

ITEM# 1.4

CONDITIONAL USE PERMIT: Sale & On-Site Consumption of
Alcoholic Beverages – Winter Texan Fiesta
807 N. Conway
(aka La Lomita Plaza & Rotary Park)
C-3
March 7, 2025
The Greater Mission Chamber of Commerce

REVIEW DATA

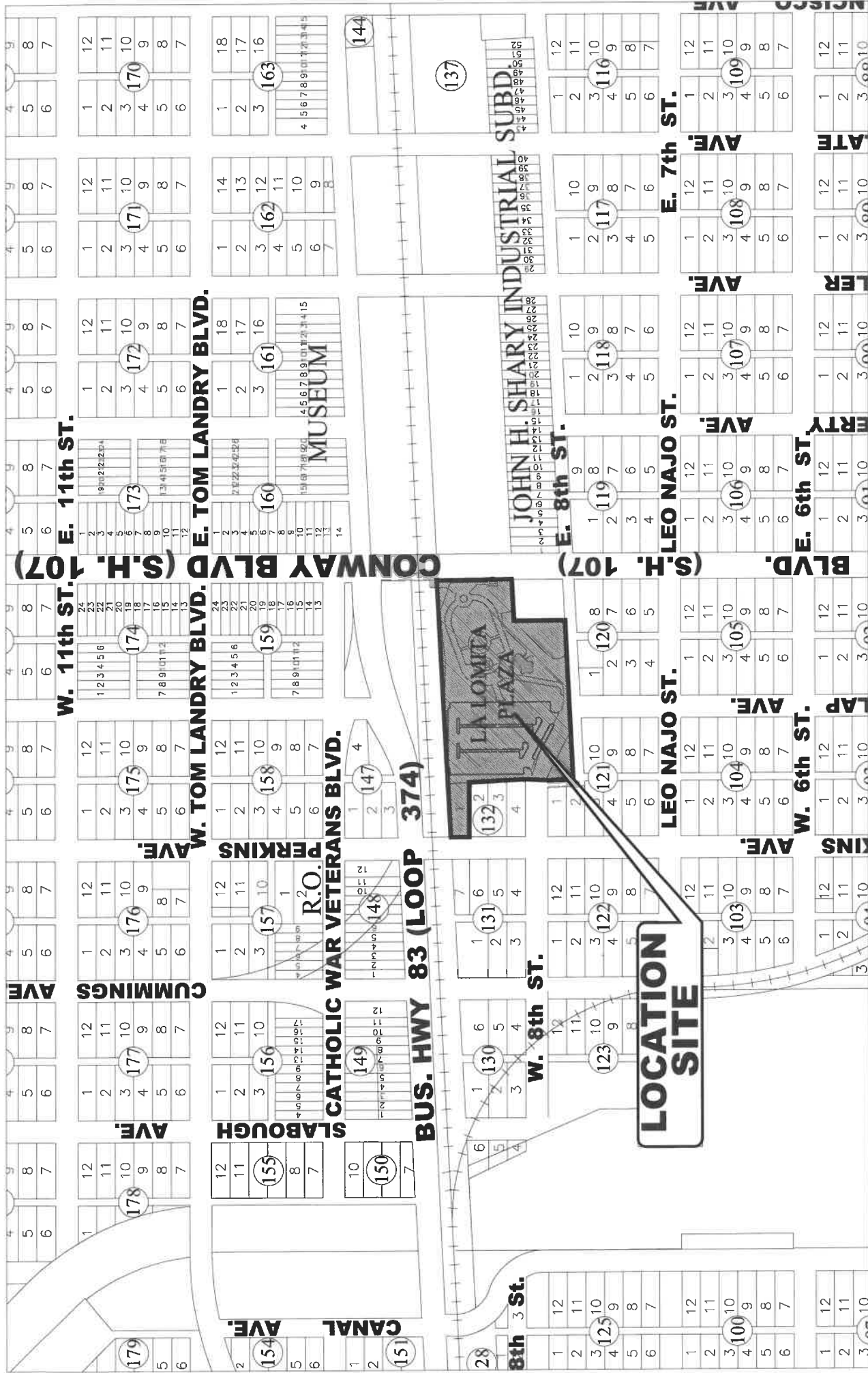
The subject site is located at the southwest corner of Conway Blvd. and Business Highway 83 at La Lomita Plaza (Leo Pena Placita Park). The Greater Mission Chamber of Commerce is proposing to have their Winter Texan Fiesta on March 7, 2025 and will like to sale alcohol during the event. They are proposing to have approximately 40 vendors/sponsors on the northside of the park, live music and a bar on site. There will be constant trash pick-up throughout the event.

