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JUNE 3, 2026

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City of McAllen Makes More Than \$600,000 Available to Help Businesses Upgrade Storefronts

REFRESH 50|50 Program Now Offering Up to \$25,000 in Matching Grants for Eligible Commercial Properties

The City of McAllen is inviting commercial property owners to take advantage of more than \$600,000 in available grant funding through its REFRESH 50|50 Storefront Revitalization Grant Program, a matching grant initiative designed to help businesses improve their storefronts, attract customers and strengthen commercial corridors across the city.

The City has increased the maximum grant award from \$15,000 to \$25,000 per project, creating one of the most aggressive storefront improvement incentives in South Texas. Eligible businesses can receive matching funds for exterior improvements including painting, landscaping, signage, lighting, ADA accessibility enhancements, façade upgrades and other projects that enhance curb appeal and customer experience.

"McAllen is growing, businesses are investing, and we want to help accelerate that momentum," said Mayor Javier Villalobos. "With more than \$600,000 still available, this is an opportunity for business owners to improve their properties with the support of a City that believes in reinvestment. When businesses invest in McAllen, McAllen invests back."

The announcement comes as McAllen continues to post record economic performance, including nearly \$100 million in annual sales tax revenue in 2025 and approximately \$5 billion in taxable sales, reinforcing the City's position as the Rio Grande Valley's leading destination for retail, dining, entertainment and commerce. Since launching in 2019, the REFRESH 50|50 program has helped fund 129 storefront improvement projects citywide, generating more than \$1.37 million in total investment and transforming commercial corridors throughout McAllen.

"McAllen's economic success starts with the small business owners who open their doors every day and believe in this community," said City Manager Isaac J. Tawil. "REFRESH 50|50 is about investing in people. We want entrepreneurs and property owners to know that the City sees their effort, values their contribution, and is committed to helping them succeed. Every improvement made through this program sends a message that McAllen is growing, thriving, and committed to supporting those who are helping build its future."

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Since Sept. 1, 2025, the City of McAllen Office of Retail and Business Development has facilitated the award of \$144,034.10 in REFRESH 50|50 grant funding during the current fiscal year, connecting local businesses with resources to improve and revitalize their properties. Eligible projects are located within designated commercial corridors, including portions of 10th Street, Business 83, 23rd Street, South Ware Road and Downtown McAllen. Projects must receive City approval before work begins, and grant funds are reimbursed upon completion.

The Office of Retail and Business Development encourage business and property owners to apply soon while funding remains available.

For program information or to apply, visit refresh5050.com.

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About the City of McAllen

Founded in 1904 and incorporated in 1911, the City of McAllen has grown from a small agricultural community into one of the most vibrant and fastest-growing cities along the U.S.–Mexico border. Known as the “City of Palms,” McAllen serves as a hub for international trade, retail, tourism, and culture in the Rio Grande Valley. Today, the city employs more than 2,600 dedicated public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. McAllen city leaders remain committed to transparent governance, fiscal responsibility, and enhancing quality of life through innovation, infrastructure, and community engagement. For more information, visit www.mcallen.net and follow us on social media @cityofmcallen