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Violet Rivera, Economic Development

Violet Rivera is the Visit Mesquite Coordinator for the Economic Development Department.

In her role, Violet promotes tourism, hospitality, and local events that highlight Mesquite as a vibrant destination for visitors, businesses, and event organizers. She maintains partnerships with hotels and venues, and serves as a key liaison between the City and the tourism industry. Her work helps drive economic growth by showcasing Mesquite's unique attractions and cultural offerings.

Violet brings creativity, strategy, and strong communication skills to every project she leads. She does her best to ensure that events are accessible and available to everyone in the community.

With her energy, professionalism, and commitment to community pride, Violet plays an essential role in advancing Mesquite's tourism and economic development goals.