- **Hours of Operation:** 12 p.m. to 4 p.m.
- **Parking:** Parking for this event will be provided east and north of the Chamber of Commerce building and east of Planet Fitness.
- The Zoning code requires this type of events and the Sale & On-Site consumption of alcohol to be a minimum of 300' separation from residentially used property from lot line to lot line. There are several residential properties within this radius; thus, a waiver of the separation requirement needs consideration.
- **Ch. 10 – Amusements and Entertainment:** Security will be evident as in past events via Mission PD officers (as hired by TGMCC). Restrooms will be available. All provisions of the Chapter 10 Mission Code of Ordinances – Amusements and Entertainment– will need to be complied with.

REVIEW COMMENTS: With sufficient professional security, barricades, lighting, & the Greater Mission Chamber of Commerce monitoring, this event will again be very successful and well attended. TGMCC has assured the City that all aspects of security will be taken care of.

RECOMMENDATION: Staff recommends approval subject to:

1. Waiver of the 300' separation requirements from residential neighborhoods,
2. Must comply with Health and Fire Codes, and
3. Must meet Noise, Amusement and Entertainment, and any other related codes.



CITY OF MISSION
HIDALGO COUNTY, TEXAS

1201 E. 8th Street
MISSION, TX 78572
PH: (956) 580-8672
FAX: (956) 580-8680

No.



CONWAY AVE (S.H. 107)

BUS. HWY 83 (LOOP 374)

PERKINS AVE.

LOCATION
SITE

Texas Parks & Wildlife - Site HERE

PROUDLY SPONSORED BY:



**Mission Regional
Medical Center**



**CITY OF
MISSION**



**Winter
Texan
TIMES**
Serving Winter Texans From Mission To South Padre Island Since 1987

**LIVE
MUSIC**



**BAR ON
SITE**



**DISCOVER MISSION
T-SHIRT REVEAL \$5**



**FREE FOOD FOR THE
FIRST 1,000 ATTENDEES!**



**FREE
ADMISSION**



FRIDAY, MARCH 7TH, 2025

DOORS OPEN AT 11:00 A.M.!

12:00 P.M. TO 4:00 P.M. | BRING YOUR OWN LAWN CHAIRS!

