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FOR IMMEDIATE RELEASE

Rio Grande City Main Street Attends Summer Professional Development

Rio Grande City, Texas (June 13, 2017) — Belinda Trevino, Rio Grande City Main Street and EDC Business Development Coordinator and Rosa Gonzalez, Main Street Advisory Board Chairwoman represented Rio Grande City at the Texas Main Street Program Summer Professional Development Training in San Angelo, Texas on June 13-16, 2017.

The workshop began with an overview of Main Street 101, a basic training and refresher course touching upon the four-point framework for Main Street revitalization of historic downtowns followed with various sessions covering program management and organization, downtown promotion, building design, and economic vitality ideas for downtown revitalization efforts.

Participants also had the opportunity to attend a workshop presented by international speaker, consultant and business expert Jon Schallert. He specializes in teaching businesses how to turn themselves into consumer destinations. His presentation touched upon ways to invigorate and inspire small businesses with innovative marketing strategies to attract shoppers and visitors.

“This was a very eye-opening and informative experience,” said Trevino. “I have a new perspective on our entrepreneurs who continue to weather many challenges and contribute to the economic growth of the city and the community. We’re excited to share this information to help our small businesses and continue Main Street’s revitalization efforts.”

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: Main Street Program Training participants