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Fall for the Arts Unveils New Arts Initiatives and Announces Matteo Bocelli Holiday Concert

New initiatives and a diverse lineup of Broadway, concerts, comedy and family entertainment headline the upcoming season

The City of McAllen and the McAllen Performing & Cultural Arts Foundation celebrated the arrival of a new arts season with the second annual Fall for the Arts event, highlighting new initiatives designed to expand access to the performing arts and announcing an internationally recognized artist coming to McAllen.

The event featured the launch of Arts for All, an initiative focused on connecting students across the Rio Grande Valley with live performing arts experiences. The program aims to reach approximately 900 to 1,000 students each year through five to six Broadway productions, giving students opportunities to attend performances, connect with touring artists and learn about careers in the arts.

Community members, businesses and organizations can support the initiative by sponsoring a student's Broadway season for \$250. Funds will help provide students with access to performances and educational experiences at the McAllen Performing Arts Center.

The initiative builds on continued growth in McAllen's Broadway programming. Broadway subscriptions have increased 15 percent, while several single-night engagements have sold out. Beginning with *Beetlejuice*, McAllen will expand select productions from one-night to two-night engagements, with the long-term goal of attracting extended Broadway runs to the Rio Grande Valley.

The event also featured a major concert announcement: "Winter Nights with Matteo Bocelli" will come to the McAllen Performing Arts Center on December 19. The internationally recognized Italian singer and songwriter, son of legendary tenor Andrea Bocelli, has established his own career blending classical influences with contemporary music.

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In conjunction with “Winter Nights with Matteo Bocelli,” the McAllen Performing & Cultural Arts Foundation will host a special pre-show wine dinner and meet-and-greet fundraiser. Proceeds will support the Foundation’s mission of expanding arts access, arts education and opportunities for young people through initiatives such as Arts for All.

Fall for the Arts also showcased the extensive 2026–2027 entertainment lineup, featuring Broadway productions, concerts, comedy, mariachi, ballet, family programming and special events. Highlights include *The Music Man*, *Mystic Pizza*, *Waitress*, *Beetlejuice* and *Legally Blonde*, along with performances by Edith Márquez, Juanes, Alicia Villarreal, José Madero, Jim Gaffigan, Gary Owen and others.

Signature community events including Noche de Vino, the South Pole Illuminated Festival, the Deborah Case Winter Recital and holiday performances will also add to the season’s offerings.

“The arts strengthen our quality of life and help us connect generations and communities,” said City Manager Isaac J. Tawil. “Arts for All is about making sure more young people have the opportunity to experience the arts and see themselves as part of that world.”

With an expanding calendar and new opportunities for students and families, McAllen continues to strengthen its role as a destination for arts, culture and live entertainment in South Texas.

For tickets and the full 2026–2027 entertainment lineup, visit the McAllen Performing Arts Center Box Office or Ticketmaster.

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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