

We Revitalize Downtown McAllen Because...

- *COMMUNITY ECONOMIC HEALTH*
- *LOCAL QUALITY OF LIFE & PRIDE*
- *PARTNERSHIP BETWEEN PRIVATE & PUBLIC SECTORS*
- *OUR COMMUNITY'S PHYSICAL, HISTORICAL, & CULTURAL HERITAGE*
- *COMMUNITY IDENTITY*
- *QUALITY OF BUSINESS & EMPLOYMENT LIFE*
- *DOWNTOWN IS THE HEART OF COMMUNITY GOVERNMENT, BUSINESS, CULTURE, & ENTERTAINMENT*
- *DOWNTOWN IS A UNIQUE GATHERING PLACE FOR "ALL" RESIDENTS & VISITORS*
- *DOWNTOWN BUSINESS KEEPS MONEY IN THE LOCAL ECONOMY*
- *DOWNTOWN'S HEALTH IMPACTS SURROUNDING RESIDENTIAL NEIGHBORHOODS*
- *DOWNTOWN IS A GOOD INCUBATOR FOR NEW SMALL BUSINESSES - THE SUCCESSES OF TOMORROW*

- *LOCAL INDEPENDENT BUSINESSES SUPPORT LOCAL COMMUNITY PROJECTS*
- *DOWNTOWN BUSINESSES EMPLOY MANY PEOPLE*
- *DOWNTOWN BRINGS PEOPLE TOGETHER & HELPS BUILD A STRONGER COMMUNITY.*

*For more information please
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Downtown McAllen's Entertainment & Cultural District



(Originally Guerra St.)

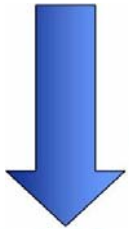
**R.G.V.'s 1st Official
Entertainment District for:**

- ☆ *RESTAURANTS*
- ☆ *BARS*
- ☆ *PATIO GRILLS*
- ☆ *CLUBS & LOUNGES*

Why Downtown McAllen
Because:

You will be located in a
cluster of other similar
businesses

THERE ARE INCENTIVES



The Answer...

McAllen's
Downtown
Entertainment
& Cultural
District
17th St

INCENTIVES

*Locating in McAllen's
Downtown Entertainment &
Cultural District versus
anywhere else in the city:*

- ◆ *Special permit granted every 3 years to Bars, Lounges, & Dancehalls waiving the normal minimal distance of 600 feet from churches, schools, and residential areas*
- ◆ *Waiver of having to go through the traditional Conditional Use Process*
- ◆ *New ordinances allowing mix use of commercial & residential (Second floor loft living above businesses)*
- ◆ *Alternative parking requirements*
- ◆ *New Multi-Million Dollar parking garage with lease space for parking & restaurants*

- ◆ *Marketing Assistance & Guidance from the Heart of the City*

COMING SOON...

*HEART OF THE CITY
OFFICE RELOCATION TO THE
ENTERTAINMENT DISTRICT*

The New Multi-Million Dollar Garage

- ▲ Only 2 blocks from McAllen's Downtown Entertainment & Cultural District
- ▲ New Mix of Restaurants
- ▲ Solution to parking congestion
- ▲ Valet Parking
- ▲ Access to Historic Buildings
- ▲ Anticipated completion is November or 2007