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FOR IMMEDIATE RELEASE

Rio Grande City Welcomes New Main Street Coordinator

Rio Grande City, Texas (March 5, 2018) — Nancy Perez has been named Rio Grande City's new Main Street & Business Development Coordinator. Mrs. Perez, a UTRGV graduate, previously served as the executive assistant and incentive coordinator at the Rio Grande City EDC.

"I am looking forward to successfully fulfill my duties and to continue to work collaboratively with the advisory board members, partners, business owners and our community leaders to reach our goal to revitalize our main street district," Mrs. Perez said.

Perez replaces Belinda Treviño, who in December became the curator at the Kelsey Bass Museum & Event Center.

The goal of the Rio Grande City Main Street Program focuses on revitalization of the downtown historic district by implementing the Four Point® approach set by the National Main Street Center. These points include building partnerships within the community, promoting downtown through Main Street events, designing and maintaining historical elements unique to Rio grade City and identifying historical value and fostering economic development.

Rio Grande City was designated as a Texas Main Street City in 2002. The Rio Grande City Main Street Program also provides several services and assistance grants available to Main Street businesses including: Design Assistance from the Texas Historical Commission and Business Development grants, Main Street Façade and Commercial Revitalization grants.

The Rio Grande City Main Street Program provides many opportunities to get involved in downtown revitalization efforts. Anyone interested in volunteering is encouraged to visit the Main Street office at 408 E. Main Street or call (956) 488-0047.

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Photo caption: Nancy Perez, Main Street and Business Development Coordinator