LEO PENA PLACITA PARK - DOWNTOWN MISSION

803 N. CONWAY, MISSION, TEXAS 78572

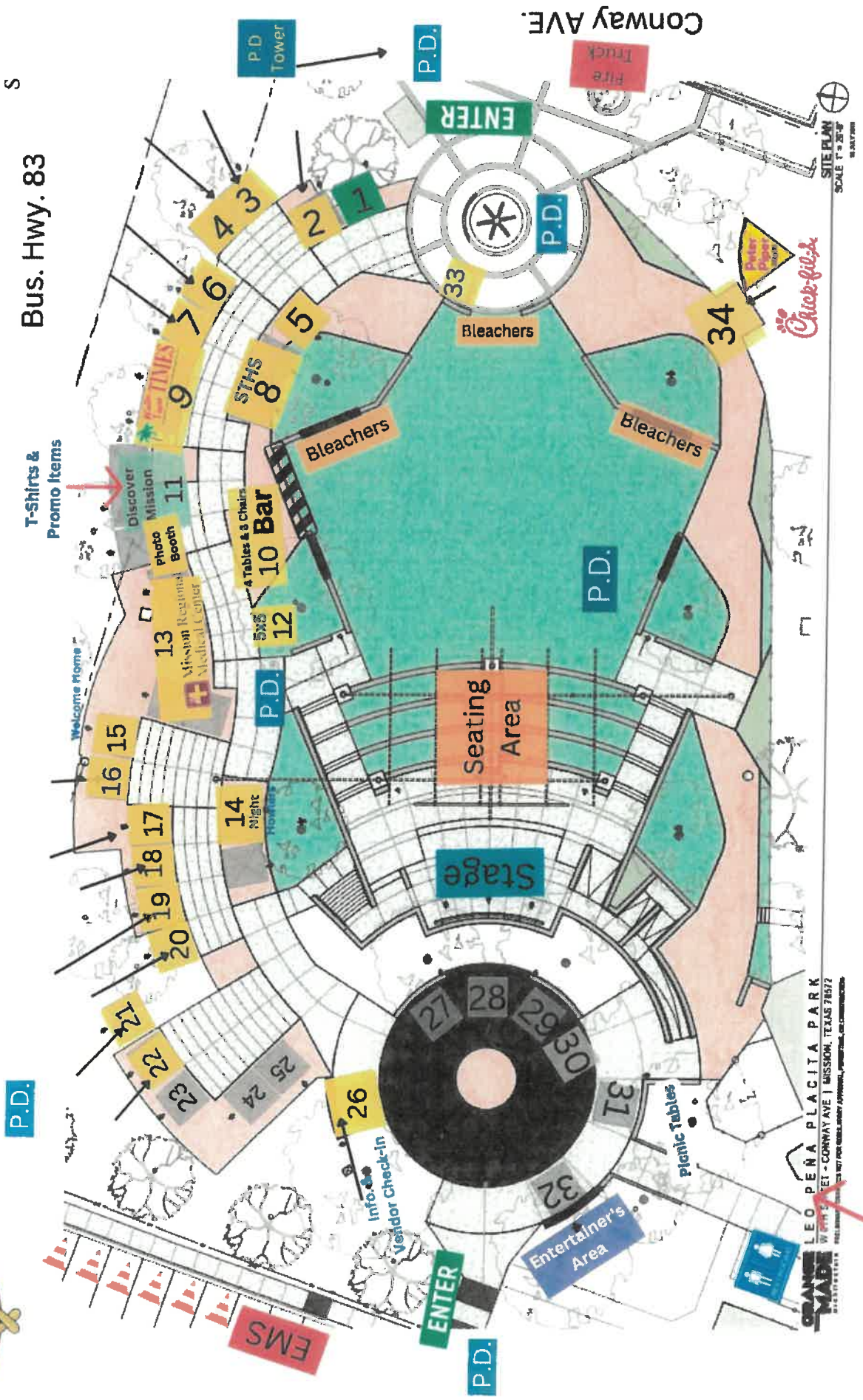
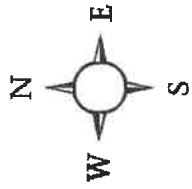
**FOR MORE INFORMATION ON FOOD VENDOR OR
SPONSORSHIP OPPORTUNITIES, CALL 956-585-2727
OR STOP BY THE GREATER MISSION CHAMBER OF
COMMERCE. 202 W. TOM LANDRY, MISSION, TX 78572**



**DISCOVER
MISSION**



WTFiesta 2025 Layout Leo Pena Placita Park





Please read all instructions prior to completing the application

TABC Use
Only

Registry No.

Per Sec. 30.03 of the Alcoholic Beverage Code, a Nonprofit Entity Temporary Event permit may be issued to a nonprofit entity (as defined in Sec. 30.01) for the sale of alcoholic beverages at an event sponsored by the permit holder, including picnics, celebrations, or similar events.

The permit effective dates must cover the time of receipt of the alcohol until the conclusion of the event. A permit is effective for no more than ten consecutive days, with exceptions.

Fees are \$50.00 per day and shall be effective for no more than ten consecutive days. The completed application and all fees must be received before the permit can be issued. Submission of the application and all fees does not guarantee approval.

Failure to submit your application at least **10 BUSINESS DAYS PRIOR** to the event will result in late fees as follows:

- **\$300** for applications received **7 to 9 business days** prior to the event
- **\$500** for applications received **4 to 6 business days** prior to the event
- **\$900** for applications received **1 to 3 business day(s)** prior to the event

Fees shall be remitted by such methods as a cashier's check, credit card, or company check, made payable to the Comptroller of Public Accounts. No personal checks.

Applications should be mailed or emailed to the local TABC office that corresponds to the location of the event.

