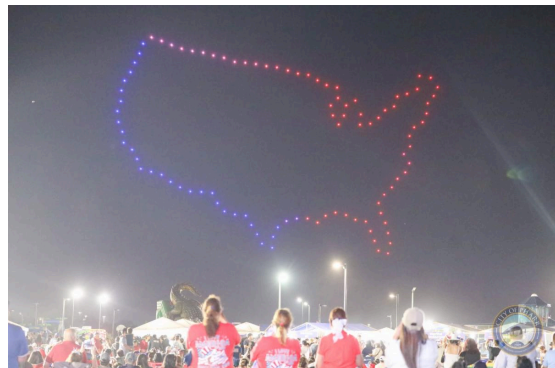


JULY 2026

MONTHLY ROUNDUP

July 4 Independence Day Festival

What an unforgettable celebration we had for the 4th of July! Pharr lit up the sky with amazing fireworks and drone show that captured the essence of Independence Day! Thousands came together to celebrate freedom, shopped from our local vendors, and celebrated the spirit of America right here in Pharr. Thank you to everyone who joined us for an incredible Independence Day celebration. We hope you made memories that will last a lifetime.





July 2 Asia Poke House Grand Opening

Congratulations to Asia Poke House on their Official Grand Opening Ribbon Cutting Celebration!

We were honored to celebrate this exciting milestone for owners Armando Batarese and Stephanie Gallegos and their family. Asia Poke House is built from a passion for preparing fresh, healthy meals at home. Both Armando and Stephanie turned that passion into a place where the community can enjoy delicious, customizable poke bowls and other flavorful, health-conscious options.

On behalf of the Greater Pharr Chamber of Commerce Board of Directors, President CEO, Staff, and Chamber Ambassadors, thank you for investing in our community. We wish you continued success and encourage everyone to stop by, support local, and experience all that Asia Poke House has to offer!



JULY 8 Good Taste RGV Ribbon Cutting Ceremony

Congratulations to **Good Taste RGV** on their Grand Opening! We are excited to welcome them to the City of Pharr! Good Taste RGV was inspired by a cherished family recipe that has been lovingly passed down through generations—from the owner's grandmother to her mother, and now to the owner. Built on a passion for the bold, sweet, spicy, and tangy flavors of chamoy candy, this family tradition has grown into a business dedicated to



sharing handcrafted treats and creating sweet memories with the Rio Grande Valley community. Thank you to everyone who joined in this celebration, we wish them continued success and encourage everyone to stop by, support local.



July 9 Fresh On the Border Press Conference

The City of Pharr kicked off the **Fresh on the Border Press Conference** at Capistrano Avocados by Stonehill Produce, igniting excitement for this year's Avocado Festival. Our President & CEO CJ Sanchez was honored to join the panel alongside the City of Pharr and the Pharr Economic Development Corporation (PEDC). Together they discuss the economic impact the Pharr International Bridge has, and the vital role it plays in the import and export of avocados and fresh produce. Mr. Sanchez also shared The Greater Pharr Chamber of Commerce supports economic growth by creating opportunities for our local small businesses through Avocado Festival, while also inspiring the next generation with educational activities and student competitions. A special recognition was also given to this year's Avocado Fest Presenting Sponsors.

2026 Avocado Festival Presenting Sponsors:

Bert Ogden Rio Grande Valley

Fiesta Nissan Edinburg

Bert Ogden Nissan McAllen

Visit [Avocadofest.com](https://www.avocadofest.com) for more festival fun!





JULY 14

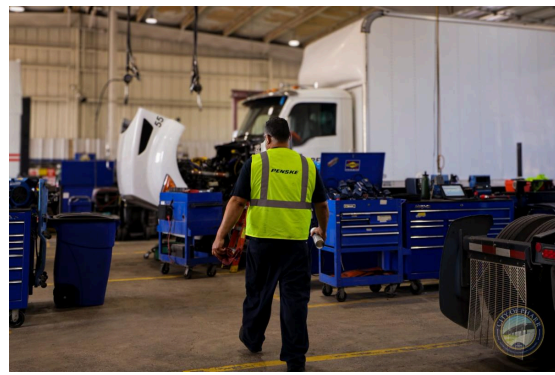
Penske 25th Anniversary Ribbon Cutting Ceremony

Congratulations to ***Penske Truck Rental*** for ***25 years of service in the RGV!***

For the past 25 years, Penske Truck Rental has been a valued member of our business community, providing dependable transportation and truck rental solutions while supporting the continued growth of commerce throughout the Rio Grande Valley. Their commitment to outstanding customer service, reliability, and excellence has made them a trusted partner for businesses and families alike.

