



The Greater Pharr
Chamber *of* Commerce

About Us

The Greater Pharr Chamber of Commerce is proud partnered entity of the City of Pharr & Pharr Economic Development Corporation. We proudly serves as the voice, resource, and driving force behind the small business community in the City of Pharr and its surrounding areas. Our mission is simple: to foster economic growth in our thriving, healthy, and sustainable local economy by empowering businesses of all sizes through connection, collaboration, and celebration.

Mission and Vision

Mission Statement

To Be Pharr's leading organization that advocates for businesses and the community by providing relevant services that foster economic growth.

Vision Statement

The Greater Pharr Chamber of Commerce is an influential business organization that strives to improve the economic strength and vitality of its members.



Board of Directors



Chairwoman
Sonia Falcon
Lone Star National Bank



Treasurer
Laura Warren
The Warren Architects



Board Director
Jose Delgado
Halff Associates



Board Director
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Avo Street Produce



Incoming Chairwoman
Dr. Annabelle Palomo
RGV College



Secretary
Alma Caso
Plaza Sports Center



Board Director
Mercedes Guillen
Visionary Printing & Design

What is a Chamber of Commerce ?

Chambers of Commerce
are local association of business
professionals and entrepreneurs.



It exists to **support and represent**
the interests of the business community.



Chambers can operate at
local, regional, or national levels.



What We Do For Businesses

- **Networking Opportunities** -Hosting events to connect local businesses.
- **Foster Professional Relationships** – We provide an environment that promotes relationship building between, businesses, the city of Pharr and the community at large.
- **Education & Resources** - Offering workshops, seminars, and access to business resources.
- **Promotion** - Helping businesses increase visibility through various channels.



Networking & Community Building

GPCC Business Mixers--We proudly partner with our members to host purposeful networking events designed to foster meaningful connections. These mixers create valuable opportunities to build relationships, spark collaboration, and develop partnerships—not only for the Greater Pharr Chamber of Commerce, but also for the City of Pharr and the members who actively participate. Together, we exchange ideas, support one another, and grow stronger as a community.



Promoting Local Businesses

Showcase member businesses through online directories, social media, and online newsletters. Provide advertising and sponsorship opportunities at events. Special programs like "Shop Local" campaigns to drive consumer interest.



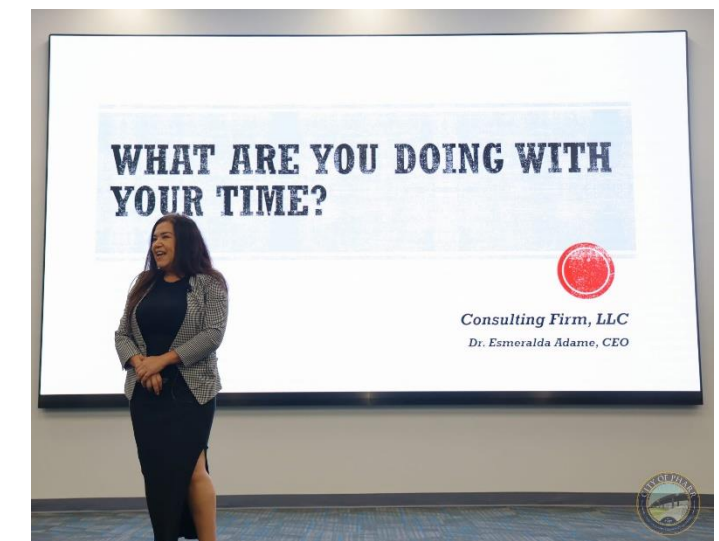
Constant Contact is an e-mail marketing software which offers tools for social media and helps with overall digital marketing efforts.

Chamber social media campaigns highlighting our members with posts that feature pictures or videos depending on Chamber Membership

Empowerment & Development

We believe that knowledge is power. That's why we host our popular “**Empowerment and Development**” Lunch & Learn Series, where we partner with local professionals to gain practical insights and tools to help grow business and stay competitive in today's ever-changing marketplace. We focus on topics such as:

- *Marketing Trends*
- *Time Management in the Workplace*
- *Customer Service*
- *Cyber Security for Business*



PAL AMBASSADOR PROGRAM

Our P.A.L. (Philanthropic Action Leaders) Program plays a critical role in welcoming new members, strengthening connections, and fostering leadership among business professionals who serve as goodwill representatives of the Chamber



Avocado Festival

The Pharr Chamber is major partner of the City of Pharr's Avocado Festival, the region's largest and most celebrated signature event, the Chamber oversees all fundraising initiatives, vendor coordination (market and food), merchandise and beer sales, and plays a critical role in logistical planning. This high-profile event not only showcases Pharr's cultural pride but also generates tremendous economic impact for the local business community



What Makes Us Unique ?

SUPPORT, SUPPORT, SUPPORT!

What truly makes the Greater Pharr Chamber of Commerce special—and what will continue to drive its growth and evolution—is the unwavering support we receive. Our strong partnership with the City of Pharr, along with the unity and collaboration we're building with the Pharr International Bridge and the Pharr Economic Development Corporation, truly does set us apart.

Through meaningful collaboration, we are better equipped to serve our Business community & community at large, drive economic progress, and promote sustainable development—not just for the City of Pharr, but for the entire region.



Pharr
Economic Development
Corporation



The Greater Pharr
Chamber *of* Commerce

Contact Us

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The background features a large, abstract composition of overlapping geometric shapes. On the left, a large dark blue triangle points towards the bottom right. To its right, a yellow triangle points towards the top right. A diagonal yellow band runs from the bottom left towards the top right. The right side of the image is a light gray area with a faint, white geometric network pattern of interconnected lines forming various polygonal shapes.

**THANK
YOU!**