



EXPLORE THE CITY OF PHARR



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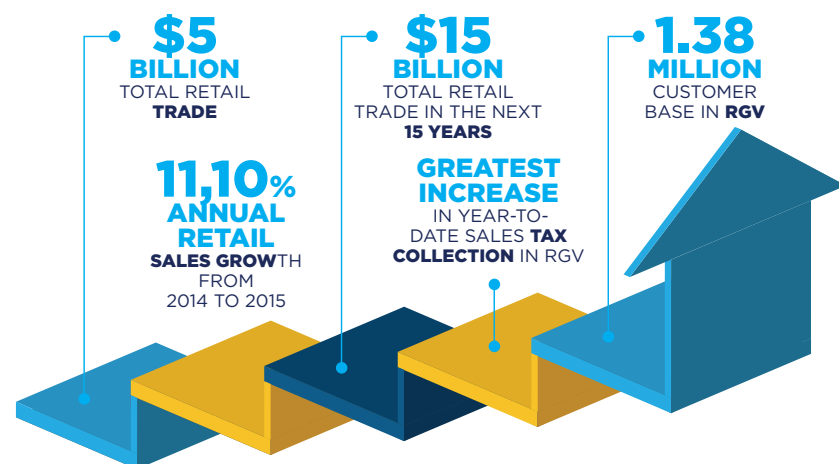
Pharr, Texas is an ideal location for any business. The area provides an educated workforce, low cost of living, access to transportation, and generous economic development incentives. Located in the heart of the Rio Grande Valley, Pharr has a lot to offer to both businesses and residents alike. Here you'll find warm weather, outstanding schools, thriving retail, and safe neighborhoods.

CONNECTED TO THE WORLD

The city of Pharr provides access to domestic and international trade. With a "Smart Bridge" we are the #7th largest commercial land port of entry in the U.S. with more than 34B annually in global trade.

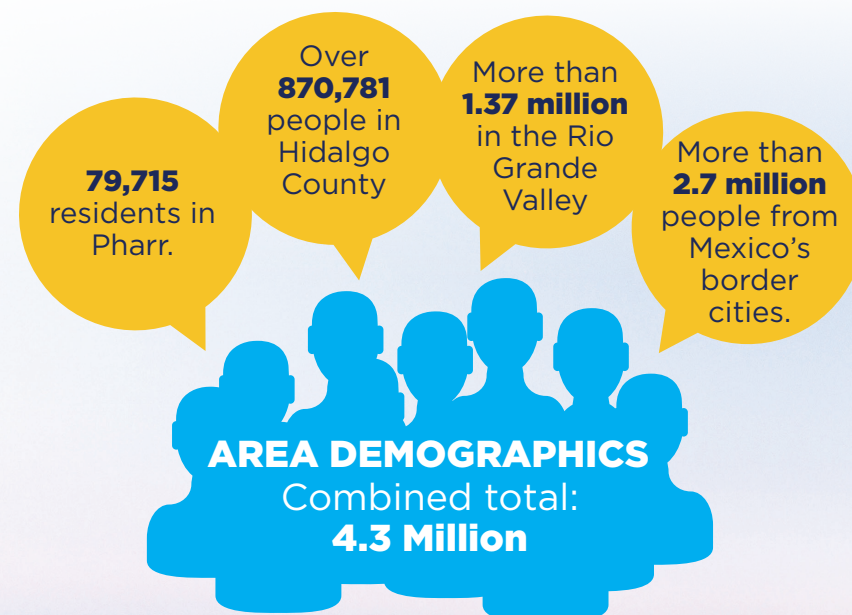


RETAIL DEVELOPMENT



Demographics (US Hwy 281)	1 Mile	3 Mile	5 Mile
Population	13,116	75,655	188,065
Total Households	3,946	22,653	56,186
Average HH Income	\$68,419	\$92,378	\$102,125

*Demographic data derived from 2010 US Census



LIVING IN PHARR

Living in Pharr, you get all the benefits of having a large city nearby without the high price tag. Compared to the rest of the country, Pharr's cost of living is 25.4% less than the national average. This allows residents in Pharr to enjoy a great lifestyle for less.