On behalf of The Greater Pharr Chamber of Commerce Board of Directors, President/CEO, staff and ambassadors, thank you for choosing Pharr as your home of business. We wish the Pharr Penske team much success!

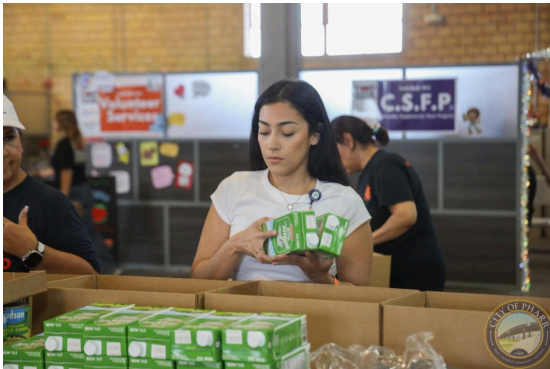
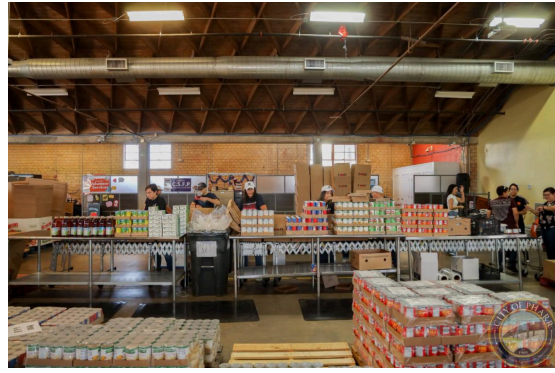




JULY 16 PAL Ambassador Volunteer Day at the RGV Food Bank

Our **PAL Ambassadors** had the privilege of volunteering at the RGV Food Bank, where together we helped pack 13,050 bags of meals for families in our community. Serving alongside organizations like the RGV Food Bank reminds us that strong communities are built through collaboration, compassion, and service. It's also an opportunity for our local business community to learn firsthand about the incredible work being done by organizations that make a lasting impact across the Rio Grande Valley. A heartfelt thank you to every Ambassador that joined us, and the amazing RGV Food Bank team for welcoming us and allowing us to be part of such meaningful work.





JULY 20
YUJO Sushi and Grill Grand
Opening Ribbon Cutting
Ceremony

Congratulations to ***Yujo Sushi & Grill*** on the Official Grand Opening of their new location in South Pharr. The Greater Pharr Chamber of Commerce was honored to welcome and celebrate this exciting milestone alongside our community. Yujo Sushi & Grill is a Japanese restaurant in South Pharr, that offers a menu centered around fresh sushi, specialty rolls, hibachi-style grilled dishes and other Japanese-inspired cuisine. We highly encourage the community to dine in! On behalf of the Greater Pharr Chamber of Commerce Board of Directors, President/CEO, staff, City officials, and Chamber members, we wish Yujo Sushi & Grill many years of success. Thank you to everyone who joined in celebration.





JULY 28 Leadership & Development Lunch and Learn - Growing your visibility Online!

Easy Wins for Small Businesses!

A special thank you to the City of Pharr Office of Communications Department for sharing their insight, experience, and valuable resources with our business community. Chamber Members learned how to create relevant content to promote their businesses online and use free tools to manage social media more efficiently. Thank you to everyone who joined us for this lunch and learn session.





▶▶▶

PAL AMBASSADOR OF THE *month*

Pablo Lopez
Funeraria Del Angel

The Greater Pharr
Chamber of Commerce

◀◀◀

Congratulations to Pablo Lopez with Funeraria Del Angel for being selected as our PAL Ambassador of the Month!

