

## Director's Message



The first quarter of 2018 was a very active and exciting one for us at the Pharr EDC. In February, I celebrated my one year anniversary of my appointment as Executive Director of the Pharr EDC. Together, we have shared many accomplishments in serving the business community and contributing to our local economy.

Through regional partnerships with public and private entities, by providing resources, support, and opportunities for advancement, and through our commitment to our Pharr families, we have focused our mission here at the EDC on growing our community.

We are excited at our many accomplishments this first quarter, and we are pleased to share our successes and communicate our news, projects, and activities with you. As always, we thank you for your continued support.

Sincerely,

Victor Perez  
Executive Director  
Pharr Economic Development Corporation

## Topgolf Groundbreaking

City of Pharr officials, Pharr Economic Development Corporation, Greater Pharr Chamber of Commerce, and executives from Topgolf officially broke ground at the attraction's future home. This will be the first Topgolf in the Rio Grande Valley and the 11th in Texas.

"Pharr has grown tremendously over the course of a few years and that has been in great part to strategic planning, infrastructure development, and our focus on the community," said PEDC Executive Director Victor Perez. "Topgolf will attract players from all ages, families, and even our international visitors to Pharr and will spur economic development and create hundreds of new jobs for our community."

According to Topgolf, the Pharr location will create 350 full- and part-time jobs. The new three-level venue will feature 1,975 square feet of private event space for corporate and social gatherings plus 72 climate-controlled hitting bays that can host up to six players at one time. Topgolf estimates it will serve approximately 300,000 visitors in its first year of operation and is scheduled to open Winter of 2018. Welcome to Pharr, Topgolf!



Pictured at the Topgolf Groundbreaking are (L to R): Alan Davis, Topgolf Project Manager, Karina Lopez, BRE Manager, Rebecca Arizmendi, President, Greater Pharr Chamber of Commerce, Mayor Ambrosio Hernandez, M.D., Marcela Beas, Administrative Assistant, Caroline Jerome, Topgolf Communications Coordinator, Juan Guerra, City Manager, Victor Perez, Executive Director.

## Tippman Symposium

The Greater Pharr Chamber of Commerce in collaboration with The Texas International Produce Association (TIPA) and Tippman Innovation (TI) held a symposium focused on managing unpredictability in the ever-changing produce industry. Presenters discussed ways to design flexibility in plant and distribution centers to include insight on how processors are using shared facilities and services to lower costs, while improving service performance. Guests at the symposium included various produce and logistical companies, whom shared their personal experiences in working with clients both throughout the United States and internationally. The symposium concluded with a tour of Index Fresh, a cold storage facility located within the City of Pharr's Produce District.



Learning about the industry in Pharr: Members from TIPA, Tippman Innovation, alongside various logistical companies and the Greater Pharr Chamber of Commerce tour Index Fresh, a worldwide marketer of avocados.

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## Rio South Texas Economic Council and European Site Selectors Visit Pharr EDC

The Pharr Economic Development Corporation was one of the stops over a three-day tour of the Rio Grande Valley, organized by the Rio South Texas Economic Council (RSTEC) alongside the European American Investment Council. Pharr EDC hosted the visitors to showcase the importance of the city's strategic location for investments and future partnerships. The City of Pharr is open for business!



Pharr EDC staff met with RSTEC Members and European Site Selectors to discuss business opportunities and highlight the City of Pharr's strategic location.

## Pharr EDC Hosts Realtors for Pharr/San Juan Property Tour

Valley Land Title Co. conducted a tour consisting of multiple stops, showcasing some of Pharr's available residential properties. With continued residential expansion and growth, the City of Pharr continues to provide affordable housing opportunities for families and individuals of all socioeconomic backgrounds. We encourage you to visit the City of Pharr, and find out why it's a great place to live, work, and play!



Realtors, Valley Land Title Co. representatives, Pharr EDC Executive Director Victor Perez, PEDC staff, and Greater Pharr Chamber of Commerce President Rebecca Arizmendi, gather to promote Pharr's residential properties.

