

R E S O L U T I O N

1 WHEREAS, The 50th anniversary of Chico's Tacos provides a
2 fitting opportunity to recognize this famous local eatery and the
3 family legacy behind it; and

4 WHEREAS, The late Joe B. Mora of El Paso, who believed in
5 concentrating on the basics in business, opened his first Chico's
6 Tacos on July 4, 1953, on Alameda Street; over the years, Chico's
7 Tacos' popularity has grown so much that four other locations have
8 opened, the most recent one in June 2003 at Montwood and Trawood;
9 and

10 WHEREAS, Loyal and generous to his hometown of El Paso, Mr.
11 Mora made Chico's Tacos a local fixture; many El Pasoans have
12 celebrated birthdays, marked anniversaries, and held weddings in
13 the restaurant; and

14 WHEREAS, Before opening Chico's Tacos, Mr. Mora was a boxing
15 promoter, and he continued to support boxers by regularly hiring
16 men who were in between fights or in retirement to work in his
17 restaurants; and

18 WHEREAS, His winning recipes, including a closely guarded
19 one for a secret sauce, have attracted a large and loyal following
20 as well as numerous celebrities, including Paul Rodriguez and
21 members of the band N'Sync; radio personality Don Imus mentioned
22 Chico's Tacos on his nationally syndicated show, and boxing
23 sensation Oscar De La Hoya is said to have eaten at Chico's Tacos
24 after a championship fight; more recently, troops from El Paso's

1 Fort Bliss who have been stationed in Iraq are reported by CNN to
2 have been requesting Chico's Tacos because they so missed the taste
3 of that local treasure; and

4 WHEREAS, Since Mr. Mora passed away in 1992, his wife, Emma
5 Mora, his sons, Richard, Bernie, and William, and daughters,
6 Melinda Mora Carter and Carolyn Mora, have continued his tradition
7 of success, using the same menu, recipes, and business practices
8 established by Mr. Mora more than half a century ago; they are
9 admirably upholding Mr. Mora's standards of excellence and keeping
10 the family legacy alive; and

11 WHEREAS, Chico's Tacos, where customers can still get three
12 tacos for \$1.14, has captivated the taste buds of El Paso residents
13 and visitors for generations, and this outstanding restaurant and
14 the family behind it truly deserve special recognition on this
15 milestone anniversary; now, therefore, be it

16 RESOLVED, That the House of Representatives of the 78th Texas
17 Legislature, 1st Called Session, hereby congratulate the Mora
18 family and the restaurant staff on the 50th anniversary of Chico's
19 Tacos and extend to them best wishes for continued success; and, be
20 it further

21 RESOLVED, That an official copy of this resolution be
22 prepared for the Mora family and staff of Chico's Tacos as an
23 expression of high regard by the Texas House of Representatives.

Chavez

H.R. No. 84

Speaker of the House

I certify that H.R. No. 84 was adopted by the House on July 18, 2003, by a non-record vote.

Chief Clerk of the House