Since Funeraria Del Angel joined the Chamber family, Mr. Lopez has been a dedicated PAL Ambassador—supporting ribbon cuttings, attending Ambassador meetings, and actively contributing to our organization, and for that we are excited to recognize Mr. Lopez! On behalf of our Board of Directors, President/CEO, and staff, thank you for embodying the mission and values of the PAL Ambassador Program and helping our Chamber family grow stronger!

July NEW MEMBERS



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UPCOMING EVENTS



PHARR²⁰ Night Out 26

AUGUST 4TH
6PM - 9PM

PHARR TOWN CENTER
MAIN EVENT PARKING LOT - 500 N. JACKSON RD.

MUSIC + FOOD + FAMILY FUN
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FOR MORE INFORMATION CALL
OFFICER DAVID TREVIÑO: (956) 856 - 4625

MAIN EVENT   



EST 2026

PHARR CITY
Limits

SAVE THE DATE
MAY 29 - AUG 14

FRIDAY EVENINGS | 7PM - 11PM

PHARR ONE AMPHITHEATER
1121 E. NOLANA LOOP, PHARR, TX 78577

LIVE MUSIC + FOOD TRUCKS + MARKET VENDORS & MORE

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The Greater Pharr
Chamber of Commerce

PRESENTS

EXPERIENCE THE MISSION: INSIDE TRDI

TRAINING REHABILITATION DEVELOPMENT INSTITUTE

"EXCLUSIVELY FOR PAL AMBASSADORS"

Get an inside look at what the team does every day and see how their work changes lives and strengthens our community.

WHAT TO EXPECT

- Learn about TRDI'S mission and impact
- Take a visit tour and see operations up close
- Experience day-to-day work alongside the TRDI team

AUGUST 21ST
10AM-12PM

941 W. SHARM DR.
PHARR, TX 78577

WHY ATTEND?

- Build stronger connections
- Support a local organizations
- Gain a deeper understanding of their incredible work
- Be a better ambassador for your community

SCAN CODE
TO RSVP



*Go Behind
the Scenes.
See the
Impact.*



TRDI

WE ARE



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WE INVITE YOU TO OUR

Leadership & Development

LUNCH AND LEARN

Discover Pharr's Business Story

Discover how Pharr's business community has grown and transformed through the years. Our guest from the Museum of South Texas will highlight the people, industries and milestones that helped shape the city we know today.

August 25, 2026

Pharr One | Lecture Hall
1121 E. Nolana Loop, Pharr, TX 78577

11:30AM - 1:00PM

Presented by:

**The Museum of
South Texas History**

**SCAN QR CODE
TO RSVP & CHECK-IN**



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MUSEUM OF
SOUTH TEXAS
HISTORY

PRESENTS

- FRIENDS OF PHARR -
NETWORKING

Mixer

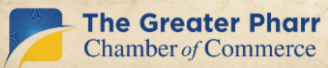
*Come join us for an evening of
networking as we explore the
history of South Texas.*

AUGUST 25, 2026 | 6PM-9PM

Exclusive for GPCC Member Only!
Scan the QR Code to RSVP



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FRIDAY, AUGUST 28
2026
11:00AM - 5:00PM

Bert Ogden Arena
4900 S. I-69C
Edinburg, TX 78539

For More Info Contact

Vanessa Guzman:
(956) 402-4660 or
vanessa.guzman@pharr-tx.gov

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- ✓ Job Fair
- ✓ Raffles

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2026

CHAMBER MEMBER MONTHLY EVENT CALENDAR

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

EVENT KEY

	PAL AMBASSADOR MEETING
	LEADERSHIP & DEVELOPMENT
	NETWORKING MIXER
	RIBBON CUTTING
	WORKSHOP

EVENT INFORMATION

- **August 18, 2026:** Ribbon Cutting - Solstice Dance Conservatory 10:00 AM
- **August 21, 2026:** PAL Ambassador Meeting - TRDI 10:00 AM
- **August 25, 2026:** Leadership & Development - Museum of South Texas History 11:30 AM
- **August 26, 2026:** Networking Mixer - Museum of South Texas History 6:00 PM
- **August 26, 2026:** 10th Anniversary Ribbon Cutting - Memorial Event Center/Memorial Pet Passages 5:00 PM
- **August 27, 2026:** Ribbon Cutting - The Enrgy Lounge 11:00 AM
- **August 28, 2026:** Pharr International Bridge Truck Expo



[DOWNLOAD FORM](#)

2026 AVOCADO FESTIVAL

BECOME A SPONSOR!