## VFW Post 10712 to call the City of Pharr Home

The Pharr Economic Development Corporation has awarded a building lease to nonprofit organization and local VFW Post 10712 members. Members will now have a centralized location to conduct daily operations, host meetings, events, and house all administrative files. The City of Pharr supports the veteran community and is honored to have local VFW members call the City of Pharr their home. The Pharr EDC Board of Directors and Executive Director, Victor Perez, thank all veterans for their service, time, and commitment to our country.



SGT. 1st Class Jesus Pineda, Post Commander for VFW Post 10712, highlights the benefits of having their new office in Pharr during a media interview.

## Evergreen Cold Storage Groundbreaking

Executive Director Victor Perez, alongside Mayor Ambrosio Hernandez, M.D. and elected officials, celebrated the official groundbreaking of Evergreen Cold Storage, a major investment of approximately \$47 million. The project consists of three phases and is estimated to create a total of 120 new jobs after the completion of phase II.

Mayor and EDC Chairman Ambrosio Hernandez, M.D. stated, "We are proud of Pharr's economic development and growth, especially with projects such as these that will have a direct impact on our local economy, spur trade and commerce, and provide employment opportunities for our residents. We look forward to the company's continued investment in our city and a growing and sustainable partnership."



Evergreen Groundbreaking (L to R): Jamison Merrick, Tony Sandoval, Mario Lizcano, Commissioner Ramiro Caballero, M.D., Commissioner Ricardo Medina, Mayor Ambrosio Hernandez, M.D., Andres Zuniga, Mrs. Zuniga, Victor Perez, Executive Director, Rebecca Arizmendi, Greater Pharr Chamber of Commerce President, and Karina Lopez.

## Pharr Bridge Business Park LLC. Groundbreaking

Pharr EDC alongside elected officials celebrated the official groundbreaking for the Pharr Bridge Business Park LLC. This class A warehousing development features three 100,000 sq. ft. build-to-suit facilities, divisible per 20,000 sq. ft., plus one 30,000 sq. ft. built to suit facility. The business park is conveniently located less than one mile from the Pharr International Bridge. Victor Perez, Executive Director stated, "This industrial park will be very strategic to our continued growth and we look forward to welcoming new businesses, both emerging and established, to our wonderful city."



Mayor Ambrosio Hernandez, M.D., City Officials, Pharr EDC Executive Director Victor Perez, and business partners break ground on the Pharr Bridge Business Park.

## February Business Networking Mixer

The Pharr EDC and the Greater Pharr Chamber of Commerce, in partnership with La Quinta Inn & Suites Pharr, held a business networking mixer in February to bring our business community together in order to build and maintain stronger relationships and bring awareness of our hospitality industry. Thank you for attending and encouraging such initiatives!



Pharr EDC and Greater Pharr Chamber of Commerce staff network with business and community partners.

## Winter Texan Appreciation Golf Tournament

In February, the Greater Pharr Chamber of Commerce hosted a Winter Texan Appreciation Golf Tournament at the Tierra del Sol Golf Course to thank and say farewell to our Winter Texan community. A little over 140 players enjoyed a fun day of golf with great food, fun, door prizes and tons of laughs. Congratulations to all the winners, and we wish all of our Winter Texan friends safe travels!



## Pharr EDC attends “Foro de Negocios y Expansion Mexico - Texas 2018”

Pharr EDC attended and sponsored the “Foro de Negocios y Expansion Mexico - Texas 2018”, which took place in Monterrey, Nuevo Leon. Events and Tourism Manager, Myrta Turgeon, promoted the rapid growth within our City and highlighted areas of attraction for tourism and business. A key focus of the forum is to educate Mexican Businesses interested in relocating to the United States and Texas about the different opportunities available.



Panelists Discuss Texas-Mexico Business: Myrta Turgeon, Pharr EDC Events and Tourism Manager, presents the City of Pharr’s retail, tourism, and entertainment attractions.

## Entrepreneurial Equation Workshop

Pharr EDC hosted a lunch and learn workshop alongside Edward Jones. This entrepreneurial equation workshop provided business and entrepreneurs the essential tools needed to achieve their financial goals, preserve their business investment, and prepare for future growth. Allow us to help you and your business grow!



