expand their business in the next 2 to 5 years and a few don't have expansion plans in the near future.

When asked "What is your business forecast for the next five years?" Sixty-seven (67%) percent of the businesses said that their business would grow and expand, 23 percent would remain the same, 4.6 percent were thinking of going out of business and another 4.6 percent were of the opinion that their business would decline.

When asked if there were any relocation plans, 73 percent said 'No' and 27 percent said 'Yes'. Out of the 11 businesses wanting to relocate, 2 were planning to stay in Donna, 3 were planning to move to other Valley Cities, 5 were not sure, and 1 was moving outside the Valley. Refer to **Table 4.11-Relocation Plans** for businesses.

**TABLE 4.11
Relocation Plans**

Relocation to	Number of Businesses	Percent of Businesses
Not Sure	5	45.45%
Other Valley City	3	27.27%
Within Donna	2	18.19%
Other	1	9.09%
Industrial Park	0	0.00%
Total	11	100%

CHAPTER 4

**Business &
Economic
Development**

**Donna Industry
Survey**

BARRIERS

Table 4.12 indicates the barriers that are perceived by owners as having an impact on the success of their business.

**TABLE 4.12
Barriers Impacting Business Success**

Barriers	Number of Businesses	Percent of Businesses
Capital	17	25.00%
Access to Railroad Facilities	9	13.24%
Labor Force	6	8.83%
Proximity of Suppliers	4	5.88%
Available Land	4	5.88%
Crime	4	5.88%
Facility Space	1	1.47%
Access to Air Transportation	1	1.47%
Other	22	32.35%
Total	68	100.00%

CHAPTER 4

**Business &
Economic
Development**

**Donna Industry
Survey**

TRAINING

The range of educational attainment level of the employees working in the various businesses within the City of Donna is presented in **Table 4.13**. Recruitment methods range from relatives/family, to walk-ins, to placement agencies. **Table 4.14** shows the different methods used by businesses to recruit employees.

**TABLE 4.13
Educational Attainment Level of Employees**

Educational Level	Number of Employees	Percent of Employees
High School Diploma	122	37.08%
Less than a 12 th Grade	116	35.26%
Some College	44	13.37%
Technical Certificate	17	5.17%
GED	16	4.86%
Bachelors Degree	8	2.43%
Other	5	1.53%
Masters Degree or Higher	1	0.30%
Total	329	100.00%

**TABLE 4.14
Sources of Employee Recruitment**

Source of Recruitment	Number of Responses	Percent of Responses
Relative or Family	26	31.71%
Walk-ins or Self-Referrred	24	29.27%
Texas Workforce Commission	10	12.20%
Job Placement Agency	9	10.98%
Area Vocational Schools	2	2.44%
Community College or Technical School	0	0
University/College	0	0
Other	11	13.41%
Total	82	100.00%

CHAPTER 4**Business &
Economic
Development****Donna Industry
Survey**

Forty-four percent (44%) of the business owners are of the opinion that their employees need additional training to improve productivity. The areas in which training is needed are listed in Table 4.15.

TABLE 4.15
Areas in which Businesses need Training

Areas in which Training is Needed	Number of Businesses	Percent of Businesses
Managerial/Administrative Skills	15	26.79%
Financial	6	10.71%
Computer Skills	8	14.29%
Business Writing	3	5.36%
Other	24	42.86%
Total	56	100.00%

FINANCIAL

When asked if additional financing would help businesses for expansion, upgrade and other purposes, the answer was 'Yes'. Table 4.16 presents the ways businesses would use additional financing.

TABLE 4.16
Use of Additional Financing

Use of Additional Financing	Number of Businesses	Percent of Businesses
Expansion	22	31.43%
Upgrade Equipment/New Equipment	14	20.00%
Working Capital	11	15.71%
None	17	24.29%
Other	6	8.57%
Total	70	100.00%

CHAPTER 4

**Business &
Economic
Development**

**Donna Industry
Survey**

TRAINING & FINANCIAL PROGRAMS

Several programs such as Smart Jobs, and TWC/JTPA offer training or financial assistance; when asked if the business had used any such programs, 18 percent of the businesses said ‘Yes’, 68 percent said that they had not used any training or financial assistance program and 14 percent did not respond. **Table 4.17** shows the responses received on use of training programs by businesses.

TABLE 4.17
Use of State funded Training and Financial Programs

Use of Program	Number of Businesses	Percent of Businesses
Yes	13	18.31%
No	48	67.61%
No Response	10	14.08%
Total	71	100.00%

CHAPTER 4

Business &
Economic
DevelopmentDonna Industry
Survey

SATISFACTION WITH SERVICES

Several variables influence the decision of a business to startup or move into a community. Reasons can vary from 'family ties' to 'cost of land' to 'financial incentives', etc. The reasons given by businesses in Donna are presented in Table 4.18.

TABLE 4.18
Reasons for Businesses to
Locate in Donna

Reasons for Locating in Donna	Number of Responses	Percent of Responses
Other	21	30.00%
Family Ties	18	25.71%
Cost of Land	10	14.29%
Proximity to Market	6	8.57%
Quality of Life	4	5.71%
Financial Incentives	4	5.71%
Cost of doing Business/Low Startup Costs	3	4.29%
Tax Rates	2	2.86%
Utility Costs	2	2.86%
Area Labor Cost	0	0.00%
Labor Supply	0	0.00%
Availability of Raw Materials	0	0.00%
Total	70	100.00%

CHAPTER 4

**Business &
Economic
Development**

**Donna Industry
Survey**

When asked to rate satisfaction with City Services, responses ranged from ‘Good’ to ‘Poor’ (Table 4.19). Businesses are most dissatisfied with ‘water/sewer’ services followed by dissatisfaction with ‘streets’, ‘parks and recreation’, and ‘city maintenance services’.

**TABLE 4.19
Satisfaction with City Services**

City Service	Good		Fair		Poor		Do Not Know	
	Response	%	Response	%	Response	%	Response	%
Fire Protection	37	56.92	14	21.54	6	9.23	8	12.31
Police Protection	32	49.24	18	27.69	10	15.38	5	7.69
Public Library	25	39.06	18	28.13	5	7.81	16	25.00
Garbage Disposal	24	38.71	21	33.87	11	17.74	6	9.68
City Maintenance	19	29.69	26	40.62	13	20.32	6	9.37
Permit Processes	19	29.69	28	43.75	8	12.50	9	14.06
Building Codes	18	28.13	29	45.31	8	12.50	9	14.06
Streets	17	25.00	21	30.88	26	38.24	4	5.88
Parks & Recreation	16	25.00	15	23.44	18	28.12	15	23.44
City Planning & Zoning	16	25.00	24	37.50	11	17.19	13	20.31
Sewer/Water	10	15.15	21	31.80	31	46.96	4	6.06

CHAPTER 4

**Business &
Economic
Development**

**Donna Industry
Survey**

DOING BUSINESS WITH THE CITY

Opinions about doing business with the City vary from 'Excellent' to 'No Opinion'. Most of the responses lie in the 'Good' and 'Fair' categories (Table 4.20).

TABLE 4.20
Opinion of doing business with the City

Opinion of doing business with City	Number of Responses	Percent of Responses
Excellent	10	14.29%
Good	19	27.14%
Fair	25	35.71%
Poor	9	12.86%
No Opinion	7	10.00%
Total	70	100.00%

CHAPTER 4

**Business &
Economic
Development**

**Donna Industry
Survey**

PUBLIC SAFETY

In the past two years 61 percent of the responding businesses have been vandalized, robbed, or defaced with graffiti and 39 percent have never been subject to any such form of sabotage.

When asked if the employees of the responding businesses had ever been victims of a crime, 22 percent said 'yes', and the remaining 78 percent said 'no'. Out of those who had been victims of crime, 78 percent said that they were satisfied with the response/assistance received from the police, 22 percent were dissatisfied.

TRAFFIC CONTROL

Regarding the infrastructure around their businesses, 80 percent of the businesses are satisfied with the entrance, exit, traffic control and road conditions around their business.

NATURAL DISASTERS

Almost 50 percent of the businesses have experienced a natural disaster in the last two years. Natural disasters experienced by the businesses include, flood, hurricane, tornado, wind/hail damage, drought, etc.

Chapter 4

**Business &
Economic
Development**

**Donna Industry
Survey**

RECOMMENDATIONS

Respondents of the Industry Survey of Donna recommend that the Donna Chamber of Commerce provide support to the businesses by offering business workshops, publishing a newsletter, providing a chamber mixer, and developing marketing tools to help businesses in Donna do better.

Recommendations for Main Street Revitalization include:

- Replace canopy on buildings that were removed 3 years ago
- Provide better parking
- Improve the park (it lacks facilities for families and youth)
- Improve the drainage system
- Improve security
- Clean up store fronts
- Renovate and beautify old buildings as they are safety hazards
- Add more attractions and entertainment

Recommendations for improving shopping in the city:

- Bring in bigger businesses
- Build a mall
- Increase advertising of city attractions
- Add an Albertson's or bigger HEB by the Expressway
- Build a bridge to Mexico
- Have a good bus system
- Build more stores
- Fix old buildings
- Improve the streets in downtown to attract new businesses
- Bring in more restaurants
- Clean up downtown
- Market 'Donna'

Chapter 4

**Business &
Economic
Development**

**Donna Industry
Survey**

General Recommendations include:

- Fix existing streets in Donna and pave dirt roads
- Have better police administration
- Circulate weekly ads about any improvements around the city
- Clean graffiti in the city
- Clean up the city

It is important for the City of Donna and Donna Chamber of Commerce to work closely with businesses so that they can help businesses do better and succeed. It is also important to market the City to outsiders to attract new and fresh businesses that will add to the economic growth of the City. Businesses need to be made aware of the tax incentives, TWC/JTPA programs available to them and other financial incentives that are not so well known.

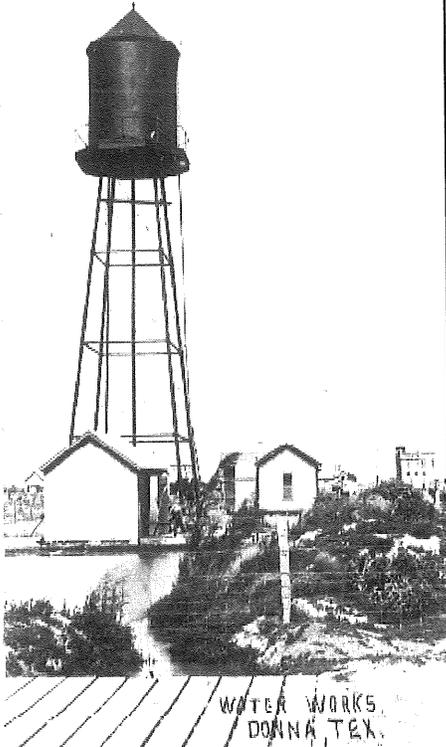
A newsletter published by the City and/or Chamber can help reach out to businesses and inform them of the various activities being conducted by the city. This newsletter can also be used to feature businesses and involve them in City activities.

CHAPTER 5

PUBLIC FACILITIES AND SERVICES

CHAPTER 5

**Public Facilities
& Services**



PUBLIC FACILITIES & SERVICES

The City of Donna is working on various projects designed to improve the water and wastewater services for residents. This section of the plan presents the public utilities (water, wastewater services), police, fire and emergency medical services) and infrastructure (streets, roads and international bridge) needed by the city to provide for the expected population growth.

In the development of this section of the plan, a public forum was conducted to gather input regarding current infrastructure and develop goals for each section. The overall weaknesses for this section were identified and the goals and strategies were developed to meet the projected population needs until the year 2020.

This chapter documents the results of data collection, analysis, findings and recommendations relating to business and economic development. The following information was gathered from the public during the Public Forums and the Donna 2020 Vision Retreat.

PUBLIC FACILITIES & SERVICES

STRENGTHS

- Plan in place for the provision of water and wastewater services to the citizens and to the colonias
- Citizen involvement
- Public utility services provided to all residents within the city
- Water Conservation plan in place
- Adequate water quality
- Cooperation among local utility providers

WEAKNESSES

- Water capacity and storage is a concern
- Lack of wastewater services to the colonias
- High water rates
- New water plant needs to be completed
- City streets and roads need repair
- Need a trash recycling program

CHAPTER 5

**Public
Facilities &
Services**

- ✧ **PUBLIC FACILITIES & SERVICES GOAL 1:**
Repair, update and maintain the appropriate water, wastewater, public safety, fire and emergency medical protection facilities and utilities needed to meet the current and future population growth of the City of Donna.

- ✧ **PUBLIC FACILITIES & SERVICES STRATEGIES:**
 1. Conduct a study to evaluate the utility management.
 2. Develop standards for water, wastewater, streets, lighting, and heavy transportation.
 3. Update and enforce City Ordinances related to infrastructure.
 4. Perform sanitary sewer line replacement within the City.

- ✧ **PUBLIC FACILITIES & SERVICES GOAL 2:**
Provide sewer service to industrial park and colonias.

- ✧ **PUBLIC FACILITIES & SERVICES STRATEGIES:**
 1. Work with Hidalgo County to improve colonia infrastructure.
 2. Complete sewer line work at the Donna Industrial Park

- ✧ **PUBLIC FACILITIES & SERVICES GOAL 3:**
Develop and implement infrastructure for construction of an International Bridge

- ✧ **PUBLIC FACILITIES & SERVICES STRATEGIES:**
 1. Acquire land for an International Bridge crossing into Mexico
 2. Develop and/or revise inter-local agreements with all agencies and governments for bridge development
 3. Research sources of funding and secure funds
 4. Work towards a diplomatic agreement between Donna & Mexico

CHAPTER 5

**Public
Facilities &
Services:**

Water & Sewer

WATER & SEWER

By the end of the 2000-2001 fiscal year the City of Donna will have three (3) elevated water towers and one (1) ground water storage tanks. Plans are to rehabilitate the existing elevated water storage tanks in the year 2000. (Table 5.1) The following information was obtained from the City of Donna and the City Engineer.

These water storage tanks will be enough until the year 2015 according to the 1995 City of Donna Facility Engineering Plan (Table 5.2). It is expected that the City will evaluate the plan in the year 2010. A cursory evaluation will be conducted yearly. The following is a summary of the water storage facilities in 1999-2000 and projected water capacity for the City.

**TABLE 5.1
Elevated Water Storage Facilities**

Location	Capacity (mg) ¹	High Water Level	Low Water Level (msl) ²
Existing West Tower will be rehabilitated	0.40	129	105
Existing East Tower will be rehabilitated	0.40	129	105

Source: City of Donna, Facility Engineering Plan

¹ Million gallons

² mean sea level

CHAPTER 5

**Public Facilities
&
Services:**

Water & Sewer

**TABLE 5.2
Projected Elevated Water Storage**

	YEAR					
	1995	2000	2005	2010	2015	2020
Required (mg)	0.54	0.60	0.64	0.69	0.73	0.78
Existing & Projected (mg)	1.00	1.20	1.20	1.20	1.20	1.20
Difference (mg)	+0.46	+0.60	+0.56	+0.51	+0.47	+0.42

Source: City of Donna, Facility Engineering Plan

**TABLE 5.3
Projected Water Storage**

Category	YEAR				
	2000	2005	2010	2015	2020
Required (mg)	1.21	1.28	1.37	1.45	1.56
Projected (mg)	1.50	1.50	1.50	1.50	1.50
Difference (mg)	+0.29	+0.22	+0.13	+0.05	-0.06

Source: City of Donna, Facility Engineering Plan

CHAPTER 5

**Public Facilities
&
Services:**

Water & Sewer

**TABLE 5.4
Projected Treatment Capacity**

For Each Plant	1995	2000	2005	2010	2015
Treatment Plant Capacity	3.43	4.50	4.50	6.00*	6.00*
TNRCC Total Storage Requirement	1.07	1.21	1.28	1.37	1.45

Source: City of Donna, Facility Engineering Plan *Includes 1.50 mgd interconnect with North Alamo Water Supply Corporation (NAWSC)

CHAPTER 5

**Public Facilities
&
Services:**

Water & Sewer

**TABLE 5.5
Consumption Projections**

Category	YEAR					
	1995	2000	2005	2010	2015	2020
	Population					
	22,274	24,666	26,360	28,170	29,748	31,791
Avg. Consumption per capita (gd)	187	130	130	130	130	130
Avg. consumption per day (mgd)	2.41*	2.02*	3.43	3.66	3.87	4.13
Minimum Fire Hydrant flow is 500 gpm according to National Board of Fire Underwriters						
*These figures include the Donna Planning area build out. The calculations were based on water meter connections instead of population figures.						

Source: City of Donna, Facility Engineering Plan

In the year 2000, The City of Donna is projected to finish building a new water plant capable of producing 4.5 million gallons per day to take care of maximum day capacity. In 1999, the maximum day capacity was 3.43 mg.

In 1995, the City had an average monthly water production of 72.15 million gallons and in 1995 a total number of 3,360 water connections. The City of Donna population density is 3.83 people per connection. This translates into a 1995 usage of 187 gallons per capita per day, according to the Facility Engineering Plan of 1995.

As of December 20, 1999, the total number of water connections was 4,035. As of September 2000, the City of Donna has 4,613 water accounts, an increase of 578 new water connections. For December 1998 through November 1999, the total water treatment plant production was 736.89 million gallons per year, which is an average of 2.019 million gallons per day, consumption rate. This translates into a January 2000 consumption rate of 130 gallons per person per day.

CHAPTER 5

**Public Facilities
&
Services:**

Water & Sewer

The following are the goals and strategies for the water, wastewater, subdivisions, streets and roads, public safety, emergency medical and fire protection facilities developed through citizen input involved during the Public Forums and the Donna 2020 Vision Retreat.

