

Director's Message



We have been busy at the Pharr Economic Development Corporation since our last newsletter, welcoming many new businesses, celebrating groundbreakings, working with our international partners, and continuing to expand opportunities for our residents to enjoy a better quality of life—at home and around our great City of Pharr!

Here at the Pharr EDC we are on the trajectory of expansion, working closely with our community, regional partners, businesses, and future investors to continue to build this city!

As always, we thank you for your support and business and we cannot wait to share the many new developments and projects we have been working on with you!

Sincerely,


Victor Perez
President and CEO
Pharr Economic Development Corporation

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Mayor Hernandez & Pharr EDC Welcome Delegation from Zacatecas



Mayor Dr. Ambrosio Hernandez, City Manager Juan Guerra, Pharr EDC Tourism Manager Myrta Tijerina, and representatives from the Pharr International Bridge pose with representatives from Zacatecas.

Mayor Dr. Ambrosio Hernandez, City Manager Juan Guerra, and Tourism Manager Myrta Tijerina, alongside representatives from the Pharr International Bridge, and the Director of Marketing for the Secretary of Tourism Federico Arellano, as well as Francisco Gamboa Rincon, Assistant Director for Agricultural business from the state of Zacatecas gathered shortly after the “Segunda Mision Agrocomercial” event to discuss potential investment possibilities for expansion into the United States market. The Pharr Economic Development recognizes the economic impact Mexican produce growers have in our region and looks forward to future partnerships.

1st Annual Welcome Back Winter Texan Golf Tournament

With over 70 players, the day was filled with excitement and laughs from Winter Texans that live throughout Pharr and the Rio Grande Valley. “We realize that our Winter Texan community plays a large role in our local economy, and welcoming them back to their second home is the least we could do to celebrate their return.” stated Rebecca Arizmendi, President of the Pharr Chamber. In addition to our wonderful teams, we were honored to have volunteers from the Chamber Ambassador Program, as well as students from PJSA Bears Golf and Business Professionals of America. Breakfast was graciously sponsored by Eddie’s and Whataburger, while lunch was sponsored by Bar-B-Cuties and On the Grill. Thank you for joining us, we look forward to hosting it again next winter!



The Greater Pharr Chamber of Commerce hosted its 1st Annual Welcome Back Winter Texan Golf Tournament on December 11, 2017 at the Tierra del Sol Golf Course in Pharr, TX.

Caminata de La Paz

The Pharr EDC and the Greater Pharr Chamber of Commerce joined forces alongside representatives from different religious denominations to host “Caminata de la Paz”. This walk was created to bring the community together in efforts to encourage peace and harmony. The Basilica of Our Lady San Juan Del Valle served as the final destination for the walk, which was followed by a closing mass.



Pharr EDC and Pharr Greater Chamber of Commerce staff pose with Sister Norma Pimentel before the walk.

Manufacturing Day Mixer

In honor of Manufacturing Week, Pharr EDC hosted a mixer in gratitude of all local businesses who participated in the week-long activities.

Here at the Pharr EDC, we believe it is imperative to recognize and appreciate the impact that the manufacturing industry has in our community, and that we support all our businesses.



Pharr EDC Director Victor Perez and Pharr Bridge Director Luis A. Bazan mingle with business leaders.

Skills for Small Business Seminar

The Pharr Economic Development Corporation hosted the Skills for Small Business seminar alongside South Texas College and the Texas Workforce Commission. This grant program provides funding opportunities for small businesses to obtain industry-recognized certifications from South Texas College.

We pride ourselves on providing our business partners and community with every opportunity to succeed. Through partnerships such as these, we are able to work with local businesses, budding entrepreneurs and business leaders to ensure that trainings, certifications and resources are made available to help our businesses grow and prosper!



Small Business Seminar Panel & Guests – (L to R): Sarah Hammond, Kim Hunziker (TWC), Dr. Barbara Baggerly Hinojosa, Carlos Margo (STC), Rebecca Arizmendi, Karina Lopez, and Sonia Valdez (STC).

Pharr EDC meets with newly elected Mayors from the States of Veracruz and San Luis Potosi, Mexico

Pharr EDC meets with numerous Mayors from the States of Veracruz and San Luis Potosi, Mexico who recently took office in January 2018. The Pharr EDC strives to build and strengthen our relationship with our friends in the border region for current and future initiatives with trade, tourism and business investments.



Pharr EDC hosts newly elected mayors from the states of Veracruz and San Luis Potosi, MX.

PSJA & PEDC Send Care Packages to Troops

In conjunction with PSJA Early College High School, Pharr EDC helped prepare care packages that were sent overseas in support of our troops in Afghanistan.

We are thankful for our men and women in the armed forces who risk their lives everyday to preserve our freedom. This was a great opportunity to not only giveback to our troops, but work with the youth in our community and set an example of giving back.

Thank you to Congressman Filemon Vela who also partnered with us and provided the shipping costs.



PSJA Early College High School students, Pharr EDC Director Victor Perez, City Commissioner Dr. Ramiro Caballero, and staff help prepare packages.

Manufacturing Week – PEDC visits Maquila Automotive Services

In recognition of National Manufacturing Day, Pharr EDC staff coordinated a tour of Maquila Automotive Services. Pharr EDC invited personnel from PSJA ISD’s Career and Technology Department to get a firsthand experience of the company’s day to day operations. With a growing manufacturing industry in Pharr, we are working with PSJA ISD to help prepare for a new generation of higher-skilled workers.



