

The Triple Crown City of Pharr, Texas with Main Street and All American City designations, in an unprecedented regional collaboration of three cities, one school district, one education service center and multiple implementation private public partnerships, proposes the Pharr, San Juan, Alamo *Promesas del Valle* Initiative (PSJA PVI). **The goal of the initiative is to revitalize areas of the most impoverished census tracts of the tri-city region, yet unaffected by revitalization efforts to date.** Utilizing a community impact approach, the partners will capitalize on assets to mitigate the challenging needs of the region. PSJA PVI is located on the Texas-Mexico border in the Rio Grande Valley of deep south Texas. The challenges are cyclical poverty, over 40% cited by all indices among the worst poverty in the U.S. and the fewest bachelors' degrees per capita in the State of Texas. ***Metrics for poverty mitigation and revitalization will impact six targets, four HUD priorities, job creation, economic development, education, crime reduction and two local priorities, housing and health, as determined by a community needs assessment.*** Unique assets will align to mitigate the tremendous challenges of region. Zone unique assets are: Pharr International Bridge, Texas/Mexico with \$\$ in international trade annually; Cradle to College Strategy, UTRGV & PSJA ISD, Department of Education grant \$\$; Highest dual enrollment (quantify) in the State of Texas at PSJA ISD & STC; Second largest Gear Up Grant in the nation, totaling \$\$; College Café Model for college information and referral, recruitment, financial aid assistance and tutorials will open in 2017 in the *Promesas del Valle Zone*; STC Public Safety Campus will open in 2016 for regional education in public safety; UTRGV Medical School launched in 2015 with a community medicine priority; two interns are committed to the Zone to expand school based clinic services. Together all partner leverage \$\$\$ for the PSJA PVI success strategies.