

Proclamation

City of Mission



WHEREAS, Winter Texans are citizens of other states and countries who spend a portion of the winter months in areas of Texas; and

WHEREAS, the Rio Grande Valley is a favored destination for Winter Texans; and

WHEREAS, according to the UT Rio Grande Valley Data and Information Systems Center, Winter Texan visitors and their visiting family members have a total economic impact upon our region of \$1.9 billion a year; and

WHEREAS, Mission, known as the "Home of the Grapefruit" and the "Mecca of Texas" ranks highest in Texas and sixth among the best destinations nationwide for winter visitors from northern states; and

WHEREAS, according to the Mission Economic Development Corporation, Mission is home to an estimated 50,000 Winter Texans each year; and

WHEREAS, three-fourths of the vacant housing inventory in Mission is destined for seasonal use, indicative of an attractive touristic destination; and

WHEREAS, Mission is home to 47 RV parks, the largest number of all municipalities in the Rio Grande Valley; and

WHEREAS, Mission is home to beautiful locales that welcome birding and other nature enthusiasts, including Bentsen-Rio Grande Valley State Park, World Birding Center and the National Butterfly Center; and

WHEREAS, Winter Texans cite the importance of our climate, our friendly people, and our affordable cost of living among the top reasons they choose to come to Mission; and

WHEREAS, the annual Winter Texan Fiesta serves as the City of Mission's official welcome to our Winter Texans and is widely attended by Winter Texans from across the Rio Grande Valley; and

WHEREAS, the citizens of Mission eagerly look forward to welcoming and warmly receiving our Winter Texans each year as valued members of our community; and

NOW, THEREFORE, We the City Council of the City of Mission proclaim and celebrate March 2024 as Winter Texan Month.

READ, CONSIDERED AND APPROVED this 25th day of March 2024.

Norie Gonzalez Garza, Mayor

Jessica Ortega, Councilwoman

Ruben Plata, Mayor Pro Tem

Marissa Ortega-Gerlach, Councilwoman

Alberto Vela, Councilman