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December 04, 2019

KRGV-TV
Channel 5 News
900 East Expressway
Weslaco, TX 78596

Attention: Valerie Gonzalez

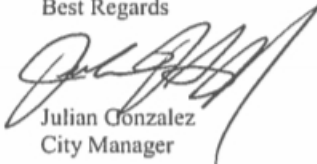
This letter is in response to your email requesting more information about the purpose for the purchase of concert tickets with city funds. Please note that the expenses in question are for our Special Events Staff who plan and coordinate events for the City year round.

Not only does it provide our staff with unique opportunities for collaboration with other event planners and promoters in topics of mutual interest; attending other events and festivals outside of the valley has proven to help provide new ideas and insight to better organize our events and identify areas of improvement to increase efficiencies in work processes and production of displays.

BorderFest, Fourth of July, and Festival of Lights are three major events the City prepares for each year and each year we look to different avenues in search of new marketing ideas, potential sponsorships, new venues or performers, and creative display innovations to include our historic Pumphouse Museum and Courthouse.

We believe it is an investment with immediate and long term results. Finding innovative approaches to better plan and coordinate future events and continue to provide the community with a great experience while attending the City's events is our ultimate goal in our special events division.

Best Regards



Julian Gonzalez
City Manager

"The City of Hidalgo is committed to providing cost effective municipal facilities, infrastructure and services that meet the needs of citizens, businesses and visitors through well planned development resulting in exceptional quality of life"