Regional Office Email Addresses:

Region 1:	EventsLubbockRegion@tabc.texas.gov
Region 2:	EventsArlingtonRegion@tabc.texas.gov
Region 3:	EventsHoustonRegion@tabc.texas.gov
Region 4:	EventsAustinRegion@tabc.texas.gov
Region 5:	EventsSanAntonioRegion@tabc.texas.gov

Important: If submitting via email you must include "Nonprofit Entity Temporary Event application" in the subject line of the email.

Authorities and Responsibilities:

- Submit the following documentation, if applicable:
 - letter of permission from the property owner authorizing the sale/service of alcoholic beverages on their property (must include property owner contact information, date/time and address of event);
 - approvals from local officials;
 - sponsorship agreements, diagram or site map; and
 - additional documentation may be required to determine qualification.
- The permit is effective for no more than ten consecutive days, with exceptions for events in dry counties as provided by Alcoholic Beverage Code Sec. 30.09.
- Permit holders must maintain exclusive control of all phases of the possession, sale, and service of alcohol at the event location.
- Event hours must adhere to hours of operation authorized by local authorities.
- A copy of the permit issued by TABC must be displayed in a conspicuous place at all times during the event.
- It is the responsibility of the permit holder to verify and adhere to all state and local laws, ordinances, and regulations, and to obtain all necessary local approvals or authorizations. Contact the local office of the Comptroller of Public Accounts for information concerning any responsibility to submit state sales and gross receipts tax.
- The holder of this permit may only sell/serve alcoholic beverages for consumption at the location for which this permit may be issued.
- For more regulatory guidance on this permit and serving alcoholic beverages at fundraising events, visit Chapter 33, Subchapter E of TABC's Administrative Rules.

NONPROFIT INFORMATION

1. Type of Organization: ☐ Fraternal ☐ Religious ☐ Charitable ☒ Nonprofit Corporation
☐ Nonprofit Historic Preservation ☐ Civic ☐ Political Party/Association ☐ Candidate/Officeholder
2. Organization/Corporation/Candidate Name:
Chamber of Commerce of Mission Texas
3. Federal Employer's ID# (FEIN):
74-1078135

TEMPORARY EVENT INFORMATION

4. Event Dates and Times (Dates and times must include delivery and/or storage of alcohol.)
 Start Date: 3/7/2022 Time: 12:00 AM ☐ PM ☒ End Date: 3/7/2025 Time: 4:00 AM ☐ PM ☒
5. Type of Event (festival, picnic):
Winter Texan Fiesta Outdoor Concert
6. Event Address Street #: 807 Street Name: N. Conway
 City: Mission County: Hidalgo Zip Code: 78572
7. Description of Event Location: (Ex: parking lot, north side of park, booth no., etc. Note: Submit site map.)
Leo Peña Placita Park - site map attached
8. Does this event involve a promoter or an organizer? ☐ Yes ☒ No
 If "YES," Name of promoter or primary organizer: _____
9. Does this event involve sponsorship from a license/permit holder? ☐ Yes ☒ No
 If "YES," enter license/permit number and tradename:
 License/Permit # _____ Trade Name: _____
10. Other than the permission to sell alcohol on this property (question 13), do you have any other contracts and/or agreements (either verbal or in writing) associated with this event, such as sponsorship and/or third-party agreements? If "YES," attach copy, as applicable. ☐ Yes ☒ No
11. By checking "Yes" you confirm the event location address is wet for the sale of alcoholic beverages for which you are applying for in this application. This must be confirmed with the County Clerk. ☐ Yes
12. By checking "Yes" you confirm you have obtained all necessary authorizations from your municipality and county that may be required for your event. ☐ Yes
13. By checking "Yes" you have obtained permission to sell/serve alcohol from the owner of premise and have attached a copy from property owner. ☐ Yes
 If "YES," attach copy.

IF THIS EVENT IS AT A LOCATION WITH A PENDING ORIGINAL APPLICATION THAT IS REQUIRED TO POST A 60-DAY SIGN, STOP. CONTACT YOUR LOCAL TABC OFFICE.

CONTACT INFORMATION

By signing below, you affirm, and represent to TABC, that the above information is true and correct, and that you have the legal authority to request the privilege identified in this application on behalf of the organization named in this application.