✧ **WATER AND WASTEWATER GOAL:**

Repair, update and maintain the appropriate water, wastewater utilities needed to meet the current and future population growth of the City of Donna.

✧ **WATER AND WASTEWATER STRATEGIES:**

1. Rehabilitate existing elevated water storage tanks
2. Complete work on the proposed 200,000-gallon elevated water storage tank.
3. Upgrade and expand the wastewater treatment plant.
4. Develop and implement a water conservation plan
 - a. Provide an incentive for elderly to promote water conservation in the City.
5. Complete the Water Rate Study.
6. Develop and implement a citywide water line replacement project.
7. Replace the raw water pump station and interconnections.
8. Replace the water treatment plant with a new.
9. Review & implement the Storm Drainage Master Plan.
 - a. Implement and maintain projects
 - b. Conduct study of storm drainage system
 - c. Review emergency procedures yearly and provide a public awareness program

CHAPTER 5

**Public Facilities
&
Services:**

Subdivision

**Streets &
Roads**

✧ **SUBDIVISION GOAL:**

Repair, update and maintain water, wastewater, public safety, emergency medical and fire protection services, facilities and utilities needed to meet the current and future population growth of the City of Donna

✧ **SUBDIVISION STRATEGIES:**

1. Subdivide and provide all City utilities including streets to the E. Garcia Subdivision
2. Bring up to City standards the Lunar Heights Subdivision.

✧ **STREETS AND ROADS GOAL:**

Repair, update and maintain water, wastewater, public safety, emergency medical and fire protection services, facilities and utilities needed to meet the current and future population growth of the City of Donna

✧ **STREET AND ROADS STRATEGIES:**

1. Develop and implement a road maintenance plan.
2. Support improvements and expansions to U.S. Expressway 83.
3. Support the improvement and expansion of Business Highway 83 from San Juan to Donna.
4. Improve and maintain lighting on all major thoroughfares.
5. Yearly evaluate and maintain all signage on Donna Streets.
6. Maintain and preserve the right-of-ways on all streets.
7. Replace the grade railroad crossing at 13th and 17th Streets
8. Widen Hutto Road
9. Implement the Citywide Street Improvements Paving Project.

CHAPTER 5

**Public Facilities
&
Services:**

Public Safety

Fire Protection

✧ PUBLIC SAFETY GOAL:

Repair, update and maintain water, wastewater, public safety, emergency medical and fire protection services, facilities and utilities needed to meet the current and future population growth of the City of Donna

✧ PUBLIC SAFETY STRATEGIES:

1. Remodel and expand the current police department building.
2. Develop pay incentives to retain public safety employees. Consider providing a police gear kit, which includes a handgun.
3. Acquire police equipment by prioritizing (i.e., police cars, radios, etc.).
4. Develop neighborhood crime watch programs.
5. Develop a gang prevention awareness programs.
6. Develop an inter-local agreement with the Donna School District and the police department to provide effective non-duplicated public safety services for the community at large.
7. Investigate funding sources for the public safety department.

✧ FIRE PROTECTION GOAL:

Repair, update and maintain water, wastewater, public safety, emergency medical and fire protection services, facilities and utilities needed to meet the current and future population growth of the City of Donna

✧ FIRE PROTECTION STRATEGIES:

1. Remodel and/or upgrade the main Fire Department facility.
2. Build a new Substation Fire Facility near the proposed International Bridge site and include personnel, equipment, pumper and rescue truck.
3. Establish a full-time Fire Department.
4. Upgrade and Purchase Fire/Rescue Equipment.
5. Investigate funding sources for the Fire Department.

CHAPTER 6

LAND USE AND HOUSING

CHAPTER 6

Land Use & Housing

LAND USE & HOUSING

The Land Use and Housing Element for the City of Donna's Strategic Plan addresses the goals and objectives that guide the future physical development of the City. This chapter documents the results of data collection, analysis, findings and recommendations relating to the land use and housing needs.

Land use and housing represent an important element in the development of the strategic plan because of the value of improvements and the required land use. Any effective planning for the City of Donna has to take into consideration the character of housing. An exterior survey is needed to establish the general condition of housing in Donna. The last survey was conducted in 1959.

The following information was gathered from citizen input during the Public Forums and the Donna 2020 Vision Retreat.

LAND USE STRENGTHS

- City Property inventory
- City Zoning
- City Planner

LAND USE WEAKNESSES

- Lack of a land use inventory report
- Lack of an updated comprehensive plan

✂ LAND USE GOAL 1:

Improve and enhance the use of land for the residents of the City of Donna

✂ LAND USE STRATEGIES:

1. Develop a current land use inventory map that includes residential, commercial, industrial, institutional, agricultural and vacant land use in the City.
2. Preserve open spaces and accommodate spatial requirements for each type of urban land use.
3. Develop and enforce land use policies and procedures.
4. Inform residents about the plan and purpose for land use in the City in a bilingual format.
5. Update the comprehensive plan.

CHAPTER 6

**Land Use &
Housing**

LAND USE

The space requirements for development of future land use will be based upon the population growth forecasts for the City of Donna. As the City grows and expands, then annexation of land is important for planned growth along with the development and enforcement of zoning ordinances.

The area under consideration for the Strategic Plan includes the incorporated area within the city limits. Further analysis is needed to report current land use and recommendations for the City's Extraterritorial Jurisdiction (ETJ).

The incorporated area of the City of Donna encompasses a total area amounting approximately 3,3251.95 acres or approximately 5.08 square miles, according to the City of Donna Planning Department. For the purposes of this Strategic Plan, the ETJ of the City of Donna was not considered in this report.

CHAPTER 6

**Land Use &
Housing**

For purposes of this report, the categories for land use are identified according to the following classification system:

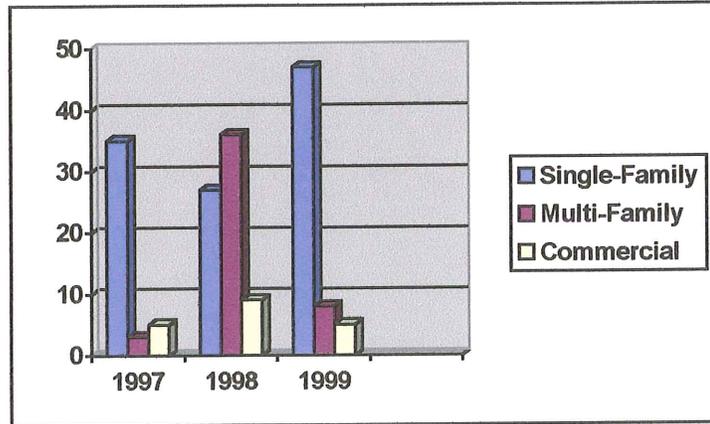
- **Single-Family Residential** – One family and two family dwellings and associated uses;
- **Multi-Family Residential** – Multi-family dwellings such as apartments, room and board houses, dormitories and residence halls, and group headquarters;
- **Mobile Home/Manufactured Housing** – Mobile home parks;
- **Commercial** – Wholesales and retail trade, services, office uses, hotels and motels, and other business uses;
- **Light Industrial** – Light manufacturing and other intensive industrial uses;
- **Heavy Industrial** – Heavy manufacturing and other intensive industrial uses;
- **Institutional** – Public and semipublic areas including schools, churches, community facilities, and governmental uses;
- **Parks and Recreation** – Public and private parks and outdoor recreation areas;
- **Water** – Streams, lakes, ponds, reservoirs, and other water bodies; and
- **Vacant Area** – Cropland, orchards, pasture, open space, and other areas that are not developed for urban uses.

CHAPTER 6

Land Use & Housing

According to the City of Donna, there has been a steady increase in the number of permits obtained mainly for single-family homes. Multi-family, and commercial buildings permits have declined since 1998. Table 6.1-Number of Permits issued by the City of Donna, year-end figures for 1997, 1998, and 1999.

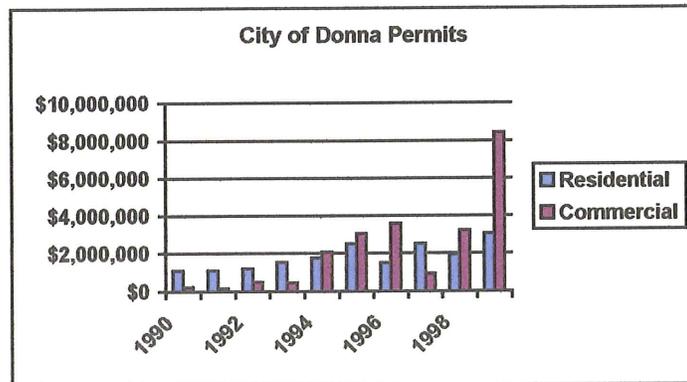
FIGURE 6.1
Number of Permits Issued by the City of Donna



Source: City of Donna

Figure 6.2-Economic Impact of Residential and Commercial Permits indicates the increase dollar figure in total number of permits being issued by the City of Donna and its economic impact on the community. The highest impact being those for commercial development, according to the City of Donna.

FIGURE 6.2- Economic Impact of Residential and Commercial Permits



Source: City of Donna

CHAPTER 6

Land Use & Housing

HOUSING NEEDS

The Housing Authority’s mission is to serve the needs of low-income, very low-income and extremely low-income families in their jurisdiction and to (1) increase the availability of decent, safe and affordable housing in its communities; (2) ensure equal opportunity in housing; (3) promote self-sufficiency and asset development of families and individuals; and (4) improve community quality of life and economic viability.

According to the Donna Housing Authority FY 2000 Annual Plan, there are over 10,000 people living in the City that are considered to have a housing need. Currently, there are 346 families that are on their housing waiting list for public housing. In addition, there are 320 families that are currently on the Section 8 tenant based assistance waiting list. As of September 6,2000 over 580 families had applied for housing assistance for either public housing or Section 8.

HOUSING CHARACTERISTICS

Table 6.1 and Table 6.2 show the Housing Characteristics for the City of Donna based on the 1990 U. S. Census:

**TABLE 6.1
Housing Units in Donna**

	Units	Percent
Total	4,258	100.0
Occupied	3,313	77.8
Vacant	945	22.2

Source: U.S. Census Bureau, 1990

**TABLE 6.2
Occupied Housing Units**

Type of Units	Number of Units
Owner Occupied	2,397
Renter Occupied	916

Source: U.S. Census Bureau, 1990

CHAPTER 6

**Land Use &
Housing**

TABLE 6.3
Total Number of Housing Units Built by Year

Year	Units
1989 to March 1990	116
1985 to 1988	682
1980 to 1984	690

Source: U.S. Census Bureau, 1990.

In 1990, 4,170 out of 4,258 of the housing units had plumbing facilities in the City of Donna and 580 do not have telephone service. 3,931 of the units are connected to the public sewer system and 294 have a septic tank or cesspool as a means of sewage disposal. The 1990 median value of specific owner-occupied housing units was \$28,300.

CHAPTER 6

Land Use &
Housing

HOUSING RECOMMENDATIONS

✧ HOUSING STRENGTHS:

- Land is available throughout the City
- There are available vacant homes within the City
- Donna Housing Authority has created a non-profit to better meet the housing needs of the City.

✧ HOUSING WEAKNESSES:

- Residents need financing and home ownership assistance.
- 300 persons on average are on the housing authority waiting list.
- Need to identify dilapidated houses and process condemnation.
- Affordable housing is needed and better communication is needed with landlords.
- Landlord management training is needed.
- Information about the foreclosures to low-income families or persons is needed.

✧ HOUSING GOAL 1:

Develop and maintain neighborhoods to increase housing value and living conditions.

✧ HOUSING STRATEGIES:

1. Condemn and demolish all vacant substandard structures to prevent blighted living conditions.
2. Create a monitoring and maintenance system for dilapidated housing.
3. Provide housing assistance for single and multi-family homes, duplexes, and mobile home subdivisions
4. Provide information about maintaining and purchasing a new home to area residents.
5. Provide beautification incentives to Donna residents for maintenance and upkeep of home and lots.

CHAPTER 6

**Land Use &
Housing**

✧ **HOUSING GOAL 2:**

Develop and promote an affordable housing program.

✧ **HOUSING STRATEGIES:**

1. Create a plan for affordable housing.
2. Develop partnerships with different types of funding sources at the private, federal and state level such as Fannie Mae, Texas Department of Housing and Community Affairs, and U.S. Department of Housing and Urban Development.
3. Identify different initiatives for housing construction, financing, and intermediary revolving loan programs.
4. Form partnerships with city, state, and the public housing authority and private sector to promote affordable housing.
5. Provide public information about affordable housing.
6. Create and implement a Residential Tax abatement policy for new construction.

✧ **HOUSING GOAL 3:**

Improve affordable housing programs through the Donna Housing Authority.

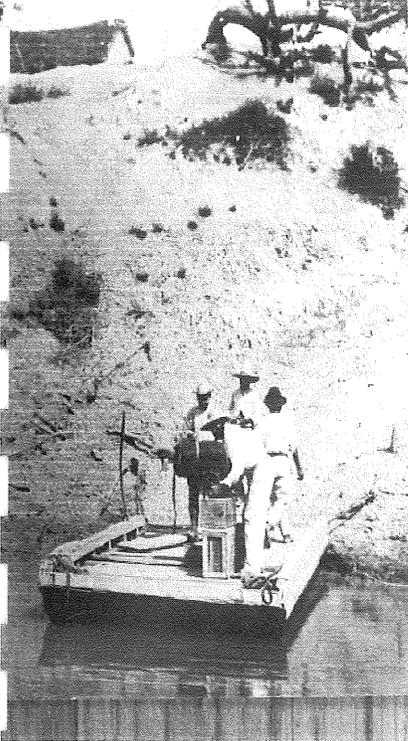
✧ **HOUSING STRATEGIES:**

1. Reduce public housing vacancies by 2% annually
2. Leverage private or other public funds to create additional housing opportunities.
3. Acquire or build units or housing developments.
4. Improve public housing management
5. Improve voucher management
6. Increase customer satisfaction
7. Renovate or modernize public housing units
 - a. The Housing Authority, by June 2000, will renovate the first 50 units
8. Maximize the number of affordable units.
9. Increase the number of affordable housing units by applying for additional section 8 units, when available.
10. Target available assistance to the elderly, families with disabilities.
11. Target available assistance to low-income, very low-income and extremely low-income families.

CHAPTER 7
TRANSPORTATION

CHAPTER 7

Transportation



TRANSPORTATION

The transportation element of the City of Donna's Strategic Plan for Economic Development provides a framework for planning and guiding in an orderly development of the area's thoroughfare system, including pedestrian and bicycles facilities, automobiles, rail/air travel, and local street development. This element provides previous plans or studies conducted, an overview of existing facilities/services, analysis of travel characteristics, and developments of a thoroughfare plan for the corporate city limits of Donna and its extraterritorial jurisdiction.

The City of Donna is a member of the Hidalgo County Metropolitan Transportation Organization (MPO), which is an organization designated to plan and develop a transportation improvements for the County metropolitan area.

The Hidalgo County MPO Vision: "for the development of transportation system and its infrastructure are both the means and the ends. The re-enforcement of economic and social goals will lead to increased accessibility and mobility for the pursuit of educational, employment, familial, social, and religious opportunities that are available within Hidalgo County and the surrounding counties in the Valley."⁴

Development of the Transportation Element for the Strategic Economic Development Plan included an analysis and evaluation of the existing Donna area multi-modal transportation system. The existing roadway and traffic conditions of the highway and street network were identified and analyzed to assist in determining long range needs for thoroughfare system development. Physical conditions of the roadway system and characteristics of existing travel patterns were identified using available information obtained from the City of Donna, Hidalgo County Metropolitan Planning Organization (MPO), Texas Department of Transportation (Tx DOT) and other government agencies.

The City of Donna encompasses U.S. Highway 83, Business Highway 83, Farm to Market Road 493 and Loop 433 (Main Street). Monitoring of the traffic patterns of these roadways with the Texas Department of Transportation is advisable on a yearly basis.

CHAPTER 7**Transportation**

Traffic volumes identify existing travel patterns and assist in determining the transportation needs for the area. Texas Department of Transportation identifies the existing travel patterns and demands based on available daily traffic counts. U.S. Expressway 83, Farm to Market Road 493, Loop 433 are the main roads in Donna that have traffic counts according to TXDOT.

INTERNATIONAL BORDER CROSSINGS

There are six international bridges that exist within the Rio Grande Valley; two are located in Brownsville, one in Los Indios-Harlingen, one in Progreso, one in Pharr and one in Hidalgo-McAllen.

The nearest International Border crossing to the City of Donna and port of entry to the United States is the bridge at the Progreso-Nuevo Progreso Bridge, approximately 5 miles southeast. This crossing however is not used for commercial trade. The Hidalgo-Reynosa Bridge and the Pharr-Reynosa Bridge do allow for commercial truck crossings. The Pharr-Reynosa Bridge is the second nearest bridge crossing to Donna and is located approximately 15 miles southwest.

The international bridges are partly operated by the U.S. Customs Service, Immigration and Naturalization (INS), and the U.S. Department of Agriculture Animal and Plant Health Inspection Service.

RIO GRANDE VALLEY AIRPORTS

There are three commercial airports in the area including Brownsville International Airport, McAllen/Miller International and the Rio Grande Valley International Airport in Harlingen. Donna is located approximately 20 minutes away from the McAllen and Harlingen International Airports. Brownsville International Airport is about 45 minutes away. There are smaller airports in Weslaco, Edinburg, and Cameron County.

CHAPTER 7**Transportation****RAIL ACCESS**

Rail freight services are readily available throughout the region and mainly supported by the Union Pacific and Southern Pacific. Remote areas are served by Rio Valley Switching, Border Pacific, and BRG. Rail service is mostly used for transporting freight in and out of the Valley to both the United States and Mexico.

