

Resolution # _____

City of Mission Regional Partnerships and Marketing Resolution

WHEREAS, the prosperity and economic development of the City of Mission are intrinsically linked to the success and growth of the entire Rio Grande Valley region; and

WHEREAS, fostering collaboration and cooperation among cities and entities within the region is essential to maximize economic potential, attract investments, and promote sustainable growth; and

WHEREAS, regional economic development marketing efforts can create a unified voice that showcases the collective strengths and advantages of the Rio Grande Valley, thereby attracting businesses, industries, and tourists to the area; and

WHEREAS, the Rio Grande Valley Partnership has proven to be a competent and effective regional economic development marketing entity with a successful track record in promoting the region and attracting investments; and

WHEREAS, supporting the Rio Grande Valley Partnership will allow the City of Mission to benefit from their expertise, resources, and established networks, amplifying the city's/county's economic development efforts; and

NOW, THEREFORE, BE IT RESOLVED THAT:

Section 1: Support for Regional Partnerships the City of Mission recognizes the importance of regional partnerships and commits to actively collaborating with other cities and entities within the Rio Grande Valley to foster economic growth, job creation, and community development.

Section 2: Regional Marketing Efforts the City of Mission acknowledges that regional economic development marketing efforts are vital to present a unified and compelling image of the Rio Grande Valley. The city/county will actively participate in and support joint marketing initiatives aimed at showcasing the diverse opportunities and resources the region offers.

Section 3: Support for the Rio Grande Valley Partnership the City of Mission officially endorses the Rio Grande Valley Partnership as the designated regional economic development marketing entity. The city pledges to provide financial and logistical support to the Partnership when possible, as well as engage in collaborative efforts to maximize the impact of their initiatives.

Section 4: Collaborative Initiatives the City of Mission will actively engage with the Rio Grande Valley Partnership and other regional partners to identify and pursue joint initiatives, including but not limited to infrastructure development, workforce training programs, business retention

and expansion efforts, and promotional campaigns to attract investments and tourists to the region.

Section 5: Effective Date This resolution shall take effect immediately upon approval and shall remain in force until modified or rescinded by subsequent resolution.

Passed and adopted by the City of Mission City Council on this the 14th day of August, 2023.

Norie Gonzalez Garza, Mayor

ATTEST:

Anna Carrillo, City Secretary