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McAllen Mourns and Honors Assistant City Manager Joe Vera

It is with profound sadness that we share the passing of Assistant City Manager Joe Vera earlier this morning. Joe was a visionary leader whose dedication and passion transformed McAllen into a vibrant hub of culture and community.

With over five decades of public service, Joe's tenure with the City of McAllen began in 2014. He oversaw key departments such as the Convention Center Facilities, McAllen Public Library, Palm View Golf Course, and Parks and Recreation. His leadership was instrumental in positioning McAllen as a regional destination, notably through the coordination of major events like the McAllen Holiday Parade, which attracted over 240,000 attendees in 2024 and was recognized as the Best New Event by the International Festivals and Events Association in 2014. The McAllen Holiday Parade has been recognized as the World's Best Parade eight times, the Best Parade in Texas nine times, and garnered McAllen recognition as a World Festival and Event City three times.

Joe's commitment to curating impactful cultural experiences extended beyond city events and management. He was a past president of the Texas Festivals and Events Association and the Texas Association of Fairs and Events. His numerous accolades include inductions into the International Festivals and Events Hall of Fame and the Texas Festivals and Events Association Hall of Honor.

Beyond his professional achievements, Joe was deeply involved in community service, contributing to organizations like United Way, Sacred Heart Catholic Church, Lions Club, Boy Scouts, and 4-H. An Eagle Scout, he exemplified the values of dedication and service in every facet of his life.

Joe Vera's legacy is etched into the very fabric of McAllen. His vision and unwavering commitment have left an indelible mark on our city. Joe would often quote PT Barnum, "The noblest art of all is making others happy." In that sense, Joe was as an incomparable artist who brought joy to countless lives.

As we gather for the Border Texan of the Year event, another example of Joe's visionary leadership, let us honor his memory and celebrate the immense contributions he made to our community.

We extend our deepest condolences to his family, friends, and all who were touched by his remarkable life.

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