PEDESTRIAN & BICYCLE FACILITIES

The State of Texas recognizes a bicycle as a vehicle, with all rights and responsibilities for roadway use that are provided to motor vehicles. As such, cyclists can legally ride on any street in Donna. The City of Donna does have an ordinance, which requires the cyclist to acquire a license from the Police Department, and prohibits cyclists from riding at night, for safety purposes.

Eliminating barriers to bicycle/pedestrian mobility is one of the most important features in bicycle/pedestrian planning. Bicycle routes, bikeways, and bike and jog trails should be developed to link major attractions and designations throughout the City. Any pedestrian and bicycle facilities should be designed and constructed in compliance with the requirements of the Americans with Disabilities Act (ADA).

Pedestrian walkways, sidewalks and crosswalks are part of the City's existing transportation system that services the need for pedestrian movement and residential neighborhoods, commercial business areas, and around schools, parks and other community facilities.

PUBLIC TRANSIT

Currently, the City of Donna is part of the Rio Metro System, RT 1- Mercedes, Weslaco, and Donna. This system is operated by the Lower Rio Grande Valley Development Council (LRGVDC), which also provides rural fixed-routes and demand-response, para-transit bus service throughout most of Hidalgo County. The Rio Metro route connects to the Pharr-San Juan-Alamo route. Days of operation and service hours are limited. Other public transportation includes the privately owned taxi services for local service and the Valley Transit Company for inter-city services.

CHAPTER 7**Transportation****THOROUGHFARE SYSTEM PLANNING**

Thoroughfare system planning is the process used by cities and other governmental entities to assure development of the most efficient and appropriate street system to meet existing and future travel needs. The purpose is to ensure orderly and progressive development of the streets to serve mobility and access needs of the public. Thoroughfare planning is interrelated with other components of comprehensive planning and urban development including land use, environment, public utilities, and other elements.

PRESERVATION OF RIGHTS-OF-WAY

The first action in the thoroughfare management process is to preserve future rights-of-way for planned transportation facilities. The preservation of rights-of-way should be applied as early as possible after the transportation corridor is identified so the City can:

- Prevent inconsistent development standards of thoroughfares;
- Reduce commercial and residential displacements;
- Prevent the disclosure of desirable location options;
- Reduce costs;
- Permit orderly project development; and
- Minimize or avoid environmental, social, and economic impacts.

ACCESS MANAGEMENT

Access management is another component of the thoroughfare system planning. Access management is the coordination between land access and traffic flow. The basic premise of access management is to preserve and improve the performance and safety of the major street system. It manages congestion on existing transportation facilities and protects the capacity of future transportation systems by controlling access from adjacent development.

CHAPTER 7

Transportation

The following information was gathered from citizens attending the Public Forums and the Donna 2020 Vision Retreat.

TRANSPORTATION STRENGTHS:

- The City is connected to U.S. Expressway 83 and U.S. Business 83.
- F.M. 493 (D.Salinas Boulevard) is a either 4 or 5 lane within the City limits.
- The City is part of the Rio Metro public transportation system.
- Most of the U.S. Business 83 is either 4 or 5 lanes within the city limits.

TRANSPORTATION WEAKNESSES:

- Many of the City streets are in poor condition.
- There are no bicycle lanes.

✧ TRANSPORTATION GOAL 1:

To improve and enhance mobility of people and goods within and to and from the City of Donna.

✧ TRANSPORTATION STRATEGIES:

1. Support and continue to be involved with the Hidalgo County Metropolitan Planning Organization (MPO) and the Texas Department of Transportation (TxDOT).
2. Support TxDOT in the U.S.Business 83 widening system from San Juan to Donna.
3. Support the Rio Metro public transportation system by providing the required local match each year.
4. Support the establishment of bicycle lanes at the U.S. Business 83 and South Avenue upcoming projects.
5. Support the upcoming expansion of U.S. Expressway 83 from Donna to Weslaco.
6. Work on widening Hutto Road from U.S. Expressway 83 to South Avenue.
7. Continue to obtain the right-of-way for future roadway improvements by enforcing the Hidalgo County Thoroughfare Plan through subdivision process.

CHAPTER 8

PARKS AND RECREATION

Chapter 8

Parks &
Recreation

PARKS & RECREATION

The ultimate goal of the Parks and Recreation component is to identify, protect, and enhance the environment, the image and the quality of life of the City of Donna through city park maintenance, cultivating green spaces along with providing opportunities for diverse recreational activities.

The City of Donna adopted a Parks Master Plan states: "Attractively maintained parks have very important functions in a community. Parks heighten a sense of community through organized recreational activities and community gatherings. Parks and recreational facilities provide the citizens of a community with a place to socialize, exercise, and enjoy the outdoors. In addition, well-maintained and attractive parks improve a city's image and make it more attractive for businesses and residents to get established within the city boundaries." Thus, it is imperative that city officials hire a Parks and Recreation Director and properly maintain parks as the city grows. Donna is a growing community and its citizens need proper recreational facilities and programs to maintain and enhance their quality of life.

Through the initiative of the City's Planning Department and with assistance from Reyna & Associates, Management Consultants, a Parks and Recreation Master Plan and grant application was developed and submitted to the Texas Parks and Wildlife Department for funding assistance to redevelop its five (5) city parks. The Master Plan provided the following:

1. Information on the existing parks, contents and conditions
2. Goals and objectives
3. Direction for improvements to existing parks
4. A framework for orderly planning and development of parks
5. Direction for acquisition of land for new parks.

The \$500,000 grant application was submitted on July 31, 2000 to the Texas Parks and Wildlife Department. The City of Donna received notice that the City Master Plan was accepted by the Texas Parks & Wildlife Department on August 2000 and will potentially obtain the grant for the agency January 2001. The proposed Total Project Cost will be \$1 million.

Chapter 8

**Parks &
Recreation**

City Parks

DESCRIPTION OF CITY PARKS

The City of Donna has a total land area of approximately 5.08 square miles. The park system within the City of Donna has five parks totaling 20.28 acres.

The existing park sites were analyzed in terms of acreage, ownership, type of park and what facilities were located on each park site.

The following provides a complete inventory of the existing parks within Donna:

1. Altas Palmas Park-

Area: 7.05 acres approximately

Location: Northeast corner of Silver Avenue & First Street

Ownership: City of Donna

General Location: Southwest part of town

Type of Park: Community Park (size of a neighborhood park)

Facilities: One Lighted baseball field, two bleachers, three tennis courts, two picnic tables, two barbecue pits, one concession stand and restroom facilities.

Facilities in poor condition: Tennis courts, picnic tables and barbeque pits.

2. Pony League Park

Area: 4.27 acres approximately

Location: Northwest corner of 17th Street and Silver Avenue

Ownership: City of Donna

General Location: Middle-south part of town

Type of Park: Community Park (size of a neighborhood park)

Facilities: One soccer field, one lighted softball field, two bleachers, one concession stand two restroom facilities, parking lot (paved and unpaved) and basketball court.

Facilities in poor condition: Soccer field, softball field, bleachers, concession stand, restroom facilities, parking lot and basketball court.

Chapter 8

**Parks &
Recreation**

City Parks

3. Donna Square (City Park) –

Area: 3.31 acres approximately
Location: Business 83 & Main St.
Ownership: City of Donna

General Location: Downtown

Type of Park: Community Park (size of a neighborhood park)

Facilities: One pavilion, one restroom facility, sidewalks, historical marker landmark, twenty-eight benches, paved parking lot.

Facilities in poor condition: Restroom facilities.

4. Little League Park –

Area: 4.82 acres approximately
Location: 23rd Street & Fordyce Avenue
Ownership: City of Donna

General Location: Southeast part of town

Type of Park: Community Park (size of a neighborhood park)

Facilities: Two softball fields, four bleachers, one restroom facility and two concession stands.

Facilities in poor condition: Restroom facility.

5. La Plazita Park –

Area: 0.83 acres approximately
Location: Lissner Avenue & 24th Street
Ownership: City of Donna

General Location: Southeast part of town

Type of Park: Neighborhood Park

Facilities: One small gazebo, sidewalks, four playground equipment and one picnic table

Facilities in poor condition: Gazebo and playground equipment.

Table 8.1 provides a park inventory for the City of Donna Municipal Parks.

Chapter 8

Parks & Recreation

City Park Inventory

TABLE 8.1
City Owned Parks

	Altas Palmas Park	Pony League Park	City Park	Little League Park	La Plazita Park	Total
Acres	7.05	4.27	3.31	4.82	0.83	20.28
Location	Southwest	Middle-south	Downtown	Southeast	Southeast	N/A
Classification	Community	Community	Community	Community	Neighborhood	N/A
Competition Soft/Baseball	1	1	0	2	0	4
Outdoor Basketball Courts	0	1	0	0	0	1
Football/Soccer Fields	0	1	0	0	0	1
Pavilion	0	0	1	0	1	2
Covered Picnic Tables	0	0	0	0	0	0
Uncovered Picnic Tables	0	0	0	0	2	2
Playgrounds/Play Structures	0	0	0	0	4	4
Softball/Baseball Practice Fields	0	0	0	0	0	0
Shuffleboard Courts	0	0	0	0	0	0
Swimming Pools	0	0	0	0	0	3
Tennis Courts	3	0	0	0	0	2
Trails/Walks	0	0	1	0	1	0
Outdoor Volleyball	0	0	0	0	0	0
Open Play	1	0	1	1	1	4

Source: City of Donna

Chapter 8

**Parks &
Recreation**

City Parks

The City of Donna developed a Needs Assessment that truly responds to the wishes of the residents of Donna, a multi-step Needs Assessment process was followed. This process included the key steps identified below:

1. A public meeting to obtain feedback and recommendations from the citizens and public officials about the parks and recreation needs within the City of Donna;
2. A public forum to obtain additional feedback on parks and recreation needs;
3. A random list of residential telephone numbers within the City of Donna from a data base provider; and
4. A telephone survey of 174 respondents who live in Donna using bilingual survey staff.

During the public meeting, the public forum and after reviewing the survey results, the major strengths and weaknesses were identified. In addition, the City was made aware of what the public demands and needs were for parks and recreations. A well-organized youth activities such as Little and Pony League and the Boys and Girls Club were noted as very active and beneficial to the community.

One of our citizen's major complaints is the lack of a municipal swimming pool. Local youth have been found using the irrigation canals to cool-off during the summer, which is not only unhealthy but also unsafe.

Citizens also advocate for a stronger collaboration between the city and the school district.

The City Council has taken an aggressive approach towards park improvements with the adoption of a Park Dedication Ordinance back in 1999. This ordinance mandates the dedication of property for neighborhood park purposes on any new subdivision within the city or any new subdivision outside the city wanting to connect to the city's water or wastewater system. This ordinance will take care of the future neighborhood park needs of the City of Donna as new subdivisions are developed. **Appendix E** outlines the City's twenty-year plan of action regarding the city's park system.

Chapter 8

**Parks &
Recreation**

TELEPHONE SURVEY RESULTS

To identify the specific needs of the community, a citizen's telephone survey was conducted as part of the Master Plan. The city hired temporary personnel to conduct the telephone survey and the firm of Reyna & Associates assisted the city by tabulating the survey results. The survey and the survey results are included in this section. Refer to **Appendix F** for a copy of the survey.

The week of July 3rd, six Donna High School students conducted a three (3) day citizen's telephone survey for the City of Donna Parks Master Plan. The purpose of this telephone survey was to identify the needs of the community in regards to the City parks and recreation. *A total of 177 surveys were successfully completed.* Based on the exploratory form of research, the City hoped to identify the significant parks and recreation needs for the citizens of Donna.

The Telephone survey consisted of 177 respondents selected randomly throughout the City of Donna. This survey represents a margin of error of +/-5 percent at a 95 percent confidence level. The telephone survey identified the following significant park and recreation needs for the citizens of Donna. The following survey results are based on the most significant percentages.

Demographic Characteristics of Survey Respondents

- ❖ 47.4% surveyed have lived in Donna over 20 years
- ❖ 61.5% have children under 19 in their household
- ❖ 60.4% are married
- ❖ 61.5% are female

Frequency of Donna City Parks Visits

- ❖ 36.1% Never visit
- ❖ 18.6% At least weekly
- ❖ 16.9% At least monthly

Parks Visited Most Often

- ❖ 30.5% Donna Square City Park
- ❖ 16.3% Little League Park

Chapter 8

**Parks &
Recreation**

**Percent of Households where Children Have
Participated in Organized Event**
❖ 35.5% said NO

Recreational Activity Children Participated in
❖ 18% Baseball

**Recreational Activity Most Interested in
Participating**

- ❖ 24.2% Baseball
- ❖ 14.6% Football
- ❖ 18.6% Basketball
- ❖ 15.8% Swimming

Chapter 8

Parks & Recreation

GOALS & OBJECTIVES

Goal 1: Provide citizens with improved and rehabilitated parks for recreation and leisure. Objectives by Parks (Refer to Appendix G)

Goal 2: Expand park space to meet the recreational and leisure needs of the city's growing population.

Objectives	Timetable	Budget
Acquire property for the expansion of the Altas Palmas Park	2010	\$400,000
Create the first City of Donna Metropolitan Park by developing one-half of the expansion of the Altas Palmas Park south of Silver Street exploring the closure of the street.	2015	\$750,000
Develop the second half of the Metropolitan Park	2020	\$750,000
Total		\$1,900,000

Goal 3: Create new municipal parks to meet leisure and recreational needs of the community.

Objectives	Timetable	Budget
Acquire property for two parks along the northern portion of the City	2005	\$500,000
Develop the parks in the north portion of the City	2010	\$1,000,000
Total		\$1,500,000

Chapter 8

**Parks &
Recreation**

Goal 4: Collaboratively work together with the school district to maintain parks and provide recreational activities to the residents of Donna.

Objectives	Timetable	Budget
Work with the school district to share the district's playground facilities with the City	2002	---
Create an official partnership with the school district to develop on-going recreational activities for children and the community	2002	---

CHAPTER 9

BEAUTIFICATION AND TOURSIM

Chapter 9

Beautification & Tourism

BEAUTIFICATION

CITY IMAGE

A city's image is closely aligned to how beautiful it is perceived by its citizens. The issue of beautification regarding the City of Donna was rated by citizens as a high priority, during an exercise at the Public Forums and the Donna 2020 Vision Retreat. The City has the potential of being a beautiful "All American City". However, the perception by people from outside the community influences the amount of business, trade, and tourism in the City.

The following information was gathered from citizens during the Public Forums and the Donna 2020 Vision Retreat.

CITY IMAGE STRENGTHS

- The community and people are friendly
- The climate is enjoyable
- City is centrally located
- Good schools
- Involved community

CITY IMAGE WEAKNESS

- City needs to be cleaned
- Many city streets and roads need to be re-paved
- Bad publicity
- Lack of faith in city officials

Chapter 9

**Beautification
& Tourism**

✧ **CITY IMAGE GOAL 1:**

Promote a positive perception and image of the City.

✧ **CITY IMAGE STRATEGIES:**

1. Develop an “image make-over” campaign that includes the following:
 - a. Cultivate and promote pride and ownership through a positive media campaign.
 - b. Improve description and directions to points of interest throughout the city and to Municipal buildings.
 - c. Improve signage throughout the City.
 - d. Develop a graffiti removal campaign in coordination with the municipal court.
 - e. Keep City streets and parks clean through the use of media and sign advertisement.

✧ **CITY IMAGE GOAL 2:**

Promote a small town atmosphere by cultivating a beautiful clean city with attractive neighborhoods.

✧ **CITY IMAGE STRATEGIES:**

1. Establish a “neighborhood pride” program through the following:
 - a. Use the media, sign advertisement and contest to promote the program.
 - b. Establish a “Trash Bash” program,
 - c. Sponsor a yearly “Donna Clean Up Day”,
 - d. Eliminate illegal dumping by enforcing the City Ordinance,
 - e. Establish a “Neighborhood Watch” program,
 - f. Promote incentives such as a neighborhood “Block Party”.

Chapter 9

Beautification & Tourism

TOURISM

Being the “Heart of the Valley”, the City of Donna’ geographic location lends a great advantage of tourism and trade. Donna offers a peaceful tranquil setting for retirement or to get away from the big life. The City of Donna has the potential to cultivate a tourist trade market. For purposes of this strategic plan, the strengths and weaknesses for tourism include nature tourism, as well.

The following information was gathered from citizens during the Public Forums and the Donna 2020 Vision Retreat.

TOURISM STRENGTHS:

- Farm to Market Road 493 is a Historical Trail
- American Legion Post is the first post established in the world.
- Donna Hooks Fletcher Historical Museum
- Chisholm Trail runs by the City
- Donna Lakes
- Newly established wetlands
- Major Hotels (2)
- Over 40 mobile home and recreational parks

TOURISM WEAKNESS:

- Lack of a marketing or advertisement campaign of current tourist sites
- Lack of signs that attract tourists to City points of interest
- Need to promote Winter Texan and Mexican tourist market Air pollution due to sugar cane burning
- Lack of enforcement on noise ordinance
- Current nature sites need marketing and additional development
- Lack of landscaping and trees
- Lack of nature tourism resources

Chapter 9

**Beautification
& Tourism**

✧ **TOURISM GOAL 1:**
Create and establish a tourism industry for the City of Donna.