ACCESS TO INTERNATIONAL CONSUMERS

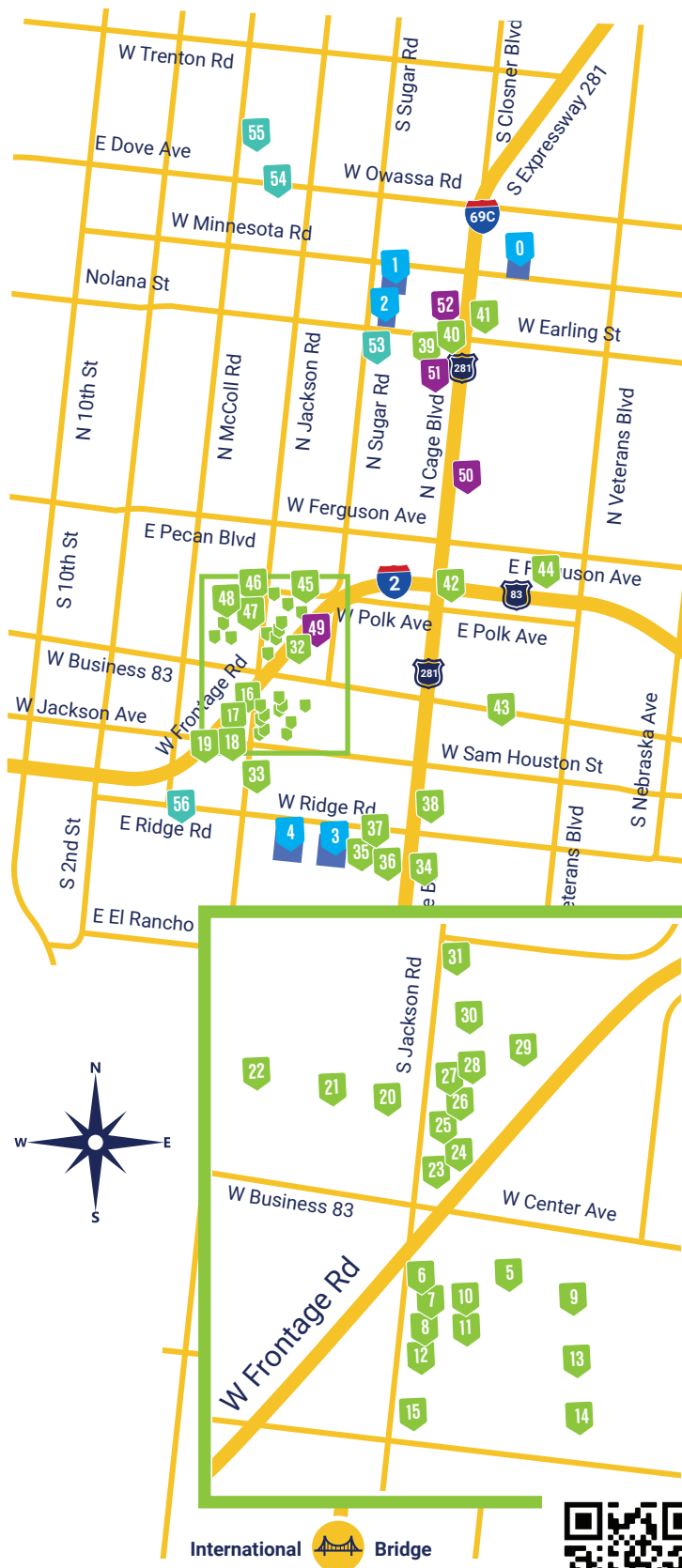
- ➔ **67%** of the visitors said that the primary reason to visit Pharr is to shop.
- ➔ **73%** of the visitors stayed in Pharr hotels.
- ➔ **Hidalgo County** is one of the leading destinations preferred by Mexican population to shop.
- ➔ Spending over **\$850m**.
- ➔ Retail Sales are projected to reach **\$15 Billion** in the Rio Grade Valley in the next 15 years.