Support the Avocado Festival and gain distinct promotional and community engagement opportunities. You can download the sponsorship package to learn more. Businesses interested in supporting the event, please contact the office of the *Greater Pharr Chamber of Commerce* at (956)402-4240 or email us at greaterpharrchamber@pharr-tx.gov for sponsorship opportunities.

AF 2026 SPONSOR PACKET



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Pharr, TX

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FIESTA NISSAN EDINBURG BERT OGDEN NISSAN MCALLEN
PRESENTS

Avocado Festival
Pharr, TX

PALOMINOS

LA CASETERA

El Brakton Keith

RED
Tasha Scott

956 STAGE
DOMINGO ELIAS 3ZERO
MESTEÑO | ARTURO QUINTERO | DERICK GARZA
ALICAT CRASH | VINTAGE TRAVELERS BAND

OCTOBER 10, 2026 | DOWNTOWN PHARR | 2PM - 11PM

CHECK WHAT OUR
MEMBERS
HAVE GOING ON!



PIN HIGH GOLF
STUDIO
YOUR NEXT GREAT NIGHT OUT

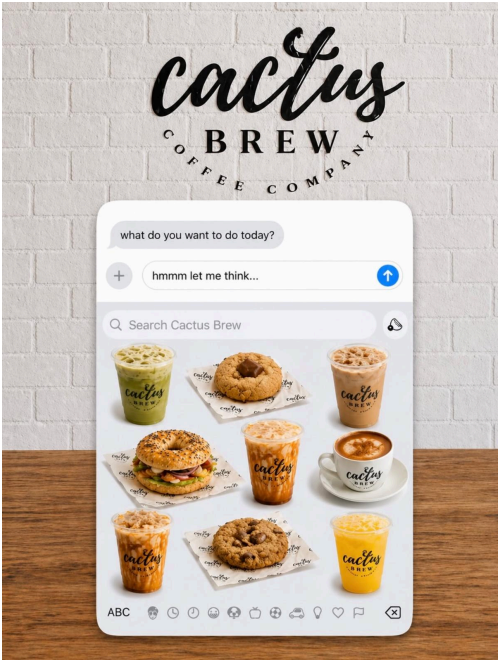


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SATURDAY AUG 22ND
12:00PM - 2:00 PM
PHARR TX

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DATE: August 22, 2026

TIME: 10:00 AM

LOCATION: Paisano Income Tax, Insurance & Multiservices - Pharr North
Located in Wood Row Plaza
404 E. Interstate 2 Bldg. A Ste. L-6
Pharr, TX 78577

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RIO GRANDE VALLEY

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Rio Grande Valley

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SBDC SMART START



DATE: AUGUST 5, 2026
TIME: 2:00 PM-3:00 PM CST
PLACE: LIVE WEBINAR
FEE: NONE

SCAN TO REGISTER
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Do you have a business idea?

Are you eager to launch your own venture?

Join this webinar to gain essential information and steps for a successful start! Additionally, it will prepare you for your one-on-one business advising session, ensuring you have ongoing support.

Session highlights:

- Determine Personal Fit
- Evaluate Your Market
- Understand Financial Needs
- Pursue Your Business Idea

Presented by:
Ray Ciano, Business Trainer
UTRGV Small Business Development Center

Hosted and promoted by:
This session is offered by the UTRGV SBDC with promotional support from its Resource Partner Network.

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How to Build A Resilient Supply Chain for Your Small Business

Supply chain disruptions can hit small businesses hard—but with the right strategy, you can stay stocked, steady, and ready for anything. In this session, you'll learn how to protect your product-based business from unexpected delays, shortages, and supplier issues by building a more flexible and diversified supply chain.