- ✧ **TOURISM STRATEGIES:**
1. Utilize existing tourist sites such as the following:
 - a. Wetlands
 - b. Recreational Vehicle (RV) Parks
 - c. Donna Lakes
 - d. Donna Hooks Fletcher Historical Museum
 - e. American Legion Hall
 - f. Other Historic Sites or points of interest
 2. Develop a brochure about existing tourist sites and include a walking tour map.
 3. Develop new tourist attractions.
 4. Develop a media and advertisement campaign.
 5. Establish a Tourist Information center at the Donna Chamber of Commerce
 6. Market the natural environment, tourism and city image in the calendar of events.
 7. Establish a bingo market and a casino.
 8. Develop a campaign to cultivate an International Bridge crossing south of Donna.
 9. Develop partnerships with the Texas Department of Agriculture, Texas Department of Economic Development, Texas Parks and Wildlife Department to access nature tourism resources.

✧ **TOURISM GOAL 2:**
Establish, preserve and promote the historical artifacts and history of Donna.

- ✧ **TOURISM STRATEGIES:**
1. Develop an Oral History program and publish it in either a book or local newspapers.
 2. Utilize and promote the Donna Hooks Fletcher Museum.

Chapter 9

**Beautification
& Tourism**

NATURE TOURISM

The value of natural resources to the local economy is receiving increased recognition, due to the emergence of nature tourism or "eco-tourism", as a growing segment of the tourism industry in the Rio Grande Valley. With the creation and designation of the Texas Parks and Wildlife World Birding Center in the Rio Grande Valley, nature tourism will become a viable industry impacting the economy of every city that is participating site.

Currently, the City of Donna is working in promoting a different type of nature tourism, the wetlands. The City of Donna has recently created a wetlands area located south of the City. The City is hoping to open the site to the public by December 2000. The Wetlands may be found on Walker Road between FM 493 and S. 11th Street.



Chapter 9

Beautification
& Tourism

POINTS OF INTEREST

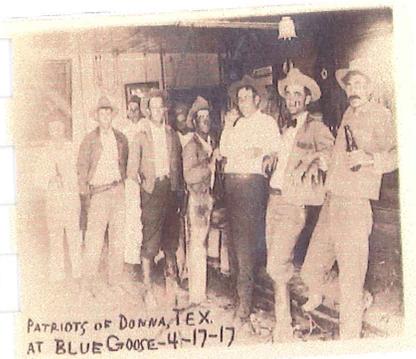
American Legion Hall

In addition, the City of Donna offers several historical sites for tourists to visit. The American Legion Hall, Border Post No. 107 was dedicated in 1920 after the end of World War I. It was the first ever built American Legion Hall built or owned by any post in the world. At the American Legion Hall holds various flags of the United States Military Service. In addition, there is a framed copy of the "Instrument of Surrender" signed by Japan on the 2nd of September 1945. This marked the ending of World War II. Inside the museum exhibit area, there are other artifacts relating to the military services. In 1964, the Texas Historical Commission designated this American Legion Hall as a Historical Site.

The American Legion Hall is located at 318 S. Main Street and follows the hours designated by the Donna Hooks Fletcher Historical Museum.

Donna Hooks Fletcher Historical Museum

The Donna Hooks Fletcher Historical Museum, which is currently housed at the American Legion Hall, has an extensive collection including artifacts that date back to the 1870's. Of special interest is the display case in an open area, which includes fashions from the late 1800's and 1900's. Other artifacts on display are food and kitchen utensils from the early 1900's, early office equipment used in the area, and the first telephone to come to Donna. In addition, there are numerous photographs depicting early life in Donna and a typical



Interior of the Blue Goose Saloon. Picture donated by Virginia Hooks, great grand niece of Donna Hooks Fletcher

Chapter 9

**Beautification
& Tourism**

In addition, the collection bedroom complete with bed, chest and a Singer sewing machine.

In the back area of the museum you will find kitchen appliances used in the early century including an icebox, butter churn, clothes wringer and washtub. There are construction and farm tools used by early residents, an old-fashioned gasoline pump, and a saloon bar with stained glass doors. This bar is alleged to have been used in the Blue Goose Saloon in 1914.

There is also a collection of irons used through the decades, carpentry tools, and assorted artifacts on Native Americans.

The Museum Hours: The museum is open from 10:00 – 12:00 and 1:00-4:00 Tuesdays and Fridays and from 9:00 to 1:00 on Saturdays. There is currently no admission fee. The museum is located at 318 S. Main Street.

End Notes

-
- ¹ A Conservation Assessment for the Donna Hooks Fletcher Historical Museum. Jeffrey M. Chusid, Preservation Consultant, June 1, 2000.
 - ² Donna Hooks Fletcher Historical Museum, November 1999.
 - ³ Handbook on Economic Development Laws for Texas Cities, Vol. 1. Office of the Attorney General, 2000.
 - ⁴ Metropolitan Area Transportation Plan for Hidalgo County. Hidalgo County Metropolitan Planning Organization. December 16, 1999.

APPENDIX A

Results of Donna 2020 Vision Retreat, Part I

APPENDIX A

Donna 2020 Vision Retreat, Part 1

DONNA 2020 VISION WORKSHOP # 1
 Held at Victoria Palms
 October 23, 1999

Responses to Question:

What are the Critical Issues facing Donna Today? (NOT PRIORITIZED)

ISSUE	MAJOR CATEGORY
Change the image of Donna to be more positive through media.	Image/Beautification
Infrastructure capacity (water)	Infrastructure
Street repairs (perception and economic development)	Infrastructure
Job availability	Business
Colonia issue- services and communication	Infrastructure
Juvenile gangs – Bad image for Donna	Safety
Need for better housing (affordable , quality, upscale, sharper image)	Housing
Lack of incentives to attract jobs and businesses	Business
Water rates- impacts residents, homeowners, new business/industry, debt service	Infrastructure
Beautification – community participation, long term plan	Image/Beautification
Face lift in business district	Image/Beautification
Trust among community leaders by citizens	City Administration
Lack of administrative personnel at city level. Also lack of equipment	City Administration
Negative impact of tax incentives (be reasonable, come up with other strategies)	City Administration
Be more proactive/ plans in place which citizens appreciate	City Administration
May need incentives like enterprise zone	City Administration
More police officers (ability to retain them)	Safety
Upgrade existing neighborhoods	Image/Beautification
Need goals and direction	City Administration
Lack of public understanding and awareness of issues	City Administration
Need a city plan to assist first time home buyer	Housing
Need more recreational and cultural activities (youth activities, parks, cultural events/facility)	Facilities
Helping parents raise kids (involvement, parenting)	Programs

CRITICAL ISSUES

(RANKED BY PRIORITY INDIVIDUALLY)

RANK	AREA OF ISSUE	SCORE
#1	INFRASTRUCTURE (WATER COSTS)	16
#2	CHANGE CITY IMAGE BEAUTIFICATION WATER RATES	9
#3	MORE POLICE OFFICERS	8
#4	NEED CITY PLAN HOME BUYER ASSISTANCE	7
#5	LACK OF CITY PERSONNEL	6
#6	MORE RECREATION /CULTURE FACILITIES	5
#7	HELPING PARENTS STREET REPAIRS MORE PROACTIVE	4
#8	COLONIA ISSUES LACK OF INCENTIVES	3
#9	NEGATIVE IMPACT OF TAX INCENTIVES BETTER HOUSING	2
#10	JOB AVAILABILITY JUVENILE IMAGE UPGRADE OF NEIGHBORHOODS GOAL AND DIRECTION MAY NEED INCENTIVES	1
#11	LACK OF PUBLIC UNDERSTANDING OF ISSUES	0

RESPONSES TO QUESTION:

IN 10 YEARS, WHAT DOES DONNA LOOK LIKE? (Developed in Groups)

Potential Vision	Category/Area
<ul style="list-style-type: none"> • Bridge is completed • Industrial park operating at full capacity • Tourism • Storage • Steady growth • Economic development (shopping mall) • Increase in new businesses and restaurants • Retainable jobs • Easy permit process for new business • Great shopping /outlet stores • Great employment opportunity • Modern community with economic growth and prosperity • Booming businesses • International trade mecca • International bridge industry trade • Salinas blvd. lined with retail businesses leading south to industrial park filled with Industrial businesses leading to bridge • Mid Valley area leader in job creation and growth 	Business/Economic Development
<ul style="list-style-type: none"> • Adult learning program • Exemplary ISD • Education and recreation • Complemented about hometown schools • High quality school 	Schools
<ul style="list-style-type: none"> • Recreation for youth (swimming pool) • Largest sports complex • Boys and girls club supported by school, city • Auditorium • Open amphitheater • Park activities • Recreational facilities for all sectors of the community • Largest Convention Center 	Parks/Recreation
<ul style="list-style-type: none"> • Mid Valley area leader in job creation and growth • Community unity and pride • Vibrant community • Beautiful and clean city • Attractive neighborhoods • Larger town with hometown values • Modern and professional city offices • Best place to raise a family • Voted top ten in the nation to raise a family • Planned growth • Good place to work • Most economical and safest city • Comfortable place to live in the valley • Donna fastest growing city in the valley • Good place to live 	Image/Beautification

IN 10 YEARS, WHAT DOES DONNA LOOK LIKE? (Developed in Groups)

<ul style="list-style-type: none"> • Downtown area with southwest décor/façade • City hall located at old HEB, incl. police dept fire dept., chamber library • Unique southwest motif museum with ongoing activities 	Main Street
<ul style="list-style-type: none"> • Significant tourist revenue • Develop tourist and culture hub in the valley • Winter Texan capital 	Tourism
<ul style="list-style-type: none"> • State of the art police department • Lowest crime rate in Texas • Drug free city • Safe place to live • Strong police force 	Safety
<ul style="list-style-type: none"> • Lowest water rates in the valley • Stability and unity of city administration • Well managed city services • All American city with a stable city and school government • City offices on Internet • High tech city hall 	City Administration
<ul style="list-style-type: none"> • Improved roads • Easy access to Highway 83 	Transportation
<ul style="list-style-type: none"> • Superior water system • Improved high tech services(police) , infrastructure(water) • Nice clean streets with shaded sidewalks • State of the art city hall, one step complex, all city services 	Infrastructure
<ul style="list-style-type: none"> • Beautiful affordable housing • Affordable Housing • Adult senior housing and health programs 	Housing

The following are the Common Elements for Donna's future:
In 10 years what does Donna look like?

These are the Common Elements for Donna's future:

- All American City
- Best Place to live
- Stable economic base
- Great schools with family involvement
- Creation of a Cultural/Arts Center
- Recreational facilities
- City complex for One-Stop Services
- Tourism
- Property Values are High
- Clean and attractive City
- Public swimming pool
- Road improvements
- Library Phase 2 expansion completed

THE FOUR QUESTIONS

The following are responses to the four questions

1) What do we **HAVE NOW**, that **WE WANT TO SEE IN OUR FUTURE?**

Boy & Girls club
Good Police image
History –our cultural heritage
Low property taxes
Involved community

Community pride
Good schools
Great football team
Colonia improvement

2) What do we **HAVE NOW**, that we want to **LEAVE BEHIND?**

Name of little Columbia
Bad publicity
Water Plant
High water rates
Distrust of public officials

Juvenile crime rate
Poor employment
Uninformed public
Poor infrastructure
High tax rate

3) What do we **NOT HAVE** and **DON'T WANT?**

Bad politicians
Unplanned City Growth
Prison

Smog/pollution
Increased Crime
State Controlled City

4) What **DO WE NOT HAVE** that **WE WANT?**

Bridge
Medical
Public trust
Unity
Hospital
Upgrade main square
Affordable housing
More schools
Better streets
Lower water rates
Mall
Municipal park
Theater
Homeowner Assistance with Affordable Housing

Cemetery
College
Library
New Police dept.
Library
More cooperation from state
Upscale housing
Upgrade main street
Golf course
Recreational facilities
Pay increase for city employees
Parent programs
Grocery Store

WHAT DO WE NEED TO DO?

- Accept change
- Teach students at an early age to take care of building
- Citizens to accept responsibility for the community and their neighborhood
- Public awareness of plans- Vision/ Mission
- Begin work on funding strategies and facility for a cultural and recreational complex (City)
- Appoint steering committee
- Establish goals and timelines
- Valuations of properties
- Swimming pool

WHAT IS THE NEXT STEP FOR DONNA?

- Identify additional funding sources
- Steering committee established to oversee project specifics
- Continue to assess and evaluate progress
- Do no loose sight of the vision- make a plan
- Accountability - follow-through

APPENDIX B:

Results of Donna 2020 Vision Retreat, Part II

APPENDIX B

Donna 2020 Vision Retreat, Part 2

DONNA 2020 VISION WORKSHOP # 2
Held At Victoria Palms
12/4/99

QUESTION: If you had a wish list for Donna what would you want?

WISH LIST	CATEGORY/AREA
Change attitude of Donna citizens to a positive citizen image.	Image/Beautification
More parks, festivals, and a bridge	Parks & Recreation
Get rid of politics and corruption	City Administration
Bigger museum, first class historical museum	Parks & Recreation
Clean wide streets	Transportation
New infrastructure (water sewage, street, bridge)	Infrastructure
More grant funding	City Administration
Known for good school district and great place to raise kids	School
More an better paid police officers	Safety
Less gang activity, more parental involvement	Safety
Image of main street and beautification of park	Image/Beautification
More commercial growth	Business
Positive image for Donna	Image/Beautification

QUESTION: WHAT THINGS DOES DONNA NEED TO DO THIS YEAR?

- Line up experts for the important tasks
- Get bridge and infrastructure ready
- New businesses
- Modernize schools
- Streets
- Get money, grants, resource
- More involvement by everyone
- Publicize the plan
- Water plant
- We have to own what we've done today

MISSION STATEMENTS
Developed by Workshop Groups

The purpose of Donna is to: create a **strong foundation** by providing the **infrastructure** for **economic growth**, employment opportunities in **private industry** and a safe beautiful **community** for its **citizens** and **visitors**

The purpose of Donna is to: provide its citizens with a **quality place to live**

The purpose of Donna is to: provide **high quality** of living for the **residents** of its community

The purpose of Donna is to: create a safe community, build a **strong foundation** for the future by providing the **infrastructure** necessary for **economic growth**, a prosperous economy, create diverse employment opportunities in private industry

QUESTION: IN 5 YEARS, HOW CAN DONNA BE IMPROVED?

RANKED BY PRIORITY	CATEGORY
#1	INFRASTRUCTURE <ul style="list-style-type: none"> • 100% Streets Paved • Water Lines & Water Plant • Sewer Capacity at 12 MGD
#2	BRIDGE COMPLETED
#3	ALL EXISTING OLD SCHOOL BUILDINGS REBUILT DROP OUT RATE DOWN STUDENTS PREPARED FOR JOB MARKET
#4	INDUSTRIAL PARK All 120 acres filled with businesses
#5	ECONOMIC GROWTH
#6	AFFORDABLE HOUSING Up by 100%
#7	CITY OFFICES Professionally managed
#8	5 YEAR PLAN ALL AMERICAN CITY PROFESSIONAL LEADERSHIP
#9	MAIN STREET UNDERWAY
#10	POPULATION INCREASE BY 40%

VISION STATEMENTS

These statements were developed in groups and scored individually by participants for the development of a vision statement.

STATEMENTS	SCORE
The City of Donna is recognized as an "All American City" with a growing and stable economic base.	5
This enables Donna to provide excellent schools, cultural centers, recreational facilities, and state-of-the-art city complex and services.	11
These enhance the quality of life for our citizens and visitors.	7
The City of Donna has become an All-American City, through a growing stable tax base which has provided for a strong stable economy.	3
Our great school district has achieved the state exemplary rating for the fifth year, which reflects the high quality of family values.	7
Last year, the city dedicated the new city complex, which includes a cultural center and state-of-the-art recreational facilities.	4
Through the accomplishments we are enjoying strong prosperous values and an overall high quality of life for its citizens.	0
The City of Donna is a great place to live work and play.	4
Featuring a vibrant economy, cultural arts and recreational facilities	7
Located in a bedroom All-American City.	0
Donna is recognized as the All American City because of our stable economic base, exemplary schools, and sound law enforcement.	5
A clean and attractive environment with cultural and recreational opportunities and facilities.	5
Is now a vibrant city filled with community pride.	2