RETAILERS

- | | | |
|--|---|--|
| 0 MARIE ELISE | 19 Walmart | 38 STARBUCKS COFFEE |
| 1 WEST OAK MANOR | 20 ASHLEY FURNITURE HOMESTORE | 39 BIG RIVER BREWERY |
| 2 West Ridge Estates | 21 STAPLES | 40 Rudy's "COUNTRY STORE AND BAR-B-Q" |
| 3 BRENTWOOD estates | 22 THE HOME DEPOT | 41 TACO BELL |
| 4 CARMEL ESTATES | 23 BURGER KING | 42 WHATABURGER |
| 5 TOPGOLF | 24 Luby's | 43 KFC |
| 6 Chick-fil-A | 25 Academy SPORTS+OUTDOORS | 44 CARMAX |
| 7 Freddy's STEAKBURGERS | 26 TJ-maxx | 45 Bath & Body Works |
| 8 Canoe's CHICKEN FINGERS | 27 ROSS DRESS FOR LESS | 46 buybuyBABY |
| 9 at home The Home Decor Superstore | 28 MAIN EVENT ENTERTAINMENT EAT. BOWL. PLAY. | 47 WORLD MARKET Unique, authentic, and always affordable. |
| 10 Bar-B-Cutie SMOKEHOUSE | 29 PAPPADEAUX | 48 five BELOW |
| 11 FAZOLI'S | 30 CUBANA | 49 WOODSPRING SUITES AN EXTENDED STAY HOTEL |
| 12 Red Robin GOURMET BURGERS and MORE | 31 WELLS FARGO | 50 Comfort INN |
| 13 COSTCO WHOLESALE | 32 TOYOTA | 51 H Holiday Inn |
| 14 LOWE'S | 33 Khan's Grill | 52 Hampton Inn |
| 15 Jack in the box | 34 POPEYES | 53 EDINBURG REGIONAL MEDICAL CENTER |
| 16 SUBWAY | 35 H-E-B plus! | 54 DOCTORS HOSPITAL AT RENAISSANCE FAMILY MEDICINE CENTER |
| 17 BEST BUY | 36 WHATABURGER | 55 DOCTORS HOSPITAL AT RENAISSANCE IMAGING CENTER |
| 18 Sam's CLUB | 37 McDonald's | 56 DRISCOLL PHYSICIAN'S GROUP |



PHARR **EMERGENCY** MEDICAL SERVICES

In May of 2021, the City of Pharr Launched Pharr EMS to enhance our public safety and medical efforts throughout the city, providing faster and life-saving response times to our citizens. The Pharr EMS Headquarters is housed at the former Pharr Events Center, which has been repurposed to accommodate all Pharr Emergency Medical Services personnel, its ambulance fleet, and the RGV Angel Flight.

INTERLOCAL **AGREEMENT**

*Between the City of Pharr
and the Military Highway
Supply Corporation*

Through this agreement, the city of Pharr and Military Highway Water Supply Corporation will interconnect our systems to expand water for our residents, construct a Reverse Osmosis Plant, as well as plan for future residential and commercial projects to the area.

First in RGV NATIONALLY CERTIFIED **HORSE PATROL OFFICERS**

The City of Pharr Police Department is now the first department in the region to have a Mounted Horse Patrol Unit. As the department's newest policing initiative, the unit will also work extensively within the community to provide outreach, educational, and safety resources.

PHARR PD LAUNCHES **BIKE PATROL**

The Pharr Police Department has launched a bike patrol to enhance outdoor safety measures for citizens. The city's focus on parks has led to an increase in outdoor physical activity in our community and having a bike patrol allows for a much easier presence to navigate and patrol these types of outdoor recreational facilities to keep our community safe.