Pharr EDC staff members and PSJA ISD representatives tour Maquila Automotive Services.

Pharr EDC hosts Texas A&M University

The Pharr EDC hosted a delegation from Texas A&M University to discuss educational initiatives for students of Pharr and the Rio Grande Valley. At the Pharr EDC we believe that education and economic development go hand-in-hand. Working in partnership with our local school districts, institutions of higher education, workforce commission, and state wide universities allows us to focus on the needs of our workforce, identify the needs of the job market, and prepare our students for the jobs of the future. The Pharr EDC will continue supporting educational projects that will create an educational pipeline and improve the quality of life for every Pharr family.



City Officials and A&M University delegation – (L to R): Mayor Dr. Ambrosio Hernandez, Texas A&M officials, PSJA ISD Superintendent Dr. Daniel P. King, and Pharr EDC Director and PSJA ISD School Board Member Victor Perez.

Winter Wonderland in Pharr

Citizens of Pharr experienced a winter wonderland this year when snow unexpectedly fell across the Rio Grande Valley. It was a magical day to see city hall, the streets, and the community blanketed in white, truly making it a memorable holiday for all!



December 8, 2017 - Pharr City Hall covered in snow.

Pharr Lowers Tax Rate

City officials approved lowering the property tax rate to \$0.649 (or 64.9 cents) per \$100 valuation, a half-cent decrease from last year’s tax rate of \$0.654. The decrease marks the second time in three years that Pharr leaders have provided tax relief to



Pharr taxpayers.

“We are proud to continue to see Pharr’s increased, steady, and continued growth,” said

Mayor Dr. Ambrosio Hernandez. “Due to our administration’s strategic management of taxpayer funds, we are again able to make responsible financial decisions that benefit our Pharr taxpayers,” Hernandez added.

Second Annual Tamalada a Success

Executive Director Victor Perez and staff celebrated during the holidays by hosting the Second Annual Tamalada. We had a great turnout that included, our business and community partners. The Pharr EDC extends its gratitude to everyone who joined us for being part of the Pharr Economic Development Corporation’s yearlong initiatives, making this year’s tamalada a great success!



Pharr EDC Staff – (L to R) : Cynthia Garza, Myrta Tijerina, Victor Perez, Marcela Beas, Karina Lopez, Rebecca Arizmendi, and Tony Sandoval.

Pharr EDC Partners with Workforce Solutions to host Red, White, & You! Job Fair

Pharr EDC partnered with Workforce Solutions to host the 2017 Hiring Red, White & You! - Job Fair. "We are proud to continue partnering with Workforce Solutions and industry partners to promote opportunities for employment success for our Veterans and area residents," said Corporation Executive Director Victor Perez. "This job fair will help bring together local businesses and our region's skilled workforce to positively impact our economic vitality."



Red, White, & You! Job Fair Special Guests – (L to R): Jaime Ortiz, WFC Board Chair, Karina Lopez, Pharr EDC BRE Manager, Julian Alvarez, TWC Commissioner, Omar Trevino, Managing Director, WFS, Flor Leal, Community Engagement Manager, WFS, Noelia Garza, TWS-VRS, Sonia Quintero, WFS Board Member, Chakib Chehadi, C2 Global CEO, TWC State Office, and Josh Vasquez, WFS.

RGV College

The City of Pharr, Pharr EDC, and the Greater Pharr Chamber of Commerce celebrated the Grand Opening of RGV College alongside students, educators, and the community. Mayor Dr. Ambrosio Hernandez thanked Dr. Palomo for her dedication and commitment to RGV College, and expressed gratitude for the many new opportunities that will be available to students who strive to be in the healthcare industry. Education is important for any and all communities, and having this institution in Pharr sets a precedent that there are many more great things to come. Congratulations RGV College!



On November 16, 2017, the City of Pharr, the Pharr EDC and the Greater Pharr Chamber of Commerce participated in the Grand Opening celebration of Rio Grande Valley College.

Fazoli's Now Open

The Greater Pharr Chamber of Commerce and the Pharr EDC are happy to welcome Fazoli's to the great City of Pharr. Mayor Dr. Ambrosio Hernandez, Chamber President Rebecca Arizmendi, City Commission, and the business community celebrated their Grand Opening by joining them in a sneak



Fazoli's Grand Opening: City of Pharr Officials, Pharr EDC, Pharr Greater Chamber of Commerce, Fazoli's Staff, and the community celebrate grand opening.

preview event. Owner Jerry Maddox, is excited to be in Pharr and stated that he is overjoyed with the outpouring of support the city has displayed. Mr. Maddox also feels that community involvement is key to helping others succeed, and graciously demonstrated that by making a donation to the PSJA ISD Culinary Arts program.

Business Highlight: Tamales Guadalajara

The idea behind Tamales Guadalajara began 6 years ago, "it all started with a dream to one day own a restaurant," stated Luis Arambula, owner. It's a family owned business, that specializes in tamales, barbacoa Jalisco style, posole, carne en su jugo and many other specialty plates unique to the area. Stop by and get a little taste of Guadalajara for the valley.

in the Rio Grande Valley!



The Arambula Family Celebrates their Grand Opening with the Pharr EDC and Pharr Greater Chamber of Commerce.