



Pharr

MAYOR Ambrosio Hernandez, MD

COMMISSIONERS Michael Pacheco | Roberto "Bobby" Carrillo | Ramiro Caballero, MD | Daniel Chavez | Ricardo Medina | Itza Flores



NOTICE TO RESIDENTS & BUSINESS OWNERS

September 15, 2026

Dear Pharr Residents and Business Owners,

The City of Pharr is proud to announce its upcoming **Avocado Festival**, scheduled for **Saturday, October 10, 2026**, in the heart of **Pharr's Downtown District**.

In preparation for this large-scale community celebration, the City is committed to keeping you informed about **road closures, parking restrictions, and event impacts** that may affect your home or business.

Please review the following details carefully:

Road Closure Schedule & Impact

THURSDAY, OCTOBER 8, 2026 – Initial Setup Begins

Starting at 1:00 PM

- **Hard closure:**
 - Business 83 from **Aster St. to Birch St.**
 - Cage Blvd. (281) from **State Ave. to Cherokee Ave.**
- **Soft closures at the following intersections:**
 - Caffery & Cage Blvd.
 - Bluebonnet & Business 83
 - Kelly Ave & Cage Blvd.
 - East/West Cherokee Ave & Cage Blvd.

Note: Businesses located within the road closure area are encouraged to remain open. All vehicles parked within the road closure zone (Cage Blvd. from State to Kelly, Business 83 from Aster to Birch and East Park Ave. from Cage to Athol) must be removed by **Thursday, October 8th at 1:00 PM** to allow set-up crews access. Public access to these businesses will remain available to pedestrians. These closures will remain in effect through **Sunday, October 11, 2026**.

Businesses interested in participating in the Avocado Festival fun are encouraged to contact the Special Events office at 956-402-2400. We'd love to have you join us!



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FRIDAY, OCTOBER 9, 2026 – Full Festival Setup

Beginning at 8:00 AM

Hard closure expands to:

- South Cage Blvd. from **Clark Ave. to Kelly Ave.**

Additional hard closures at:

- Bluebonnet & Business 83
- Clark Ave & Cage Blvd.
- Athol & Park
- Caffery & Athol
- Caffery & Bluebonnet
- Cherokee & Athol
- S. Aster & Cherokee
- Park & Aster
- S. Bluebonnet & Park

Thursday and Friday, parking lots on both West Park Ave. will remain open to ensure nearby businesses have access for customers and staff. These lots will **close at 12:00 PM on Friday, October 9th** for final festival setup.

Vehicles parked on East and West Park Ave. from Athol to Bluebonnet must be relocated by **Friday, October 9th at 8:00 AM.**



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SATURDAY, OCTOBER 10, 2026 – FESTIVAL DAY

- Hard and soft closures remain in effect.
- **Security checkpoints** will be set up throughout the festival grounds.

Access Info:

- On Saturday, October 10th, between 12:00 PM and 2:00 PM, festival staff will be cleaning and preparing the grounds. During this time, unauthorized individuals will not be permitted within the festival area and will be escorted out.
- **Festival gates open to the public at 2:00 PM** – free until 5:00 PM.
- After **5:00 PM**, all attendees over age 5 must pay a **\$5 entry fee**.
- **Residents within the festival grounds** must show **proof of residency** for checkpoint access.
- **Only authorized personnel** will be allowed inside the secure area prior to gates opening.
- **Businesses within the grounds may remain open** and are encouraged to do so.

Contact the **Special Events Department** to coordinate access and promotion if your business plans to stay open during festival hours.

SUNDAY, OCTOBER 11, 2026

- **All street closures will be lifted by 10:00 PM**

Important Reminders:

- A **festival map** with closures, parking, and gate info is attached.
- Crews will begin early morning setups, so please **relocate vehicles as instructed**.
- The city will maintain **trash pickup, police presence, and on-site medics** throughout the event.

If you have questions about business access, resident passes, or other concerns, please contact: **Pharr Special Events Department** (956) 402-2400.

Thank you for your cooperation and support as we prepare to host a safe, and successful **Avocado Festival 2026!**



FIESTA NISSAN
EDINBURG



BERT OGDEN NISSAN
MCALLEN

PRESENTS



LA CASETERA



DE Parrianda



956 STAGE

DOMINGO ELIAS 3ZERO

MESTEÑO | ARTURO QUINTERO | DERICK GARZA
ALI CAT CRASH | VINTAGE TRAVELERS BAND



OCTOBER 10, 2026 | DOWNTOWN PHARR | 2PM - 11PM