City of Pharr Approved as **VACCINE PROVIDER**

The City of Pharr has been approved by the State of Texas as the first city in Hidalgo County to become a COVID-19 vaccine provider. As a vaccine recipient from the Federal government, the State of Texas may distribute vaccines directly to the city. Additional Hidalgo County Hub providers can now transfer vaccines directly to the City of Pharr for dissemination.

NEW IN Pharr

Business & **Quality** of Life

IN PHARR

Pharr PD & Partners Working to **CREATE MENTAL HEALTH UNIT**

The City of Pharr Police Department is working with the local health authority, Tropical Texas Behavioral Health, to develop a Mental Health Unit in Pharr's police force. Pharr is committed to providing our officers with the tools necessary to be able to identify situations that might have underlying mental health issues and be able to respond to these types of sensitive situations to get individuals in crisis the appropriate help and resources they need.

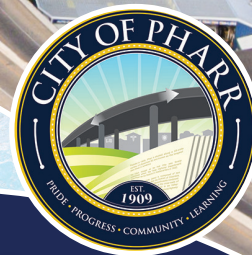
City of Pharr & Vanguard Academy **NATURE AND BIRDING CENTER**

The new center, including a nine-acre park, is expected to be an attraction for nature education and bird watching, as well as the arts, open-air, 500 capacity amphitheater, includes an information area for nature education, interpretive signage for accessibility, a decomposed granite walking trail, and picnic areas for families to enjoy. Filled with native plants and foliage to attract a wide variety of birds, butterflies, and more, the park also has binocular viewing stations located throughout the park, further aiming to promote eco-tourism by attracting bird watchers, nature groups, educational organizations, and more.

 **Pharr**
Economic Development
Corporation

1215 S. Cage Blvd. Pharr, TX 78577 • (956) 402-4EDC

www.PharrEDC.com • Follow us on   @PharrEDC



COMING SOON

TO

Pharr

LAUNCH OF TEAMPHARR.NET

Pharr's Fiber-Optic Cable Broadband Internet Network Service

The project, TeamPharr.Net, will install 2.1 million feet, or 398 miles of fiber-optic cable to 24,000 residential and business accounts. The network will provide an internet speed of 1 gigabyte – fast, reliable, accessible, and affordable for Pharr families. The project has been undergoing a preliminary network study these last few weeks and is expected to start building its core as Part of Phase II in this project. Subsequent phases will be used to build the network in the south part of the city, the mid part of the city, and the north part of the city. Eventually, the entire city will be lit-up and “ready” for use by June of 2022.



PORT INFRASTRUCTURE PROJECTS

Under the Federal Government Customs & Border Protection's (CBP's) Donations Acceptance Program (DAP)

Pharr has prioritized five (5) DAP projects that total the largest financial investment along the Texas-Mexico border. These projects consist of additional Commercial Entry Lanes & Booths and two additional Commercial Exit Lanes & Booths which will help alleviate traffic and expedite crossings. The DAP program works to foster a symbiotic relationship amongst agencies, entities, and municipalities which further enhances and solidifies our economic footprint and continues to establish us as a critical trading spot in the nation.

NEW REGIONAL WATER DETENTION FACILITY & DOG PARK

This project is one of several in the City of Pharr's Drainage Improvement Plan to enhance drainage infrastructure and help mitigate future flooding. This new drainage project will improve Pharr's drainage infrastructure. Project plans include the creation of a new detention facility which is expected to hold up to 100 million gallons of floodwater. The future 23-acre detention facility is currently

Presidential Permit Approved for EXPANSION OF PHARR INTERNATIONAL BRIDGE

On December 31, 2020, the City of Pharr was issued a presidential permit for the expansion of the Pharr International Bridge. The 2020 permit allows for the addition of another bridge at the international port of entry. With this permit, Pharr will now have an official set of FAST lanes from Mexico to the United States which will add capacity and reduce wait times.