APPENDIX C:
City of Donna Business List

APPENDIX C

City of Donna Merchant List

APPENDIX C

City of Donna Merchant List

NAME OF COMPANY	ADDRESS	CITY	STATE	ZIP
Margaret'S Produce	3100 E Highway 83	Donna	TX	78537
Tropical Star Enterprise Inc	1/2 Mi N Of Expressway On Border Rd	Donna	TX	78537
Briones Rentals	318 N 5Th St	Donna	TX	78537
Timber Creek Lawn Care	1/4 Mi S Val Verde Rd	Donna	TX	78537
Betos Lawnmowers And Repairs	2515 Grande St	Donna	TX	78537
Hernandez Nursery & Landscaping Service	1601 East Hwy 83	Donna	TX	78537
Reyes Landscaping	514 South 16Th	Donna	TX	78537
Balderas Landscaping & Lawn Care	104 W Roberts Ave # B	Donna	TX	78537
Juan S Gutierrez	414 N 13Th St	Donna	TX	78537
Fisher Pipeline Construction	Rr 1 Box 115-F	Donna	TX	78537
Acme Enterprises	3/4 Miles W Business 83	Donna	TX	78537
E Z Construction	5 Mi N Fm 493 L W 1/2N	Donna	TX	78537
Irineo Trevino Plumbing	2 1/2 Mi So 493	Donna	TX	78537
Webber Air	1/4 Mi N Whalen	Donna	TX	78537
Bl'S Drywall	Fm 493 N Mile 13 E	Donna	TX	78537
Ausencio Rivera Paint	601 S 21St St	Donna	TX	78537
Crane Electric	3 1/2 Mi N Val Verde And 1/4 M E Alberta	Donna	TX	78537
Dirks Electric Co	3 Mi N Victoria Rd	Donna	TX	78537
Valley Electric	3 Pt 5 Mi No Valverde 1/4 Mi E Alberta	Donna	TX	78537
Mid Valley Pavers Inst	1 1/2 Mi North Victoria Rd	Donna	TX	78537
Lozano Paving Incorporated	1/2 M N At 433 On Old La Blaca Rd	Donna	TX	78537
The Water Doctor	208 So 29Th	Donna	TX	78537
All Valley Pools Inc	1/4 Mile North Fm 493	Donna	TX	78537
El Grano De Oro	3 Miles South On 493	Donna	TX	78537
La Estrella Bakery And Grocery	1913 Lissner St	Donna	TX	78537
Sun Valley Food	1205 Expressway 83	Donna	TX	78537
Sharon Lillian Dodson	1/4 Mi N Hutto Rd	Donna	TX	78537
Eddie'S Boat Works & Used Boats	2000 Ft W Of Victoria Rd S/S Expwy 83	Donna	TX	78537
Evangelina Rivera	106 Redwood St	Donna	TX	78537
Gonzalez Sewing	1 3/4 Mi No Old La Blanca Rd	Donna	TX	78537
Donna'S Creations	103 Mark St	Donna	TX	78537
Irene'S Crafts	2 Mi W Bus Hwy 83	Donna	TX	78537
Norma'S Crafts	Bus 83 Between Donna And Alamo	Donna	TX	78537
Carol'S	Fr Bux 83 1/4 Mi S Val Verde Rd	Donna	TX	78537
Virgil Joseph Sauve	Palm Shadow'S Rv Park 1/4 Mile N Of Bus 83 On Val	Donna	TX	78537
Wood Creations	1/4 Mi N Border	Donna	TX	78537
Norman Leonhard	602 No Victoria Rd Victoria Pl Resort	Donna	TX	78537
Weldon Johnson	602 N Victoria Rd	Donna	TX	78537
Gene D Smith	Casa Del Sol North Val Verde Road	Donna	TX	78537
Joyce Criddle	Bit-O-Heaven Bus 83 Btw Donna And Alamo	Donna	TX	78537
Rio Grande Container Inc	90 N Main St	Donna	TX	78537
Sand Dollar Publications	209 S 25Th St	Donna	TX	78537
Ben'S Printing	2413 Pepe St	Donna	TX	78537
K - Mix Inc	102 N 13Th St	Donna	TX	78537
Luella Sones	Sheers Ma/Pa Rv Park 1/2 M S Valverde	Donna	TX	78537
Paul Campbell	Business 83 Right On Valley View 1 Block	Donna	TX	78537
Ada'S Ceramics	602 N Victoria Rd # Mh177	Donna	TX	78537
Betty Lamar	Don Wes Flea Mkt Bus 83 And Victoria Rd	Donna	TX	78537
South-Tex Concrete	1/4 Mi West Victoria Rd	Donna	TX	78537
Varmicon Industries - Donna Plant	1/2 Mi No Exp 83 On Fm 1423	Donna	TX	78537
South Texas Marble Company	114 Stites	Donna	TX	78537
Castle Steel Inc	506 Frontage Rd	Donna	TX	78537
Southern Steel Fabricators	Fm 493 & Mile 13 N	Donna	TX	78537
The Fróg Company	On Val Verde Rd 1 Mi South Of 83 Hwy	Donna	TX	78537

APPENDIX C

City of Donna Merchant List

Hazel W Payne	W Bus Hwy 83 Bit Ot Heaven Rv Pk Lot #9	Donna	TX	78537
Cheryl'S Glassery	Casa Del Sol 1/2 Mi S Of Exp On Fm 1423	Donna	TX	78537
Palm Shadows Rv Park	From Bus 83 1/4 Mile N On Fm 1423	Donna	TX	78537
Big Valley Recreation Assoc	109 W Us Highway 83	Donna	TX	78537
Ardis Anderson Jensen	Bit O Heaven Rv Park	Donna	TX	78537
Ultra Sonic Paging #2	116B S Main St	Donna	TX	78537
Telecom Vending	502 N 11Th St	Donna	TX	78537
Southwest Communications	803 Meadow Wood Dr	Donna	TX	78537
City Of Donna	307 S 23Rd	Donna	TX	78537
Donna Irrigation Dist Hidalgo Co #1	Hwy 493 And Roberts Ave	Donna	TX	78537
James Dunn Auctions	West Exwy 83 And Hutto Rd	Donna	TX	78537
Donna Sundries	611 Hooks Ave	Donna	TX	78537
Galmex Tire Shop	2103 E Bus Hwy 83	Donna	TX	78537
Medina'S Air Condition & Tires	126 Armstrong St	Donna	TX	78537
Toni'S Auto Sales	Expwy 83 Btwn Hutto Rd & Billman Rd	Donna	TX	78537
Action Auto Parts	Ne Corner Of Expressway 83 And Border Rd	Donna	TX	78537
R & R Auto Parts Inc	Exp 83 & Val Verde	Donna	TX	78537
South Texas Moulding Inc	Fm 1423 & Exp 83	Donna	TX	78537
Lane Equipment Company	410 Frontage Rd	Donna	TX	78537
Valley Medical Systems	417 N 11Th St	Donna	TX	78537
Active Mobility	Victoria Rd & Hwy 83 Don Wes Flea Market	Donna	TX	78537
Hi-Tech Industries	1 Mi No Of Exprway 83 On Hutto Rd	Donna	TX	78537
Victoria Steel And Supply	210 North Ave	Donna	TX	78537
Ag Welding	506 N Main St	Donna	TX	78537
Seiver Implement Co Inc	109 S 13Th St	Donna	TX	78537
Rivera'S Machinery	1 1/2 W Expwy 83	Donna	TX	78537
Artic Industries Inc	1211 E Fordyce St	Donna	TX	78537
S&K Discount Hose & Repair Service	Corner Valley View Rd And Bus Hwy 83	Donna	TX	78537
Mic International	1/4 M S Of Expy 83 On Victoria Rd Ws	Donna	TX	78538
Tori'S Jewelry And Accessories	700 W S Santa Rosa Suite B	Donna	TX	78537
Tv Cartoon Toys	115 N 10Th St	Donna	TX	78537
Enrique Guzman Wholesale	2 Miles W Hwy 83	Donna	TX	78537
Jp Sales	213 S 20Th St	Donna	TX	78537
Gary Allphin Texaco Wholesale	107 S 12Th St	Donna	TX	78537
Valley Shamrock Inc #15	1813 E Bus Hwy 83	Donna	TX	78537
Moreno'S Feed Store	119 N Salinas Blvd	Donna	TX	78537
R & S Specialty Gifts & More	412 Lunar Dr	Donna	TX	78537
Southern Nurseries	5 Mi N Val Verde Rd 1/4 Mi E	Donna	TX	78537
Kinney Bonded Warehouse Inc	102 N 13Th St	Donna	TX	78537
South Texas Charcoal	5 Mi N Fm 493	Donna	TX	78537
Donna Aluminum Products	West Business Highway 83	Donna	TX	78537
Ferro Block	W Expresway 83 And Hutto Rd	Donna	TX	78537
Castilleja Tools	2900 Cristina St Piquito De Oro Sub Off Sioux Rd	Donna	TX	78537
Bobby Joe Roberts	1/2 Mile S Of Bus 83 On Val Verde Rd	Donna	TX	78537
Parks Tool Time Enterprise	1/4 Mi No Fm 1423	Donna	TX	78537
Broadway Hardware & Gifts Donna	209 S 8Th St	Donna	TX	78537
William C Curling	401 No Val Verde Rd	Donna	TX	78537
Dirt Depot & Supplies Inc	Expressway 83 & Victoria Rd	Donna	TX	78537
Guerrero'S Grass Farm	2 Miles N Old La Blanca Rd - 433	Donna	TX	78537
Valley Grass Farms Inc	1 Mile North 493	Donna	TX	78537
De Leon Trees	5 1/2 Mi N 493 1 Mi E Mi 12 1/2	Donna	TX	78537
Hernandez Grass Farms	1/2 Mi N Fm 493	Donna	TX	78537
Don'S Lawn & Garden Equipment	Between Huttle Rd & Val Verde Rd North Side Hwy 8	Donna	TX	78537
Eristeo Montano	1 Mi N Exp 83 On Val Verde Rd	Donna	TX	78537
Lopez Nursery	101 N 1St St	Donna	TX	78537

APPENDIX C

City of Donna Merchant List

De La Cruz Cactus	2203 N Border Rd	Donna	TX	78537
The Tree House	Sw Corner Bus 83 And 6Th Street	Donna	TX	78537
Martha'S Fruit Stand	On Val Verde Rd Between Expwy 83 & Bus83	Donna	TX	78537
Triple C Materials	Between Victoria Rd & 493 Off Expwy 83	Donna	TX	78537
Bazan Landscaping	1 Mi S Fm 493	Donna	TX	78537
Christ Hammar Green House	1/4 Mi S Exp 83 On Victoria Rd	Donna	TX	78537
Clayton Homes #146	Rr 1 Box 1323	Donna	TX	78537
Dollar General Store #3688	209 S 8Th St # 227	Donna	TX	78537
The Pallet Jack - Discount Merchandise	500' W Fr Victoria Rd On Expwy 83 Frontage Rd	Donna	TX	78537
Dora M Saldana	403 Elm St	Donna	TX	78537
Wilma L Gessner	Bus Hwy 83 & Victoria Rd - Farmers Flea Mkt	Donna	TX	78537
Sun Valley Merchandise	3/4 Mile West Of Loop 433	Donna	TX	78537
Ronald Riffle	Remuda Tr Pk Lot 22 On So Val Verde Rd	Donna	TX	78537
James Warren Adams	118 S 12Th St	Donna	TX	78537
Meg'S Discount	Old 83 And Victoria Rd Flea Mkt	Donna	TX	78537
B & B Sales	N/E Corner Bus Hwy 83 And Victoria Rd Flea Mkt	Donna	TX	78537
Cleone'S Enterprises	Don Wes Flea Mkt	Donna	TX	78537
Margarito Tristan Jr	5 Mi So On 493	Donna	TX	78537
Charles Michael Van Meter	N/E Corner Victoria Rd & Bus Hwy 83 Flea Mkt	Donna	TX	78537
Heb Food Store #9	Main & Miller	Donna	TX	78537
Maverick Markets #3077	900 Hooks Ave	Donna	TX	78537
Cesar'S Valley View	Int S/W Crnr Bhwy 83 W Ans Fm 1423	Donna	TX	78537
M Rivas Foods No 2	1010 Hooks Ave	Donna	TX	78537
Valley View #3	Int S/W Corner Bhwy 83 W Fm 1423	Donna	TX	78537
Times Market-Donna	900 Hooks Ave	Donna	TX	78537
Times Market-Donna, Inc	900 Hooks Ave	Donna	TX	78537
Maverick Market #3077	900 Hooks Ave	Donna	TX	78537
Economy #000286	103 W Us Highway 83	Donna	TX	78537
Economy Drive In #635	1901 Lissner St	Donna	TX	78537
Economy Oil #000286	103 W Us Highway 83	Donna	TX	78537
El Tigre Food Store #5	618 N Main St	Donna	TX	78537
Greg'S Drive Inn Grocery	807 Frontage Rd Spc C	Donna	TX	78537
Gonzales Grocery	1309 Silver Ave	Donna	TX	78537
Six Pack	1213 B Hwy 83 East	Donna	TX	78537
Hector'S Drive In	131-D Salinas Blvd	Donna	TX	78537
South 493 Drive In	3 1/2 Mi So On Fm 493 E/S	Donna	TX	78537
De Leon'S Grocery	Pepe St W/S 180 Ft So Int Cortez	Donna	TX	78537
Mike'S Store	3007 Bus Hwy 83	Donna	TX	78537
La Piedad Snack & Beverage Convenience St	Bus 83 And Whalen Rd	Donna	TX	78537
North Town Variety	Fm 433 N/S .9 Mi N Int Hwy 83	Donna	TX	78537
Cesar'S Drive In	3011 East Bus Hwy 83	Donna	TX	78537
Nieto'S Service Station #4	Fm 493 E Side 4 Miles N Int Highway 83	Donna	TX	78537
Funny Farm Drive In	Int S/W Corner Fm 493 And Hidalgo Rd	Donna	TX	78537
Pepe'S Drive Thru	121 N D Salinas	Donna	TX	78537
J & J Drive Inn	N Hutto Rd W/Side 1/4 Mi No Int Hwy 83	Donna	TX	78537
Tex Mart #20	616 N Daniel Salinas Blvd	Donna	TX	78537
Casi'S Mini Mart	2 1/2 Miles S 493	Donna	TX	78537
Nora'S	1028 N Border Rd	Donna	TX	78537
Circle M Quick Stop	2 1/2 Mi S Fm 493	Donna	TX	78537
Mari'S Drive In	602 South Ave	Donna	TX	78537
Rey'S Meat Market	408 South D Salinas Blvd	Donna	TX	78537
Rosa Elva Mendiola	Fm 493 On Mile 12 1/2 N Turn Left	Donna	TX	78537
Ilusion Bakery	495 N Gonzalez Dr	Donna	TX	78537
Country Crafts	2 Blks So On Valview Fr Bus Hwy 83	Donna	TX	78537
Yerberia Bonita Mystic Y Appliances B B B	533 W Business Hwy 83	Donna	TX	78537

APPENDIX C

City of Donna Merchant List

Advantage Auto Sales	1201 East Exp 83	Donna	TX	78537
Cortez Motors	2711 Us Highway 83	Donna	TX	78537
Tropical Knight Recreational Vehicles	N E Corner Exp 83 & Hutto Rd	Donna	TX	78537
Big Vic'S Auto Sales	122 S 2Nd St	Donna	TX	78537
Teran Auto Parts & Body Shop	At Bus Hwy 83 And So Victoria Rd	Donna	TX	78537
Val Verde Auto Sales	Sungrove Pk Lot 20 On Bus Hwy 83	Donna	TX	78537
Victoria Auto Sales	3603 E Hwy 83	Donna	TX	78537
Botello'S Service Station	2103 Us Highway 83	Donna	TX	78537
Donna Spaeth	Big Valley Trl Park First St Lot 7	Donna	TX	78537
Ancira Motorhomes	1/4 Mi East 1423 North Expy 83	Donna	TX	78537
Autozone #5940	802 E Hooks	Donna	TX	78537
Mid Valley Custom Hydraulics & Auto Acc	1 1/2 Mi W Busns 83 From Westgate	Donna	TX	78537
Dms Auto Parts	Corner Of Exp 83 And Border	Donna	TX	78537
Creative Designs	405 N 10Th St	Donna	TX	78537
Donna Auto Supply Inc	1205 Us Highway 83	Donna	TX	78537
Alan'S Diesel Service	1/10 Mi N Victoria	Donna	TX	78537
B A E Repair	1315 Us Highway 83	Donna	TX	78537
Nieto'S Service Station	Corner If North 11Th And Old Hwy 83	Donna	TX	78537
Alvarado'S Conoco	810 W Hooks	Donna	TX	78537
Leo Morales Gulf	1201 Us Highway 83	Donna	TX	78537
Dargel Boat Works Inc	2 Min Fr 493	Donna	TX	78537
Ron Hoover Companies Of Donna Inc	502 Frontage Rd Expressway 83	Donna	TX	78537
South Texas Trailers	101 Expressway 83	Donna	TX	78537
Rio Grande Valley R V Sales	606 Frontage Rd	Donna	TX	78537
Holden Wallace	Whalen Rd And Bus 83	Donna	TX	78537
Maria Santos And Pablo Santos	Don Wes Flea Mkt	Donna	TX	78537
Rochelle'S	7 1/2 Mi N Fm 493 And 1/4 Mi E	Donna	TX	78537
S & K Jewelry	Victoria & Hwy 83	Donna	TX	78537
Casual Bridal Shop	3100 Hwy 83	Donna	TX	78537
Juanita'S	810 W Expwy 83 Fiesta Flea Mkt	Donna	TX	78537
Bam-B Company	Don-Wes Flea Market Business 83	Donna	TX	78537
John Norman Sturgill	1400 W Bus 83 #39	Donna	TX	78537
Classic Engraving	Victoria Rd And Bus 83	Donna	TX	78537
Cantu Flea Market	Fm 493 E/S 1/2 Mile So Int State Rd	Donna	TX	78537
Lou C Plants & Gifts	Victoria Rd And Hwy 83 Flea Market	Donna	TX	78537
Darlene Sherrard	Victoria Rd Hwy 83	Donna	TX	78537
Garcia'S	135 S 8Th St # B	Donna	TX	78537
Phyllis Ann Taylor	412 W Miller Ave	Donna	TX	78537
Angel'S Fast Floors	531 W Us Hwy 83	Donna	TX	78537
Ramirez Tile	1007 East Business Hwy 83	Donna	TX	78537
Jelb Enterprises	West Hwy Busns 83 And Whalen Rd	Donna	TX	78537
Bob Valentine	2 1/2 Miles W Hwy 83 Bit Of Heaven Park	Donna	TX	78537
Havis E Payne	East Hwy 83 S/S Farmers Market	Donna	TX	78537
Joseph Singleterry Design	526 N 7Th St	Donna	TX	78537
Robert E Morgan	Palm Shadows Rv Pk #38	Donna	TX	78537
Appliance Professional Service	1332 N Victoria Rd	Donna	TX	78537
Willie'S Tv	112 S Main St	Donna	TX	78537
Satellite Central	Fm 493 & Val-Verde Rd On Anderson Rd (White Bric	Donna	TX	78537
Abacus Computer Services	602 Reid Ave	Donna	TX	78537
Jsaenz Computing Services	306 Rose Ave	Donna	TX	78537
Jesse'S Music	Bus Hwy 83 & Valley View (Val Verde F Mk	Donna	TX	78537
Tex Video	Expressway 83 & 1/4 Mile Nl Midway Road	Donna	TX	78537
Church'S Fried Chicken #1271	719 Hooks Ave	Donna	TX	78537
Whataburger #595	615 North Daniel Salinas	Donna	TX	78537
Stars Restaurant Donna Tx	1303 Us Highway 83	Donna	TX	78537