14. Name of Contact for this Application: Brenda Enriquez Position/Title: President & CEO
 Contact Phone No.: 956-585-2727 Contact Email Address: presidnet@missionchamber.com
 Mailing Address: 202 W. Tom Landry City: Mission County: Hidalgo Zip Code: 78572

WARNING: Section 101.69 of the Texas Alcoholic Beverage Code states: "...a person who makes a false statement or false representation in an application for a permit or license or in a statement, report, or other instrument to be filed with the Commission and required to be sworn commits an offense punishable by imprisonment in the Texas Department of Criminal Justice for not less than 2 nor more than 10 years."

I, Brenda Enriquez swear that I have legal authorization to apply for and receive this permit.
 Print Name

SIGN
HERE

TITLE President & CEO

Before me, the undersigned authority, on this _____ day of _____, 20____, the person whose name is signed to the foregoing application personally appeared and, duly sworn by me, states under oath that he or she has read the said application and that all the facts therein set forth are true and correct.

SIGN
HERE

NOTARY PUBLIC

SEAL

M5050-00-000-0001-00 (238387) CITY OF MISSION ATTN: CITY MANAGER 1201 E 8TH ST MISSION TX 78572	M5200-00-119-0001-00 (239530) SMART STAR PROPERTIES LTD PO BOX 3606 BROWNSVILLE TX 78523	M5200-00-120-0000-00 (239538) CITY OF MISSION 1201 E 8TH ST MISSION TX 78572
M5200-00-120-0000-10 (239539) JJAB FAMILY LIMITED PARTNERSHIP PO BOX 279 MISSION TX 78573	M5200-00-120-0000-20 (239540) CITY OF MISSION C/O WALTER KELLEY 1201 E 8TH ST MISSION TX 78572	M5200-00-120-0001-00 (239542) RENDON MIGUEL A 113 W 8TH ST MISSION TX 78572
M5200-00-120-0001-30 (239544) RENDON MIGUEL A 113 W 8TH ST MISSION TX 78572	M5200-00-120-0002-00 (239545) RENDON MIGUEL A 113 W 8TH ST MISSION TX 78572	M5200-00-120-0003-00 (239546) OBREGON RICARDO TRUSTEE RICARDO OBREGON TRUST 117 W LEO NAJO ST MISSION TX 78572
M5200-00-120-0003-10 (239547) MOST REVEREND RAYMUNDO J PENA OF GUADALUPE PARISH DOCESE OF PO BOX 2279 BROWNSVILLE TX 78522	M5200-00-120-0003-11 (239548) MOST REVEREND RAYMUNDO J PENA OF GUADALUPE PARISH DOCESE OF PO BOX 2279 BROWNSVILLE TX 78522	M5200-00-120-0005-00 (239549) GARZA NORALINDA G SAN JUANITA G CONNELLY PO BOX 1886 MISSION TX 78573
M5200-00-120-0005-10 (239550) PALACIOS DE ORO PROPERTIES LLC 613 W 30TH ST MISSION TX 78574	M5200-00-120-0006-00 (239551) CADEREYTA INVESTMENTS LTD 2020 N INSPIRATION RD MISSION TX 78572	M5200-00-120-0007-00 (239552) MORALES ANTONIO 709 N CONWAY AVE MISSION TX 78572
M5200-00-120-0008-00 (239553) RODRIGUEZ ANIEL A MANZANAREZ 1701 MILLER AVE MISSION TX 78572	M5200-00-121-0000-00 (239554) CITY OF MISSION C/O CITY MANAGER 1201 E 8TH ST MISSION TX 78572	M5200-00-121-0001-00 (239555) FARIAS ROGELIO & HERLINDA F MOREI PO BOX 710885 HOUSTON TX 77271
M5200-00-121-0002-00 (239556) CORNEJO JUAN 219 W 8TH ST MISSION TX 78572	M5200-00-121-0003-00 (239557) GUERRA MARIA M 216 N MAYBERRY MISSION TX 78572	M5200-00-121-0005-00 (239559) ESPINO SOLEDAD TRT 702 PERKINS AVE MISSION TX 78572
M5200-00-121-0005-10 (239560) MISSION INVESTMENTS 1405 TERRACE DR MISSION TX 78572	M5200-00-121-0007-00 (239562) AGUIRRE LETICIA BELTRAN & MICHAEL 217 W LEO NAJO ST MISSION TX 78572	M5200-00-121-0008-00 (239563) BELTRAN LETICIA AGUIRRE 1316 EAST MILE 4 RD PALMHURST TX 78573
M5200-00-121-0008-10 (239564) BELTRAN LETICIA AGUIRRE 1316 EAST MILE 4 RD PALMHURST TX 78573	M5200-00-121-0010-00 (239566) GARZA FRANCISCO JAVIER 217 W 8TH ST MISSION TX 78572	M5200-00-131-0001-00 (239596) MISSOURI PACIFIC RAILROAD 1400 DOUGLAS ST STOP 1640 OMAHA NE 68179
M5200-00-131-0004-00 (239597) SANCHEZ RICARDO ET AL 801 1/2 PERKINS AVE MISSION TX 78572	M5200-00-131-0005-00 (239598) SANCHEZ RICARDO & RAFAEL ESMERALDA SANCHEZ 801 1/2 PERKINS AVE MISSION TX 78572	M5200-00-131-0006-00 (239599) PENA RAUL SALINAS PO BOX 68 MISSION TX 78573

