

Proclamation

City of Mission



WHEREAS, the City of Mission contributes significantly to the economic prosperity of the Lone Star State, and Texas is renowned for being home to more than 3 million small businesses that employ nearly half of the state's private workforce, serving as the powerhouse and "backbone" of the Texas economy;

WHEREAS, Mission has evolved from a historic railroad stop into a thriving community of nearly 90,000 residents, famously recognized as the "Home of the Ruby Red Grapefruit";

WHEREAS, Mission's record-breaking \$25.4 million in 2025 retail sales tax revenue is driven by hundreds of local small businesses;

WHEREAS, Discover Mission promotes the city's tourism, supported by over 2,100 businesses and a portfolio of 9 hotels;

WHEREAS, Mission is a major center for ecotourism and history in the Rio Grande Valley, uniquely positioned on a primary migratory pathway that attracts nature lovers from around the world. The city's tourism assets are built around its "world-class" birding and butterfly habitats, combined with a preserved heritage that highlights the region's spiritual and agricultural roots;

WHEREAS, as a premier destination in South Texas, Mission welcomes visitors from across the globe, serving as a cherished home-away-from-home for our seasonal Winter Texans and a vibrant hub for our neighbors and guests from Mexico;

WHEREAS, the Greater Mission Chamber of Commerce has been in existence since 1946 and has achieved the distinction of National Accreditation through the U.S. Chamber of Commerce in 2025—a status held by only 3 percent of chambers nationwide—confirming its operational excellence, professional standards, and effective service to its members; and

WHEREAS, through the strategic collaboration of the City of Mission, the Mission EDC, and the Greater Mission Chamber of Commerce, our community fosters a robust ecosystem that drives long-term economic growth and ensures the sustainability of both our local businesses and our vibrant tourism industry.

NOW, THEREFORE, BE IT PROCLAIMED that the City Council of the City of Mission proudly declares the week of May 3 – May 9, 2026, as:

"Travel and Tourism Week"

in Mission, Texas, as we continue to build on our business history.

PROCLAIMED on this the 28th day of April, 2026.

Norie Gonzalez Garza, Mayor

Jessica Ortega, Councilwoman

Ruben Plata, Mayor Pro Tem

Marissa Ortega Gerlach, Councilwoman

Alberto Vela, Councilman