Keynote Workshop Presenter Alyssa Vela from Edward Jones talks to workshop attendees.

## Mexico-United States Sister Cities Summit

Pharr EDC was present at the Mexico – United States Sister Cities Summit held in February. The summit targeted business and tourism initiatives. The conference theme of Independence & Interdependence focused on celebrating the historical ties between US and Mexican civic society, business, cultural and education institutions.



Myrta Turgeon, Pharr EDC Tourism Manager and Mr. Jesus Pablo Lemus Navarro, Mayor of Zapopan, Jalisco.

## Sears Meet & Greet

The Pharr EDC and Greater Pharr Chamber of Commerce joined forces alongside the Rio Grande Valley Hispanic Chamber of Commerce to promote one of Sears’ local branches by hosting a Meet & Greet. Members from both organizations participated in the event and enjoyed a fun afternoon visiting with store staff and learning about the company. The Pharr Sears location is the first Freestanding Appliance & Mattresses store of its kind.



Pictured are members from Sears, the Pharr EDC, the RGV Hispanic Chamber, and the Greater Pharr Chamber of Commerce.

## Coming Soon! New Community Projects

The City of Pharr is committed to working with Pharr families, communities, and local school districts when planning for the development of new city parks and community attractions. The Greater Pharr Chamber of Commerce and Parks & Recreation worked together to celebrate several groundbreakings for upcoming parks being built throughout the city.

### Allen & William Arnold Elementary City/School Park



Mayor Ambrosio Hernandez, M.D., and students from Allen & William Arnold Elementary prepare for the groundbreaking ceremony.

The new city/school park at Allen & William Arnold Elementary will be a 28-acre park with lighted walking trails, covered picnic areas, a play structure, basketball courts, and open-space playing fields. The park will feature a splash pad and water play area including shaded seating areas, water spray features, and non-slip surfacing. The splash pad will be the first water attraction in Pharr's northeast quadrant park system. Construction is estimated to be completed by Summer 2018.

### Dr. William Long Elementary City/School Park

The park expansion at Dr. William Long Elementary is the second phase of the city/school park; the first phase was completed in 2015. The 5-acre park is special needs accessible to promote an inclusive experience for children with disabilities, making it one of the first of its kind in the city of Pharr. Phase Two of the project consists of open space for playing fields, a connected lighted concrete walking trail extension to the existing trail, covered picnic areas, an additional restroom facility, and landscaping/irrigation. This addition will expand the park approximately twenty-two acres and is estimated to be completed by Summer 2018.



Mayor Ambrosio Hernandez, M.D., City Commissioners, Pharr EDC Executive Director Victor Perez, Greater Pharr Chamber of Commerce Ambassadors, and students break ground on phase two of the Dr. William Long Elementary city/school park expansion.

### Pharr Nature & Birding Center



Pharr City Officials, EDC Executive Director Victor Perez, and Greater Pharr Chamber of Commerce Ambassadors at the Groundbreaking Ceremony for the Pharr Nature & Birding Center.

The Pharr Nature & Birding Center will be an attraction site focused on nature education and the arts. It will be conveniently located in the vicinity of Vanguard Academy to provide the opportunity for students and the general public to enjoy plays, band and orchestra performances to be showcased at the park's amphitheater. In efforts to promote eco-tourism and attract avid bird watchers, nature groups, and educational organizations, the park will feature native plants and foliage to appeal to a variety of birds and butterflies. The park will also include an information area, interpretive signage for accessibility, a decomposed granite walking trail, and picnic areas for families to enjoy. The center is expected to be completed by Summer of 2018.

### Newcombe Building Plaza Renovations

Recent facade renovations have been completed at the Pharr EDC's building plaza to improve downtown revitalization. Current tenants include the Pharr Community Theater, local tech business, Create the Bridge, and our newest tenant, occupying two suites, Hidalgo County Regional Mobility Authority (HCRMA).



### Greater Pharr Chamber of Commerce Ribbon Cuttings

#### South Pharr Research & Development Center



#### Index Fresh Grand Opening



#### 5 Star Nutrition Grand Opening



#### European Wax Center One Year Anniversary

