

SENATE RESOLUTION NO. 438

WHEREAS, Since its founding in 1909, Pharr has played a historic role as the HUB City of the Lower Rio Grande Valley for a myriad of diverse industries and as a confluence for the Anglo, Tejano, Mexican American, and Mejjicano cultures, thus contributing to the rise of the region as the "Magic Valley" during the early 20th century; and

WHEREAS, On March 30, 2004, the City of Pharr was designated an official 2004 Texas Main Street City by Texas First Lady, Anita Perry, for its accomplishments in revitalization, urban planning, preservation, and civic engagement in its downtown; and

WHEREAS, On May 7, 2004, in Dallas, Pharr earned the first of its national awards toward the Triple Crown when Preserve America, an initiative of the White House office of First Lady Laura Bush, designated Pharr a 2004 Preserve America City for its work in heritage tourism, master planning, and historic preservation; it included special events that showcase Pharr's role as the HUB City of the Valley and a confluence of the region's multicultural heritage such as the city's first heritage Main Street week, officially instituted by Texas' first lady in 2004, the World's first Barbacoa Cook Off, and Texas' first Los Caminos Del Rio Day; and

WHEREAS, On November 11, 2004, in Bryan, Pharr earned the second of its national awards toward the Triple Crown when the National Trust for Historic Preservation designated Pharr a 2005 National Main Street City for its above-average performance in downtown management, public and private partnerships, and economic development; it included key projects such as the region's first Preservation Master Plan, first form-based design guidelines, and first historic Main Street overlay district, as well as nearly \$10 million in public and private investments in downtown over a five-year span equal to a return-on-investment ratio of \$50 in contrast to \$32 across the nation; and

WHEREAS, On June 11, 2006, in Anaheim, California, Pharr earned the third of its national awards toward the Triple Crown when the National League of Cities designated Pharr a 2006 All-America City for its work in community leadership and civic excellence; it included three key quality-of-life projects; the Pharr Read and Do Initiative that bridges reading with hands-on-activities, the Pharr Community Outreach Project that offers five life skills development programs through community partnerships, and the Las Milpas Annexation Project that brought basic infrastructure services and upgraded housing to one of the largest colonias in Texas; now, therefore, be it

RESOLVED, That the Senate of the State of Texas, 80th Legislature, hereby designate the City of Pharr as the first Texas Triple Crown City and congratulate the entire community for its determination and pursuit of excellence; and, be it further

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RESOLVED, That a copy of this Resolution be prepared for the City of Pharr as an expression of esteem from the Texas Senate.

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President of the Senate

I hereby certify that the above Resolution was adopted by the Senate on March 12, 2007.

Secretary of the Senate

Member, Texas Senate