Webinar highlights:

- ✓ What a supply chain is—and why it matters for your business
- ✓ Common causes of supply chain interruptions (and how to spot them)
- ✓ How supply chain diversification can reduce risk and increase resilience
- ✓ Real-world examples of small businesses that adapted and thrived
- ✓ Practical strategies to map your supply chain and identify vulnerabilities
- ✓ Tools and templates to help you get started right away

Presented by:



Arifio Gonzalez
Senior Business & Trade Advisor
UTRGV SBDC

DATE
August 19, 2026

TIME
2:00 pm-3:00 pm CST

COST
None

LOCATION
Virtual session via Zoom

SCAN OR CODE
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UTRGV SBDC Resource Partner Network

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UTRGV is a Proud Member of the Texas South Pharr SBDC Network

EL PODER DE LA PLANIFICACIÓN EMPRESARIAL

FECHA: 26 DE AGOSTO 2026
 HORA: 2:00 PM-3:00 PM CST
 LUGAR: SEMINARIO WEB
 COSTO: NINGUNO

ESCANEE EL CÓDIGO QR O LLAME AL 956-665-7535 PARA REGISTRARSE.

UTRGV.EDU/SBDC

¿Tiene un plan de negocios para su pequeña empresa, ya sea nueva o existente?

Un plan de negocios describe el tipo de negocio que está desarrollando, qué está vendiendo, cómo llevará sus productos o servicios al mercado, quién es su mercado objetivo y cómo llegará a él, cuánto capital se necesita para lanzarlo o expandirlo y cuántas ganancias puede obtener.

Este documento no solo se utiliza para mantener el éxito, sino que también se puede utilizar con prestamistas e inversores.

Puntos a destacar:

- La importancia de la planificación empresarial
- Qué es un plan de negocios
- Usos de un plan de negocios
- Componentes de un plan de negocios

Presentado por
 Marcela Arredondo, Asesora Empresarial Sr
 UTRGV Small Business Development Center

Organizado y Promovido por
 Esta sesión es ofrecida por el UTRGV SBDC con apoyo promocional de la Red de Socios de Recursos.

UTRGV SBDC Resource Partner Network

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OPEN SPACE THURSDAY

WORK, CONNECT, GROW

Join us every Thursday for **Open Space Thursday** a day dedicated to our local business community!

WORK OUT THE HUB
 Find the perfect space to focus and get things done.

HOST MEETINGS
 in a professional space. Book private or open areas for your next meeting.

NETWORK
 with other entrepreneurs and professionals. Build connections. Share ideas. Grow together.

ENJOY
 a fresh, productive environment. Modern spaces designed to inspire innovation.

Pharr Global Business Hub

301 S. Cage Blvd
 Pharr, TX 78577

Whether you need a quiet place to focus or a collaborative space to meet, our doors are open for you and your business.

Bring your laptop.
 Bring your ideas.
 Bring your team.

Visit our Website!

VOTE FOR *Pharr!*

The 2026 Monitor Readers' Choice Awards are now open!
Help recognize the City of Pharr in the categories below
Every vote makes a difference

☒ **CITY**
City of Pharr

☒ **LAW ENFORCEMENT AGENCY**
Pharr PD

☒ **BIRDING/BUTTERFLY CENTER**
Pharr Vanguard Academy
Nature & Birding Center

☒ **ECONOMIC DEVELOPMENT
CORPORATION**
Pharr EDC

☒ **LIBRARY**
Pharr Memorial Library

☒ **CITY FESTIVAL**
Avocado Festival

☒ **ELECTED OFFICIAL**
Mayor Dr. Ambrosio Hernandez

☒ **PARKS & RECREATION**
Pharr Parks & Recreation

☒ **GOLF COURSE**
Tierra del Sol Golf Course

☒ **FIRE DEPARTMENT**
Pharr FD

☒ **CHAMBER**
Greater Pharr Chamber of
Commerce

☒ **MUSEUM**
Museum of South Texas History

ONLINE VOTING

- Write in your answers
- Vote in at least 20 categories
for your ballot to count
- You may vote once per day



JULY 15 - AUGUST 1



**THANK YOU
FOR YOUR
PARTNERSHIP!**

-GPCC TEAM



Greater Pharr Chamber of Commerce | 301 S Cage Blvd | Pharr, TX 78577 US

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