APPENDIX C

City of Donna Merchant List

Danny'S Snow Cones	1315 E Business Hwy 83	Donna	TX	78537
Rosie'S Tacos	Corner Of Mile 11 & Fm 493	Donna	TX	78537
Brenda'S Snack Bar	1426 W Bus Hwy 83	Donna	TX	78537
Chavarin Caterer Out	1/4 Mi So Of Hwy 83 On Colorado Rd Lot16	Donna	TX	78537
Botanas Hernandez	716 S 25Th St/Andie Bowiepark,Spi	Donna	TX	78537
Snowiz	205 S Victoria	Donna	TX	78537
Danny'S Cafe	913 Us Highway 83	Donna	TX	78537
Barrios Snow Cones & Treats	1210 Cortez St	Donna	TX	78537
Rogelio F Handy	225 S Salinas Blvd	Donna	TX	78520
Kenneth J Stegemeyer	77 Flea Market	Donna	TX	78537
Papa Jack'S Texas Barbeque	205 S 12Th St	Donna	TX	78537
Cinco De Mayo	3007 Bus Hwy 83	Donna	TX	78537
Acacia Park Breakfast Club	W Hwy 83 At Border Rd	Donna	TX	78537
Micaela R Galvan	401 Us Highway 83 Apt 1	Donna	TX	78537
North Town Variety	Fm 433 W/S Pt 9 Mi No Int Hwy 83	Donna	TX	78537
Taqueria Tristan	3 Mi So Fm 493	Donna	TX	78537
Chuckwagon Express	1 Blk S Of Hwy 83 On Val Verde Rd	Donna	TX	78537
Bit-O Heaven R V Park	Bus Hwy 83 & Whalen Rd	Donna	TX	78537
Minnie & Son'S	Ss Of Expwy 83 On Victoria Rd	Donna	TX	78537
Donna Torilleria	301 Us Highway 83	Donna	TX	78537
Maria Slayton	N Fm493 And 10 1/4 Mi Line (Tx Valley Ests Lot 1)	Donna	TX	78537
Donna Vfw Post 10802	509 W Hooks	Donna	TX	78537
Donna Botanas	4 Miles N From Highway 83 On 493	Donna	TX	78537
Valley Bakery #3	910 Hooks Ave	Donna	TX	78537
Donna Dairy Queen	524 N Salinas Blvd	Donna	TX	78537
Sno-Ball Express	816 S Salinas Blvd	Donna	TX	78537
Burger King #9951	807B Frontage Rd	Donna	TX	78537
Dj'S Corn Roaster	Bus Hwy 83 & Val Verde Road(Val Verde Flea Marke	Donna	TX	78537
Antonio M Hinojosa	Val Verde Flea Mkt	Donna	TX	78537
Juanita'S	Expwy 83 On Frontage And Hutto Rd Flea M	Donna	TX	78537
Taqueria Morales	1002 Us Highway 83	Donna	TX	78537
Daisy'S Cafe	913 Miller Ave # A	Donna	TX	78557
Taqueria El Amigo	3115 E Highway 83	Donna	TX	78537
Jose'S	133 S 8Th St	Donna	TX	78537
Ronnie'S Produce	Farmer'S Market/East Bus Hwy 83	Donna	TX	78537
Val Verde Cafe	Val-Verde Cafe Flea Mkt Bus 83 & Val Ver	Donna	TX	78537
Heidi Holdings Dbmcdonalds	602D N Salinas Blvd	Donna	TX	78537
Paletas Y Aguas Frescas Victoria	533 Us Highway 83	Donna	TX	78570
Llano Grande Lake Golf Course	Mile 5.25 N Rd E Side .8 Mile E Int Mile 2 Wst Rd	Donna	TX	78537
La Copita Bar	501 W Bus 83	Donna	TX	78537
Garcia'S Place	117 S 10Th St	Donna	TX	78587
Eddie'S Bar & Grill	520 W Hooks	Donna	TX	78570
Eddie'S Too	344 No Illinois	Donna	TX	78537
The High Chaparral	3 1/2 Mi S Hwy 83 On Fm Rd 493	Donna	TX	78537
Sunshine Bar	703 W Hooks	Donna	TX	78537
Los Comodines	601 S 25Th St	Donna	TX	78537
Noe'S Place	Old La Blanca Rd W/S 8/10 Mi N Hwy 83 & Main St	Donna	TX	78516
Inland Bar	Bhwy 83 S/S Pt 1 Mile Int Border Rd	Donna	TX	78537
The Reservation	1721 E Hooks	Donna	TX	78537
Starz Bar Grill & Club	602 N Val Verde Rd	Donna	TX	78537
City Limits Sport Pub	3708 B Hwy 83 East	Donna	TX	78537
Silver Nugget Saloon	Int N/E Corner Hwy 83 & Fm 493	Donna	TX	78537
Don Wes Flea Market Restaurant	3210 B Hwy 83 E	Donna	TX	78537
Monte Carlo Grill	2507 E Hwy 83	Donna	TX	78537
Monte Carlo Cafe	1705 Miller Ave	Donna	TX	78537

APPENDIX C

City of Donna Merchant List

Pizza Hut	1309 E Bus Hwy 83	Donna	TX	78537
Victoria Palms Resort	602 N Victoria Rd	Donna	TX	78537
O K Pharmacy	122 S Main St	Donna	TX	78537
Medico Health Mart #6	117 S 8Th St	Donna	TX	78537
Donna Pharmacy Services	106 North Daniel Blvd Ste A	Donna	TX	78537
Paco'S Liquor Store	1009 Hooks Ave	Donna	TX	78537
Ramona'S	Val Verde Flea Market	Donna	TX	78537
David Arthur Bunch	Victoria Rd And Bus Hwy 83 Flea Mkt	Donna	TX	78537
Wilkes Sales	3000 E Busns Hwy 83	Donna	TX	78537
Maria De Jesus Limon	1400 W Bus 83	Donna	TX	78537
Alejo Martinez	Business Hwy 83 And Val Verde Rd	Donna	TX	78537
Maria Vela	2901 East Bus 83	Donna	TX	78537
Ignacio Monroy	Borden And Fm 88	Donna	TX	78537
Angelica A Ramos	802 South Ave	Donna	TX	78537
Dulce Maria Jimenez-Flores	Bus Hwy 83 And Val Verde Rd - Flea Mkt Space 56	Donna	TX	78537
Dulce Maria Jimenez-Flores	4 Mi South Of Bus 83 On Fm 493 Hidalgo St	Donna	TX	78537
Rebecca De Hoyos	4 1/2 Mi N On 493 Fr Expwy 83	Donna	TX	78537
Espino Auto Salvage & Service	1805 Soderquist	Donna	TX	78537
Bernardino A Valencia	320 Fir St	Donna	TX	78537
Leticia Botello	322 S 24Th St	Donna	TX	78537
Juan H Cavazos	Bus Hwy 83 And Val Verde Rd Flea Mkt	Donna	TX	78537
Modesta Bueno	Bus Hwy 83 And Val Verde Rd	Donna	TX	78537
Rosario Llanes	Expwy 83 N/S	Donna	TX	78537
Martinez Partes Usadas	Border Rd And Old Bus 83	Donna	TX	78537
Guadalupe L Rodriguez	5 Mi So 493 Donna Subd Calle Diamante	Donna	TX	78537
Cecilia Calvo	119 Teri St	Donna	TX	78537
Rosa M Gonzalez	124 Apollo St	Donna	TX	78537
Manuela Perez	1 Mi N 493	Donna	TX	78537
Sifuentes Photo Id'S	3100 E Bus 83	Donna	TX	78537
Jose Arellano	305 Colonial St	Donna	TX	78537
Vasquez Brothers Junkyard	1/4 Mi E Hwy 83	Donna	TX	78537
Dale Gas	1 1/2 Mile So 493 - Colonia Neuva	Donna	TX	78537
Munoz Used Furniture	3 1/2 Mile So Fm 493	Donna	TX	78537
Rodriguez	1 Mi N Val Verde Rd Fr Expwy 83	Donna	TX	78537
Maria Elia Mireles	Roland/Cortez Col Nueva 2 Mi S Of Donna	Donna	TX	78537
Maria Sixta Sandoval	203 North Ave	Donna	TX	78537
Chano'S Used Furniture & Appliances	304 S 11Th St	Donna	TX	78537
Salvador Gonzalez	1903 Ridley St	Donna	TX	78516
B & N Storage	200 Ft East Of Border Rd Bus Hwy 83	Donna	TX	78537
Maria Anita Colunga	2901 Us Highway 83	Donna	TX	78537
Books And Misc	810 W Expwy 83 (Frontage) Fiesta Flea Mkt	Donna	TX	78537
Amado Guerrero Garza	320 S 24Th St	Donna	TX	78537
Raul Moreno Paz	Bus Hwy 83 And Valley View Val Verde Fle	Donna	TX	78537
Ramon Limon	Old Hwy 83 And Valverde Rd Flea Mrk	Donna	TX	78537
Guadalupe Villa	Bus Hwy 83 & Valley View/Val Verde F Mkt	Donna	TX	78537
Esperanza Calvo	119 Teri Villa Donna Trailer Pk	Donna	TX	78537
Juana Cardos	Hutto & Expresway 83 (Fiesta Flea Market)	Donna	TX	78537
Amparo G Lopez	104 Redwood St	Donna	TX	78537
Alejandro Olivo	2001 Caceres Ave	Donna	TX	78537
Eleuterio Alvarez	1 1/2 Mi N Old La Blanca Rd	Donna	TX	78537
Clyde Jerome Sax	Farmers Mkt E Bus Hwy 83 And Victoria	Donna	TX	78537
Guillermina Verdin	2901 East Hwy 83	Donna	TX	78537
Dolores P Jarrell	801 W Expw 83 Fiesta Flea Market	Donna	TX	78537
Juanita Fraga	217 Jennifer St	Donna	TX	78537
Santos Limon	Old Hwy 83 & Val Verde Rd Flea Mkt	Donna	TX	78537

APPENDIX C

City of Donna Merchant List

Salazar'S Tools	Val Verde Flea Mkt - Bus Hwy 83	Donna	TX	78537
Maria A Estrada	Lot 84 Jv Street	Donna	TX	78537
Falcon'S Used Merchandise	509 N 7Th St	Donna	TX	78537
All Valley Pick A Part Inc	1/4 Mile East Of Expwy 83 On Border Rd	Donna	TX	78537
Diana Angel	122 S 1St St	Donna	TX	78537
Daniel Webster Eshelman	3707 East Bus Hwy 83 Lot #240	Donna	TX	78537
Clara	Cesar Chavez & Exp 83 Flea Mkt	Donna	TX	78516
Judith Alvarado	1602 W Expwy 83 Flea Mkt	Donna	TX	78537
Guadalupe Estrada	417 S 5Th St	Donna	TX	78537
Alfredo Silva	1905 Benitez St	Donna	TX	78537
Jose Salinas	1 Mi N On Val Verde Fr Expwy 3/4 W 495	Donna	TX	78537
Javier Garza	2901 East Bus 83	Donna	TX	78537
Eduardo Garcia	1121 Carlos Street Colonia Seca	Donna	TX	78537
Jack Stansfield	Don Wes Flea Mkt	Donna	TX	78537
Alicia B Martinez	2917 Lissner St	Donna	TX	78537
Bono'S	Mercedes Flea Market Stall #455	Donna	TX	78537
San Juana Y Serna	Bus Hwy 83 And N Victoria Rd Flea Mkt	Donna	TX	78537
Macario Sarmiento	Val Verde Flea Mkt Bus Hwy 83	Donna	TX	78537
The Childrens Haven International Thrift Sh	110 S Main St	Donna	TX	78537
Lucas Gonzalez	810 W Expwy 83 Fiesta Flea Mkt	Donna	TX	78537
Alma Cantu	2901 E Hwy 83	Donna	TX	78537
Margarito Rivera Jr	Flea Mrkt Bus 83 Val Verde Rd	Donna	TX	78537
Anselmo Rivas	So On Fm 493 2 1/2 Mi Col Tierra Bella	Donna	TX	78537
Isidra Cortez	Bus Hwy 83 And Val Verde Rd Flea Mkt	Donna	TX	78537
Emma	S/W Int Hwy 83 And Val Verde Rd	Donna	TX	78537
Ramona L Estrada	Bus Hwy 83 And Valley View Flea Mkt	Donna	TX	78537
Montalvo'S Used Merchandise	Val Verde Flea Mkt Bus 83	Donna	TX	78537
Armando'S Electronics	Valverde Flea Mkt Hwy 83 And Valverde Rd	Donna	TX	78537
Horseshoe Sales	Bus 83 And 29Th Storage Units	Donna	TX	78537
Josefina Esqueda	Victoria Road & Hwy 83 (Farmers Market)	Donna	TX	78537
Amelia Rodriguez	E Of Hutto Rd On Frontage Rd	Donna	TX	78537
Chacharas	Val Verde Flea Mkt Bhwy 83 And Val Verde	Donna	TX	78537
Molina Appliance Repair & Parts	Bus 83 & Valley View Rd	Donna	TX	78537
Edelmira Esquivel	2901 E Hwy 83 Don-Wes Stor & Sell	Donna	TX	78537
Abel Munoz Meza	2901 E Bus 83 Storage Units	Donna	TX	78537
American Pawn Superstore Of Donna Inc	902 Expwy 83 Frontage Rd	Donna	TX	78537
Isabel	2901 E Hwy 83 Don Wes Flea Mkt #19	Donna	TX	78537
Dorothy G Pena	N Fm 1423 Paradise Park Lot 49	Donna	TX	78537
Fiesta Flea Market	Expressway 83 And Hutto Rd	Donna	TX	78537
Lawrence Hamilton	1/4 Mi So Val Verde Wagon Wheel Park	Donna	TX	78537
Roberto Garcia	Bus Hwy 83 And Val Verde Rd Flea Mkt	Donna	TX	78537
Roberto S Ortiz	E Hwy 83 Flea Mkt	Donna	TX	78537
Zamora Washing Machine Shop	410 West Hooks	Donna	TX	78537
The Tennis Place	1/4 Mi N Old La Blanca Rd	Donna	TX	78537
Sauceda Company	308 Roberts Ave	Donna	TX	78537
The Magic Touch	314 N 7Th St	Donna	TX	78537
D And D Paintball Supply	406 Sunset Dr	Donna	TX	78537
Fast Track	131 S 8Th St	Donna	TX	78537
Margarite Publications	209 S 25Th St	Donna	TX	78537
El Rancho Office,Electronics & Novelty Pro	1 Mi Off Exp N La Blanca Rd 1St Hs On Right	Donna	TX	78537
Irene Toogood	602 N Victoria Rd # 3232	Donna	TX	78537
Barbara L Page	So Val Verde Rd And Kennard Villedge Gro	Donna	TX	78537
Gary E Staley	Don-Wes Flea Market	Donna	TX	78537
Alma A Perez	602 Monterrey Dr	Donna	TX	78537
The Silver Dream	602 N Victoria Rd # Mh203	Donna	TX	78537

