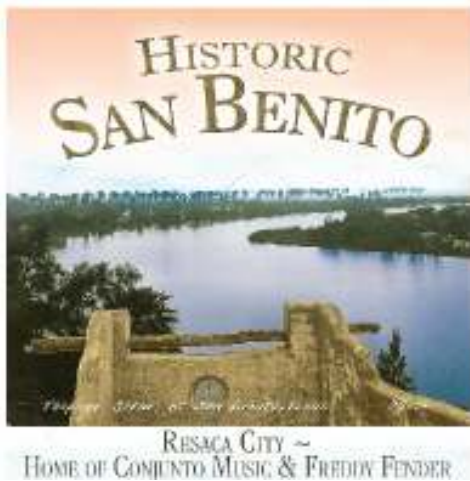


A little about San Benito, Texas: 78586

San Benito is nestled in the tip of South Texas near the center of the lower Rio Grande Valley, flanked by Mexico to its southwest, while the Gulf of Mexico lies to its east.

San Benito is known as the Resaca City, thanks to the picturesque 400-foot wide waterway which meanders through this rich historic community. The resaca is fed by the Rio Grande and serves as the primary irrigation, residential and commercial water system for the city.

Climate and geographic location are factors in the city's success. Mild winters and close proximity to old Mexico and the Gulf of Mexico attract visitors who are eager to share the area's rich cultural and natural ecological/environmental beauty.



Previously a solid agricultural community, San Benito is evolving into a cultural and ecological tourist destination while continuing its retail and light industrial designation.

With the advent of ecotourism, the area attracts visitors from across the world in search of native wildlife species such as exotic birds, butterflies and neo-tropical plants. The Rio Grande Valley is one of the top 12 birding hot spots in the nation with thousands of naturalists converging annually upon the Rio Grande Valley in search of some of the 484 species which have been sighted locally. Winter Texans, primarily retirees from the Midwest, annually flock to the Valley to escape the cold northern temperatures and enjoy native wildlife in a temperate climate. In fact, San Benito features the state's largest recreational vehicle park, heavily populated by winter visitors.

San Benito is also the home of Conjunto (accordion-style, Latin-based) music and has a rich heritage with legends including Narciso Martinez (the father of conjunto music) and Grammy award-winner Freddy Fender. Recently, the community has embarked upon the development a Cultural Heritage Project to publicly feature the works and contributions of the area's musical talents, combined with local traditions.



The project will incorporate existing music festivals, art exhibits, educational ventures and recognition ceremonies for public benefit.



In addition to the museums themselves, active partners in the Cultural Heritage Museum Project are the Narciso Martinez Cultural Arts Center, the City of San Benito, Chamber of Commerce and Economic Development Corporation. This coalition was instrumental in opening the Museums of San Benito in November 2007. The museums include the San Benito History Museum, Freddy Fender Museum and the Texas Conjunto Music Hall of Fame and Museum. They can be found in the San Benito Community Building, 210 E. Heywood Street. Hours of operation are Thursday through Saturday from 10 a.m.-4 p.m. Admission is \$3 per adult and \$1.50 for children under 12.

The city's economy is positively impacted by the North American



Free Trade Agreement (NAFTA), the growth of manufacturing plants and the shipping industry of fruits and vegetables via the international bridge. The maquiladora (twin manufacturing plant) industry operates on the concept of manufacturing performed in Mexico with support facilities on the U.S.



side. San Benito is just minutes from the Free Trade International Bridge at Los Indios, which it partially owns. The bridge is one of the most modern ports of entry of South Texas, and provides a quick route to the Mexican border cities of Matamoros, Reynosa and Valle Hermoso, as well as the interior industrial city of Monterrey.

San Benito reflects the best of South Texas...from culture to climate to cuisine. Come see for yourself!