M5200-00-132-0002-00 (239600)
MENDOZA RAUL
808 PERKINS AVE
MISSION TX 78572

M5200-00-132-0003-00 (239601)
MISSION ECONOMIC DEVELOPMENT
801 N BRYAN RD.
MISSION TX. 78572

M5200-00-132-0004-00 (239602)
MISSION ECONOMIC DEVELOPMENT
901 S BRYAN
MISSION TX 78572

M5200-00-134-0000-00 (239603)
H E BUTT GROCERY COMPANY
PROPERTY TAX DEPARTMENT
PO BOX 839999
SAN ANTONIO TX 78283

M5200-00-144-0000-42 (501848)
PNC BANK NATIONAL ASSOCIATION
300 FIFTH AVE PT-PTWR-22-1
PITTSBURGH PA 15222

M5200-00-146-0000-00 (239641)
MISSOURI PACIFIC RAILROAD
1400 DOUGLAS ST
STOP 1640
OMAHA NE 68179

M5200-00-146-0001-00 (239642)
ARG PSMSNTXOOL LLC
ATT: GLOBAL NET LEASE OPERATING
PO BOX 4794
NEW YORK NY 10185

M5200-00-147-0001-00 (239643)
BARRERA FAMILY LIMITED PARTNERSHIP
210 S BRYAN RD STE 1
MISSION TX 78572

M5200-00-147-0002-00 (239644)
CHARLIE RAY JAMES INV
2006 N SHARY RD
MISSION TX 78572

M5200-00-147-0004-00 (239645)
ARG PSMSNTXOOL LLC
ATT: GLOBAL NET LEASE OPERATING
PO BOX 4794
NEW YORK NY 10185

M5200-00-147-0004-05 (239646)
MOLINA JESUS A
1015 NEW MEXICO ST
PALMHURST TX 78573

M5200-00-148-0001-10 (239647)
RODRIGUEZ RAMONA GONZALEZ
2705 LEONOR ST
MISSION TX 78572

M5200-00-148-0008-00 (239649)
INMOBILIARIA YOUR PLACE LLC
732 BLUEBIRD
SAN JUAN TX 78589

M5200-00-148-0010-00 (239650)
MISSION CONSOLIDATED ISD
1116 N CONWAY AVE
MISSION TX 78572

M5200-00-148-0012-00 (239651)
OLVERA REYES MOISES III
810 S TAYLOR RD APT 224
MISSION TX 78572

S2900-00-000-0001-00 (280700)
H E BUTT GROCERY COMPANY
PROPERTY TAX DEPARTMENT
PO BOX 839999
SAN ANTONIO TX 78283

M5200-00-121-0009-10 (622032)
OLVERA MOISES & MOISES JR
723 N DUNLAP AVE
MISSION TX 78572

M5200-00-121-0010-05 (622033)
DE LEON OSCAR JR
OSCAR & ORFA DE LEON
725 N DUNLAP AVE
MISSION TX 78572

M5200-00-132-0001-00 (847548)
CITY OF MISSION
1208 E 8TH ST
MISSION TX 78572