APPENDIX C

City of Donna Merchant List

Joyeria El Diamante	512 S 7Th St	Donna	TX	78537
E & B Enterprises	Don Wes Flea Mkt	Donna	TX	78537
David Navarro	Victoria Rd 7 Bus 83 (Flea Market)	Donna	TX	78537
Raymond Duane Droogsma	704 N Ave Mobile Home Villa	Donna	TX	78537
Rosella Campbell	Rr 8 Box 4775	Donna	TX	78537
Miroslava Reyes	108 N 3Rd St Apt No15	Donna	TX	78537
Betty J Leevey	Don Wes Flea Mkt	Donna	TX	78537
Linda M Brown	Corner Of Victoria Rd & Hwy 83 (Don-Wes Flea Mkt)	Donna	TX	78537
Vernon Franklin Mcclish	Bus 83 & Victoria Rd (Don Wes Flea Mkt)	Donna	TX	78537
Maria Del Refugio Aguirre	1609 S Pelican	Donna	TX	78537
Emma Fischer	3000 Blk East On Hwy 83	Donna	TX	78537
Toni L Darr	Expwy 83 & Victoria Rd Lot #2376	Donna	TX	78537
Betty A Mikush	Don Wes Flea Mkt Hwy 83 And Victoria Rd	Donna	TX	78537
Gladys A Severson	2 Miles W Of Donna On Bus 83 (Bit Of Heaven)	Donna	TX	78537
Patricia R Parrett	1400 W Bus Hwy 83	Donna	TX	78537
Robert Lee Morrison	Bit O Heaven Rv Pk On Bus Hwy 83 Btwn Donna/Ala	Donna	TX	78537
Jerry'S Crafts	C/O 412 Miller	Donna	TX	78537
Lettie'S Crafts	1 1/2 Miles N Golie Rd	Donna	TX	78537
J & J Crafts	109 W Us Highway 83 Lot B-4	Donna	TX	78537
Margaret Loretta Christy	Fr Bus 83 1/4 Mi N On Fm 1423 Palm Shadows Rv Pk	Donna	TX	78537
Keepsakes By Belinda	205 N 12Rh St	Donna	TX	78537
Mabel Turnage	602 N Victoria Rd Lot 505	Donna	TX	78537
Sylvia Garcia	1/4 Mi W Bus 83	Donna	TX	78537
Judith Zinnel	109 W Hwy 83 Big Valley Trailer Park	Donna	TX	78537
Casa Del Sol Activity	1/2 Mi South Of Hwy 83 On Val Verde Rd	Donna	TX	78537
Max'S Mini Market	Don Wes Flea Mkt	Donna	TX	78537
Jerald Keith Johnson	109 W Bus 83 Lot #85 Big Valley Trailer	Donna	TX	78537
Marissa Estrada	Don Wes Flea Market	Donna	TX	78537
Jane Hall	602 N Victoria Rd	Donna	TX	78537
Maria Josefa L Trevino	2308 Moodie St	Donna	TX	78537
Trevino'S Artisania	2308 Moodie St	Donna	TX	78537
Betty'S Ceramics Accents	2 3/4 Mi N Old La Blanca Rd	Donna	TX	78537
Raquel'S Flowers & Crafts	1/2 Mi W Expressway (James Dunn Flea Mkt	Donna	TX	78537
J & S Enterprises	1 Mi N Victoria Rd	Donna	TX	78537
Lorna'S Crafts	602 N Victoria Rd # M136	Donna	TX	78537
Belva L Rhoads	1/2 Mi W Of Fm 1423 On Bus Hwy 83 Bit O Heaven F	Donna	TX	78537
R & M Photo Creations	1 Pt 9 Mi W Roosevelt Rd	Donna	TX	78537
Annette I Padilla	2 Mi N Victoria Rd	Donna	TX	78537
Lin'S Gift Shop	217 N 13Th St	Donna	TX	78537
Nav-Zuni Trading	South Val Verde Rd At Clark St Corner	Donna	TX	78537
Fabulous Eggs & More	310 Hester Ave Trlr 18	Donna	TX	78537
Valda Rae Tetrault	Bit O Heaven Lot #6 Rr 4 Box 4750	Donna	TX	78537
Dee'S	1/2 Mi W Of Fm 1423 On Bus 83 Bit-O-Heaven Lot 12	Donna	TX	78537
Valley Vending	1203 South Ave	Donna	TX	78537
The Angels Touch	Victoria Rd And Hwy 83 South Side	Donna	TX	78537
Evangelina M Ledesma	3109 E Bus 83 The Original Farmers Mkt	Donna	TX	78537
Dorothy Lee Hess	603 N Victoria Rd # 3085	Donna	TX	78537
Dana Lois Rousan	Rr 4 Box 4452-54	Donna	TX	78537
Eileen	Don - Wes Flea Mkt	Donna	TX	78537
Rosa Mendoza	Don Wes Flea Mkt	Donna	TX	78537
Mtp	Sioux Rd And Hutto Rd	Donna	TX	78537
Cindy'S	1/2 Mi N Val Verde Fm 1423 Fr Bus Hwy 83	Donna	TX	78537
Martin Guerrero	101 N 6Th St	Donna	TX	78537
Paul Frank Martinez	2 1/2 Mi N Val Verde & 1/2 E On El Dora	Donna	TX	78537
Mighty Distributing System-Rio Grande Va	1610 Scobey Ave	Donna	TX	78537

APPENDIX C

City of Donna Merchant List

M & M Propane Inc	1103 E Hooks	Donna	TX	78537
Floreria Hernandez	716 S 25Th St	Donna	TX	78537
Petra'S Flower Shop	615 N Main St	Donna	TX	78537
Ernie'S Creations	108 Lott Rd Off Balli Estates	Donna	TX	78537
Imelda'S Creations	1805 E Bus Hwy 83	Donna	TX	78537
Minnie Flower Shop	210 N Salinas Blvd	Donna	TX	78539
Esther C Garcia	Don Wes Flea Market W Hwy 83	Donna	TX	78537
Ed'S Cen Tech Industrial Equipment	S/S 1 1/4 Mi West Hwy 83	Donna	TX	78537
Rean'S Country Palette	2301 E Bus Hwy 83 Lot 10	Donna	TX	78537
Merle E Owens	Corner Of Victoria Rd & Hwy 83	Donna	TX	78537
Judy Ann Dudley	Bus Hwy 83 & Valley View Road	Donna	TX	78537
Virginia Rae Keilman	Farmers Mkt On E Bus Hwy 83	Donna	TX	78537
Edward'S Fireworks	701 S Main St	Donna	TX	78537
A & I Enterprise	N Val Verde Rd And Roosevelt	Donna	TX	78537
Fish & Stuff	520 S 6Th St	Donna	TX	78537
Ed'S Monuments Company	1 3/4 Mi W Hwy 83 S/S	Donna	TX	78537
Wilbur Kroll	1/4 Mi So Of 83 On Valverde	Donna	TX	78537
J'S Button Hole	Farmer'S Market/Victoria Rd	Donna	TX	78537
Santana'S Flower Shop	1001 E Bus 83	Donna	TX	78537
Francellynne'S Foam Formations	208 S 29Th St # 46	Donna	TX	78537
Something Different Shop	3100 Us Highway 83	Donna	TX	78537
Francisco M Delvillar	3 1/2 S 493 (Tierra Bella)	Donna	TX	78537
Blackmore Auctioneering	Victoria Road And Bus 83	Donna	TX	78537
A & A Incense	421 N 6Th St	Donna	TX	78537
Val Verde Memorial Gardens	2 Miles North Val Verde Road	Donna	TX	78537
H & D Enterprises	3201 E Hwy 83 Lot A-1	Donna	TX	78537
Serenity Siberians Cattery	1217 S 19Th St	Donna	TX	78537
The Difference Hair Studio	3101 Hwy 83	Donna	TX	78537
Digital Communications Company	135 S 8Th St Ste E	Donna	TX	78537
Caceres Flower Shop	113 S 11Th St	Donna	TX	78537
Harold B T Brown	Palm Shadow Rv Pk Lot 319 Val Verde Rd	Donna	TX	78537
Custom Club Assembly	1 Mile N Fm 493 Es	Donna	TX	78537
Shirley'S Country Classic	1 1/2 N Bus 83 On Fm 493	Donna	TX	78537
Poole Enterprises	Rr 4 Box 4455	Donna	TX	78537
Tweety'S	1 Mile E Of Fm 1423 On Roosevelt Rd	Donna	TX	78537
Norwest Bank Texas-Donna	132 S Main St	Donna	TX	78537
Alamo Bank Of Texas	118 North Daniel Salinas Blvd	Donna	TX	78537
Victoria Palms Resort	602 N Victoria Rd	Donna	TX	78537
Super 8 Motel	2005 E Expressway 83	Donna	TX	78537
Farris & Co	233 S 8Th St	Donna	TX	78537
Mari'S Beatuy Salon	104 W Us Highway 83	Donna	TX	78537
Tosar Beauty Shop	604 Bs 11Th Street	Donna	TX	78537
Alma'S Hair Design	501 A Hwy 83	Donna	TX	78537
The Ultimate Rose Beauty Salon	102A N Daniel Salinas Blvd	Donna	TX	78537
Main Place Hair & Nail Salon	307 S Main St	Donna	TX	78537
Alicia'S House Of Style	206 W Roberts Ave	Donna	TX	78537
Cassy'S Beauty Shop	408 S D Salinas Street	Donna	TX	78537
The Hair Shoppe Beauty & Barber Salon	Victoria Rd & Hwy 83 Don-Wes Flea Mkt	Donna	TX	78537
La Reyna Shoe Shop	Rr 8	Donna	TX	78537
Gonzalez Boots	126 N Salinas Blvd	Donna	TX	78537
X Treme Games And Video	531 W Bus 83	Donna	TX	78537
A&P Wrecker & Recovery Services	2701 E Hwy 83	Donna	TX	78537
Little Joe'S Insect Control	1 Mi N Fr Expwy 83 On Val Verde Rd Lot 4	Donna	TX	78537
Pestlab	1 1/2 Miles E Lott Rd	Donna	TX	78537
Magic Valley Pest Control	415 Lunar Dr	Donna	TX	78537

APPENDIX C

City of Donna Merchant List

South Texas Pressure Wash Service	528 N 12Th St	Donna	TX	78537
P M Janitorial Services	1/4 Mi No La Blanca	Donna	TX	78537
Vermeer Equipment Of Texas Inc	1025 Expressway 83	Donna	TX	78537
Easy Party	1802 Scobey Ave	Donna	TX	78537
J & P Wiseguys	716 S 23Rd St	Donna	TX	78537
Maria Elena Betancourt	419 N 6Th St	Donna	TX	78537
Mid Valley Bookkeeping & Tax Service	515 South Ave	Donna	TX	78537
Back Up Solutions	408 Hutto Rd	Donna	TX	78537
Computertech Services	807 Meadow Wood Dr	Donna	TX	78537
South Star Security Service	2106 Champion St	Donna	TX	78537
Todd'S Custom Installation & Accessories	202 S 26Th St	Donna	TX	78537
Markle & Markle Enterprises	510 N D Salinas Blvd	Donna	TX	78537
Jc Sticking	407 Scobey Ave	Donna	TX	78537
Aaa Custom & Electrical Signs	2407 Us Highway 83	Donna	TX	78537
Angie'S	Bus 83 & Victoria (Don-Wes Flea Market)	Donna	TX	78537
The Parking Lot	3102 Us Highway 83	Donna	TX	78537
Jose Salinas Auto Body Shop	609 S 21St St	Donna	TX	78537
Ramirez Radiator Shop	401 W Bus 83	Donna	TX	78537
Chacon'S Body Shop	N Hutto Rd & 495 Lot 4	Donna	TX	78537
Mendez Tire Shop	2413 Us Highway 83	Donna	TX	78537
Pete'S Tire Service	11Th St & Miller	Donna	TX	78537
Rios & Sons	403 South Blvd	Donna	TX	78537
Auto Servicio S" Villa	" 2 1/2 Mi So Fm 493 Tierra Prieta Subd	Donna	TX	78537
Camarillo'S Tire Service	436 Pine St	Donna	TX	78537
Art'S Tire Shop	701 So D Slinasblvd	Donna	TX	78537
America Glass Shop	1 1/2 Mi N Valverde Road And 1/4 Mi East Sioux Rd	Donna	TX	78537
Donna Glass And Mirror	1212 Us Highway 83	Donna	TX	78537
Raul'S Transmission	609 S Main St	Donna	TX	78537
Beaver'S Transmission Parts & Service	1611 East Business Hwy 83	Donna	TX	78537
Francisco Cesar Zequeira	Rr 1 Box 2540	Donna	TX	78537
Manuel Auto Diesel Repair	Mile 11 1/2 W On 493	Donna	TX	78537
Gaona Auto Service	1206A Highway Business 83 East	Donna	TX	78537
Bob'S A/C And Auto Repairs	Corner Of West Busns 83 & Hutto Rd	Donna	TX	78537
Rudy'S Auto Electric	106 S 5Th St	Donna	TX	78537
Mario'S Auto Service	106 S 7Th Rear Alley	Donna	TX	78537
Jimmy'S Oil Change & Tire Repair	525 W Bus 83	Donna	TX	78537
Robert'S Auto & Diesel Service	1/2 Mi N 493	Donna	TX	78537
Bob'S Mobile Rv Repair	Acacia Park W Bus 83 At Border Rd	Donna	TX	78537
Gus' Auto Upholstery	606 S 23Rd St	Donna	TX	78537
Jessie'S Radiator Shop	106 S 7Th St	Donna	TX	78537
Super Wash	95 N Main St	Donna	TX	78537
Coronado Wrking Storage/Used Pts Service	Fm 493 North And Mile 11	Donna	TX	78537
Castillo'S Tv And Audio Service	2 Miles W Old 83 Sungrove Park	Donna	TX	78537
Pepe'S Tv Repair	531 Us Highway 83	Donna	TX	78537
Airco	113 S Main St	Donna	TX	78537
Hac	1/2 Mi N Of Exp 83 On Val Verde	Donna	TX	78537
At Appliance	1/4 Mi E Of Hutto On Frontage Rd 83	Donna	TX	78537
Sawyer Refrigeration	1 Mile East Of Val Verde On Souix Rd	Donna	TX	78537
Northern Air	318 Pine St	Donna	TX	78537
Clima Control	502 S 10Th St	Donna	TX	78537
Border Air Conditioning Inc	507 S Hutto Rd	Donna	TX	78537
Luis Lopez	517 N 6Th St	Donna	TX	78537
Mcgee-Gamboa Enterprises	1 Mi N Fm 493	Donna	TX	78537
Mo'S Industrial Ignition	1205 E Expressway	Donna	TX	78537
Macias Upholstery	411 S 14Th	Donna	TX	78537

APPENDIX C

City of Donna Merchant List

El Sol	503 W Hwy 83	Donna	TX	78537
Leonel Gutierrez	3017 East Business Hwy 83	Donna	TX	78537
Sanchez Welding	205 Teri St	Donna	TX	78537
Aj'S Pressure Washing	528 N 12Th St	Donna	TX	78537
Zavala'S Locksmith	115 S 2Nd St	Donna	TX	78537
Lucas Lawnmower Sales & Serv	706 Miller Ave	Donna	TX	78537
De Hoyos Machine Shop	Btwn Mi 12 1/2 And Mi 13 1/2 On 493	Donna	TX	78537
D Enterprises	4 1/2 M N Fm 493 1/2 M W Roosevelt Rd	Donna	TX	78537
Felix Lawnmower Repair	2 1/2 Mi N 493	Donna	TX	78537
Woody'S Generator Service	1/8 Mi Valley View Rd	Donna	TX	78537
John Billman	1/4 Mi N Valleyview Rd N Of Expwy 83	Donna	TX	78537
Medina'S Hydraulic Repair Service	Expwy 83 And Whalen Rd	Donna	TX	78537
Copyserv	2401 Bonita St	Donna	TX	78537
Cardenas Field Service Repairs	3 Mi So 493 And 3 1/4 Mi E Lott Rd	Donna	TX	78537
Flamingo Sprinkler Service And Lawn Care	411 S 13Th St	Donna	TX	78537
Garcia Custom Shredding	Corner Of Valverde & Anderson Rd	Donna	TX	78537
Showcase Video & Arcade	115 S Main St	Donna	TX	78537
Titin'S Gym	710 S 23Rd St	Donna	TX	78537
Arriaga Karate Dojo	113 S Main St	Donna	TX	78537
Antenitas Income Tax	801 N Victoria Rd	Donna	TX	78537
Gerardo'S Bookkeeping & Tax Service	905 E Miller	Donna	TX	78537
Valley Office Help & Design	2 3/4 M North Old La Blanca Rd	Donna	TX	78537
Gabriel Salazar	107 N 13Th St	Donna	TX	78537
Enolia'S Paintings	1/4 Mi S Of Hwy 83 Valverde Rd & E On Clark St #9	Donna	TX	78537

APPENDIX D:
Business Expansion and Retention Survey Instrument

APPENDIX D

City of Donna Business Expansion & Retention Survey

APPENDIX D

Interviewer Name: _____

Questionnaire Number: _____

City of Donna
Business Expansion & Retention Survey

This survey is designed to give the City feedback about your business to better serve the needs of business and future economic growth. Please answer all the questions. Only one survey per business.

NAME OF BUSINESS: _____
CONTACT: _____

DATE: _____
TELEPHONE: _____

GENERAL INFORMATION

1. What would the legal description of your business be?

- 1 = Corporation
- 2 = Non-profit Corporation
- 3 = Limited Liability Corporation

- 4 = Sole Proprietor
- 5 = Partnership
- 0 = Other

[] 1.

2. Select the major category and product that your business provides*:

- 1 = Agriculture
- 2 = Construction
- 3 = Manufacturing
- 4 = Transportation, communications, electric, gas and sanitary services

- 5 = Retail
- 6 = Services
- 7 = Public Administration
- 8 = Wholesale trade
- 0 = Other

[] 2.

3. How long has your business been in operation?

- 1 = 1-5 yrs.
- 2 = 6-10 yrs.
- 3 = 11-15 yrs.

- 4 = 16-20 yrs.
- 5 = 21 yrs. or more

[] 3.

4. Who owns your business: (Check all that apply):

- 1 = Family
- 2 = Minority/Female

- 3 = Franchise

[] 4.

5. Do you own or lease:

- 1 = own

- 2 = lease

[] 5.

6. How many locations does your business have?

- 1 = (1)
- 2 = (2)

- 3 = (3 or more)

[] 6.

7. Is the owner of your business a:

- 1 = Male

- 2 = Female

[] 7.

8. How many employees does your company have:

- 1 = 1-5
- 2 = 6-10
- 3 = 11-15

- 4 = 16 - 20
- 5 = 21-30
- 5 = 30 or more

[] 8.

9. What type of business improvements have you done in the past 2 years?

- 1 = New equipment / Machinery
- 2 = Computer equipment

- 3 = Vehicles
- 0 = Other

[] 9.

APPENDIX D

MARKET AREA

10. The majority of your customers are from:

- 1 = Donna
- 2 = Rio Grande Valley
- 3 = Outside Valley

- 4 = Mexico
- 0 = Other

[] 10.

11. Do you plan to expand your business in the near future?

- 1 = within 1 yr.
- 2 = 2-5 yrs

- 3 = more than 6yrs

[] 11.

12. What is your business forecast for the next 5 years?

- 1 = Grow and expand
- 2 = Stay the same

- 3 = Go out of business
- 4 = Decline

[] 12.

13. Are you planning to relocate your business?

- 12a = yes
- 12b = no
- 1 = Within the City of Donna
- 2 = In other Valley City

- 3 = Industrial Park
- 4 = Not sure
- 0 = Other

[] 13.

14. Which of the following barriers would effect the success of your business?

- 1 = Capital
- 2 = Facility space
- 3 = Access to air transportation
- 4 = Proximity of suppliers
- 5 = Available Land

- 6 = Labor force
- 7 = Access to railroad facilities
- 8 = Crime
- 0 = Other

[] 14.

