

TODAY'S NEWS

Introducing, Events and Contributors to Weslaco's Economic Success



Weslaco EDC's ALFRESCO - Music & Art Street Festival

A Growing Trend to Revitalize the Downtown District

It's not new to Weslaco, but taking a needed breath of fresh air. The Afresco Downtown Music and Art Festival now boost of having some of the largest crowds recorded in its recent history.

The current Weslaco EDC team collaborated efforts to improve the event's energy and participation are always on hand enjoying the fun. "It's about quality of life," says Marie McDermott, named executive director in June, 2016. "Families are always looking for fun and inexpensive things to do together and the Alfresco event means they can find that in their own home town.



The success of Alfresco centers around three important factors.

1. Selective entertainment
2. Local school participation
3. Wide selection of vendors

And if a fourth factor was needed, staying out of the summer sun would be key. The Weslaco EDC is running a 7 month season beginning in September, 2016 and ending in March 2017.

When selecting entertainment, each month varies depending on specific holidays relevant to that month and of course, the arrival of the RGV's Winter Texan.

A significant contributor to the success of Alfresco is the talented students in local and surrounding schools. From the introduction of athletes, to folkloric dancers, to skits by thespian groups, "it is the children who bring the crowds," says director Steven Valdez. "Exposing our talented youth to our community gives us a feeling of pride and a sense of belonging and economic development is based heavily on families that are establishing deep roots in Weslaco," says Valdez.



Winter Texans who contribute generously to Weslaco's economy also inspire ideas for family fun. Entertainment for the December Alfresco, for example, will be made up entirely of performances by square dance groups, cloggers, jam sessions, soloists and all other forms of entertainment that typically perform at mobile home parks throughout the Valley.

Vendors are also more diverse in their products and services offering the growing crowds of Weslaco a greater variety. In the last three months, vendor participation has increased by more than 50% and expected to continue growing.

Perhaps the greatest benefit the Alfresco event brings to the city of Weslaco is the thousands of visitors that now walk the sidewalks of the downtown district.

As growth continues along the expressway in Weslaco, the downtown district remains to be the barometer that measures the city's success.

"Downtown Weslaco is the lifeline that sustains significant growth and development and it is within the Weslaco EDC's mission to partner with our downtown business owners to ensure their success," says McDermott.