TRAINING

15. How many of your employees have:

- 1 = Less Than a 12th Grade _____
- 2 = High School Diploma _____
- 3 = GED _____
- 4 = Some College _____

- 5 = Technical Certificate _____
- 6 = Bachelors Degree _____
- 7 = Masters Degree or Higher _____
- 0 = Other _____

[] 15.

16. Where were your employees recruited from?

- 1 = Relative or Family
- 2 = Job Placement Agency
- 3 = Area Vocational Schools
- 4 = Community College or Technical School

- 5 = College
- 6 = Walk Ins or Self-Referred
- 7 = Texas Workforce Commission
- 0 = Other _____

[] 16.

17. Do your employees need additional training to improve productivity?

- 1 = yes

- 2 = no

[] 17.

18. Do you need additional training in any of the following:

- 1 = Managing/Administrative skills
- 2 = Financial
- 3 = Computer skills

- 4 = Business writing
- 0 = Other

[] 18.

APPENDIX D

Financial

19. Would your business benefit from additional financing for:

- 1 = Expansion
2 = Upgrade equipment/purchase new equipment
3 = Working capital
4 = None
0 = Other

[] 19.

20. Have you used any of the following programs for training or financial assistance?

(Check all that apply)

- Target Jobs Tax Credit (TWC/JTPA)
Smart Jobs
State of Texas Tax Refund for Employers of AFDC/TANF Clients
Welfare-to-Work Tax Credit
Work Opportunity Tax Credit
Migrant Education Training Program
None
Other

[] 20.

Satisfaction with Services

21. What were your reasons for locating your business in Donna? (Check all that apply.)

- Family ties
Area Labor cost
Labor supply
Quality of Life
Proximity to Market
Financial Incentives
Cost of Land
Availability of raw materials
Tax rates
Utility costs
Cost of doing business/low startup costs
Other

[] 21.

22. Please rate your satisfaction with the City's services:

- 1 = Good 2 = Fair 3 = Poor 4 = Do Not Know
Streets
Sewer/Water
Garbage Disposal
City Maintenance
Building codes
Permit Processes
City Planning & Zoning
Police Protection
Fire Protection
Parks and Recreation
Public Library

[] 22a

[] 22b

[] 22c

23. What is your overall opinion of doing business with the city of Donna?

- 1 = Excellent 2 = Good 3 = Fair 4 = Poor 5 = No opinion

[] 23.

24. Has your business been subjected to any of the following in the last 2 years:

- 1 = Vandalism 2 = Graffiti 3 = Robbery 4 = None

[] 24.

25. Have any of your employees been the victim of a crime on or near your premises in the past year?

- 1 = yes 2 = no

[] 25.

a.) If yes, were you satisfied with the police response/assistance?

- 1 = yes 2 = no

[] 25a

[] 25b

b.) If no, specify

[] 26.

26. Are you satisfied with the entrance, exit, traffic control, and road conditions around your place of business?

- 1 = yes 2 = no

APPENDIX D

27. Has your business experienced a natural disaster in the last 2 years?

- 1 = Flood
- 2 = Hurricane
- 3 = Tornado

- 4 = Wind / hail damage
- 5 = Drought disaster
- 0 = Other

[] 27.

DONNA CHAMBER OF COMMERCE

28. What would you like to see the Donna Chamber of Commerce provide for you?

- 1 = Provide different types of business workshops
- 2 = Provide a newsletter
- 3 = Provide Chamber mixer

- 4 = Marketing tools
- 0 = Other

[] 28.

BUSINESS IMAGE & GROWTH

29. As part of the Main Street Revitalization Project, what would like to see accomplished?

30. What can the City of Donna do to increase or improve shopping in the City?

31. Any other comments????

*** Question 2: Description of Business Category and Product**

AGRICULTURE Agricultural business and/or products	CONSTRUCTION Building, general contractors, heavy construction, special trade construction	MANUFACTURING Food, tobacco, apparel, lumber, chemicals, printing, publishing, leather, stone, clay, metals, industrial/commercial machinery, miscellaneous	TRANSPORTATION, COMMUNICATIONS ELECTRIC, GAS AND SANITARY SERVICES Motor freight, water transportation, UPS, communications, electric, gas and sanitary	
RETAIL Building materials, hardware, food/general merchandise stores, restaurants, apparel and accessory stores, furniture, automotive dealers, miscellaneous retail	SERVICES Hotels, personal services, business services, automotive repair, miscellaneous repair, motion pictures, recreation services, health services, educational services, health and legal services, social services, museums, membership organizations, engineering, accounting, research, management and related services, private households	PUBLIC ADMINISTRATION Executive, legislative and general government, justice, public order and safety, public finance, taxation, administration of human resource programs, environmental quality, economic programs, national security	WHOLESALE TRADE Durable and non-durable goods	Other

APPENDIX E:

Parks and Recreation 20-Year Plan

APPENDIX E

City of Donna Parks and Recreation

20-Year Implementation Plan

APPENDIX E

Year 2002		
Priority	Park Improvements	Budget
6	Rename the Pony League Park through a community neighborhood contest.	---
7	Create an ambiance for daytime use of the Donna Square City Park such as contracting vendors for selling items and food.	---
8	Create ownership to win the La Plazita Park back to the community and get feedback for the use of the park by residents through a series of meetings with neighborhood residents. Based on feedback from the neighborhood develop a plan of action.	---
9	Work with the school district to share the district's playground facilities with the city.	---
10	Create an official partnership with the school district to develop on-going recreational activities for children and the community.	---
	TOTAL IMPROVEMENTS	---

Year 2005		
Priority	Park Improvements	Budget
11	Acquire property for two parks along the northern portion of the city	\$500,000
	TOTAL IMPROVEMENTS	\$500,000

APPENDIX E

City of Donna Parks and Recreation
20 Year Implementation Plan

	Year 2001	
Priority	Park Improvements	Budget
1	Improvements to the Altas Palmas Park including a new softball field and a swimming pool facility (See Goals and Objectives, p. 22 & 23)	\$605,939
2	Improvements to the Pony League Park (See Goals and Objectives, p. 24)	\$196,284
3	Improvements to the Donna Square City Park (See Goals and Objectives, p. 25)	\$83,463
4	Improvements to the Little League Park (See Goals and Objectives, p. 26)	\$106,456
5	Improvements to the La Plazita Park (See Goals and Objectives, p. 27)	\$7,858
	TOTAL IMPROVEMENTS	\$1,000,000

APPENDIX E

Year 2010		
Priority	Park Improvements	Budget
12	Acquire property for the expansion of the Altas Palmas Park	\$400,000
13	Develop the parks in the northern portion of the city (See Goals and Objectives, p. 30)	\$1,000,000
	TOTAL IMPROVEMENTS	\$1,400,000

Year 2015		
Priority	Park Improvements	Budget
14	Create the first City of Donna Metropolitan Park by developing one-half of the expansion of the Altas Palmas park south of Silver Street exploring the closure of the street (See Goals and Objectives, p. 28)	\$750,000
	TOTAL IMPROVEMENTS	\$750,000

APPENDIX E

	Year 2020	
Priority	Park Improvements	Budget
15	Develop the second-half of the Metropolitan Park (See Goals and Objectives, p. 28)	\$750,000
	TOTAL IMPROVEMENTS	\$750,000

The funding resources the City of Donna anticipates in completing the twenty-year implementation plan is to continue to apply for grants with Texas Parks and Wildlife and to match the grants with private donations and through the use of Community Development Block Grants from the United States Department of Housing and Urban Development.

APPENDIX F:

Parks and Recreation Telephone Survey Instrument

APPENDIX F

City of Donna Parks & Recreation Telephone Survey

APPENDIX F

City of Donna Parks & Recreation Telephone Survey

Questionnaire# _____

Date & Time: _____

1. First of all do you live in the City of Donna?

YES 1
NO 2

2a. How often do you or your family visit a City Park? Would you say.....

At least daily	1	Less than twice a year	6
At least weekly	2	Never	7 (Go
At least monthly	3	to Q3a)	
At least quarterly	4		
At least twice a year	5		

2b. Which Park(s) do you visit most often?

Altas Palmas Park	1	Little League Park	4
Pony League Park	2	La Plazita Park	5
Donna Square City Park	3		

3a. Do you have any children under 19 yrs of age who live in your household?

YES 1
NO 2 (GO TO Q4)

3b. Have any of your children (under 19) participated in an organized recreation program or sporting event for youth at a City owned Park or facility within the past year?

YES 1
NO 2 (GO TO Q3d)

3c. What sport, class, event or other program(s) did your children participate during the past year? (Circle all that apply)

Baseball	1	Basketball	6
Softball	2	After school program	7
Soccer	3	Swimming	8
Football	4	Track/Field	9
Tennis	5	Other _____	10

APPENDIX F

3d. In what type of recreational program(s), class(es), event(s), or sport(s) would your children be most interested in participating? (Circle all that apply)

Baseball	1	After school program	7
Softball	2	Swimming	8
Soccer	3	Track/Field	9
Football	4	Other _____	10
Tennis	5		
Basketball	6		

4a. Have you or another adult in your household participated in organized recreation program for adults at a City park or facility within the past year?

- YES 1
NO 2 (GO TO Q4c)

4b. In what sport, class, event or environmental program did you or another adult, in your household, participate in within the past year?

Baseball	1	Horseback riding	7
Softball	2	Basketball	8
Soccer	3	Walking/Hiking	9
Football	4	Jogging/Running	10
Tennis	5	Class _____	11
Birdwatching	6	Other _____	12

4c. What type of recreation program (s) or sporting event(s) would you be most interested in participating?

Baseball	1	Horseback riding	7
Softball	2	Basketball	8
Soccer	3	Walking/Hiking	9
Football	4	Jogging/Running	10
Tennis	5	Class _____	11
Birdwatching	6	Other _____	12

APPENDIX F

Now I would like to talk to you about improvements to City of Donna parks and recreational facilities.

5a. Which of the following types of recreational facilities would you say there is a definite need, somewhat of a need, not a need or no opinion

	Definite	Somewhat	Not	No opi
Multipurpose Indoor Rec. Center	1	2	3	4
Hike/Bike/Walk Trails	1	2	3	4
Handicapped Accessible Facilities	1	2	3	4
Outdoor Pool	1	2	3	4
Indoor Pool	1	2	3	4
Outdoor lighted tennis courts	1	2	3	4
Raquetball courts	1	2	3	4
Sand volleyball courts	1	2	3	4
Indoor basketball courts	1	2	3	4
Additional basketball courts	1	2	3	4
Additional softball fields	1	2	3	4
Additional baseball fields	1	2	3	4
Soccer fields	1	2	3	4
Landscaping in Parks	1	2	3	4
Birdwatching / Nature Center	1	2	3	4
Picnic Shelters	1	2	3	4
Playgrounds & Playground Equip	1	2	3	4
Other _____	1	2	3	4

5b. For those that you mentioned a DEFINATE NEED, how would rank them?

- 1st Priority _____
- 2nd Priority _____
- 3rd Priority _____

6. How long have you been a resident in the City of Donna?

- Less than 2 yrs 1
- 2 to 5 yrs. 2
- 6 to 10 yrs. 3
- 11 to 20 yrs. 4
- Over 20 yrs. 5
- Refused/NA 0

7. May I ask your age

- []
- Refused / NA 8

APPENDIX F

8. How many children do you have in your household?

Under 6 yrs	1	[]
6 to 11 yrs	2	[]
12 to 18 yrs.	3	[]
Refused/NA	0	

9. Have you ever been married, separated, divorced, widowed, or have never been married?

Married	1
Separated	2
Divorced	3
Widowed or	4
Never married	5
Refused/NA	0

10. Gender

Male	1
Female	2

11. Do you have additional comments regarding the City of Donna parks?

THIS CONCLUDES OUR INTERVIEW. THANK YOU FOR YOUR TIME and YOUR FEEDBACK!!

APPENDIX G:

**Parks and Recreation
Goal 1: Objectives by City Parks**

APPENDIX G

City of Donna Parks & Recreation

Goal 1: Provide citizens with improved and rehabilitated parks for recreation and leisure

APPENDIX G

Goal 1. Provide citizens with improved and rehabilitated parks for recreation and leisure.

Objectives by Park

ALTAS PALMAS PARK

Strategy	Timetable	Budget
Install a sprinkler system and seed the park with Bermuda grass	2001	\$27,580
Repair lighting at the tennis courts	2001	\$5,000
Install canopies around the dug out area	2001	\$2,000
Install an additional softball field to replace the one at the Pony League Park	2001	\$75,000
Pave the parking area	2001	\$41,000
Clear the land for the parking lot	2001	\$2,320
Install six picnic tables, six benches, six barbeque pits and six trash cans	2001	\$7,800
Install additional lighting at picnic tables	2001	\$6,000
Plant twelve shade trees	2001	\$3,600
Install a water fountain	2001	\$1,500
Install doors and stalls in the bathrooms	2001	\$800
Install a 30'x 60' beach volleyball court	2001	\$7,000
Clear land for beach volleyball court	2001	\$700
Install playground equipment	2001	\$29,000
Clear land for playground equipment	2001	\$1,000
Create a jogging trail with 10 physical activity stations and lighting	2001	\$44,450

APPENDIX G

Clear land for walking/jogging trail	2001	\$1,600
Install a fence around the entire park area	2001	\$11,250
Build a swimming pool facility	2001	\$229,224
Clear land for swimming pool facility	2001	\$3,000

PARK CONSTRUCTION COSTS -	\$491,704
CLEARING AND DEMOLITION COSTS -	\$8,620
TOTAL CONSTRUCTION COSTS -	\$500,324
PROFESSIONAL SERVICES (9% OF TOTAL CONS. COSTS) -	\$45,021
SUBTOTAL -	\$545,345
CONTINGENCY -	\$60,594
TOTAL PROJECT COST -	\$605,939

APPENDIX G

PONY LEAGUE PARK

Strategy	Timetable	Budget
Move some of the lights at softball field to accommodate the football/soccer field	2001	\$10,000
Replace the basketball court poles with new ones	2001	\$3,500
Plant twelve shade trees	2001	\$3,600
Replace the sprinkler system	2001	\$15,372
Install six picnic tables, six benches, six barbeque pits and six trash cans	2001	\$7,800
Install playground equipment	2001	\$29,000
Clear land for playground equipment	2001	\$1,000
Build new restroom facilities using existing foundation	2001	\$25,000
Demolish the existing restroom facilities except foundation	2001	\$5,000
Enclose the entire park with a chain link fence	2001	\$11,500
Pave the parking area	2001	\$20,500
Clear land for parking lot	2001	\$1,300
Overlay existing paved parking lot	2001	\$10,000
Install twelve lights around basketball court and soccer field	2001	\$18,000
Rename the park through a community neighborhood contest	2002	---

PARK CONSTRUCTION COSTS -	\$154,772
CLEARING AND DEMOLITION COSTS -	\$7,300
TOTAL CONSTRUCTION COSTS -	\$162,072
PROFESSIONAL SERVICES (9% OF TOTAL CONS. COSTS) -	\$14,584
SUBTOTAL -	\$176,656
CONTINGENCY -	\$19,628
TOTAL PROJECT COST -	\$196,284

APPENDIX G

DONNA SQUARE CITY PARK

Strategy	Timetable	Budget
Install six picnic tables, six barbeque pits and six trash cans	2001	6,600
Install a sprinkler system	2001	\$11,916
Increase lighting	2001	\$12,000
Renovate the restrooms	2001	\$7,500
Install playground equipment	2001	\$30,000
Install fencing around the playground equipment	2001	\$1,000
Create an ambiance for daytime use of the park such as contracting vendors for selling items and food	2002	---

PARK CONSTRUCTION COSTS -	\$68,916
CLEARING AND DEMOLITION COSTS -	\$0
TOTAL CONSTRUCTION COSTS -	\$68,916
PROFESSIONAL SERVICES (9% OF TOTAL CONS. COSTS) -	\$6,201
SUBTOTAL -	\$75,117
CONTINGENCY -	\$8,346
TOTAL PROJECT COST -	\$83,463

APPENDIX G

LITTLE LEAGUE PARK

Strategy	Timetable	Budget
Renovate the restroom facilities	2001	\$7,500
Install playground equipment	2001	\$19,200
Clear land for playground equipment	2001	\$800
Install six picnic tables, six benches, six barbeque pits and six trash cans	2001	\$7,800
Pave the parking area	2001	\$30,300
Clear land for parking lot	2001	\$1,800
Install a fence around the entire park	2001	\$10,000
Install lights for the picnic area and parking lot	2001	\$10,000

PARK CONSTRUCTION COSTS -	\$85,300
CLEARING AND DEMOLITION COSTS -	\$2,600
TOTAL CONSTRUCTION COSTS -	\$87,900
PROFESSIONAL SERVICES (9% OF TOTAL CONS. COSTS) -	\$7,910
SUBTOTAL -	\$95,810
CONTINGENCY -	\$10,646
TOTAL PROJECT COST -	\$106,456

APPENDIX G

LA PLAZITA PARK

Strategy	Timetable	Budget
Renovate the gazebo	2001	\$3,000
Install a sprinkler system	2001	\$2,988
Create ownership to win the park back to the community and get feedback for the use of the park by residents through a series of meetings with neighborhood residents. Based on feedback from the neighborhood, develop a plan of action.	2002	---

PARK CONSTRUCTION COSTS -	\$6,488
CLEARING AND DEMOLITION COSTS -	\$0
TOTAL CONSTRUCTION COSTS -	\$6,488
PROFESSIONAL SERVICES (9% OF TOTAL CONS. COSTS) -	\$584
SUBTOTAL -	\$7,072
CONTINGENCY -	\$786
TOTAL PROJECT COST -	\$7,858