



**Weslaco Chamber of Commerce Activities Report – January 2011**  
**For the Weslaco Chamber Board, City of Weslaco Commission, Weslaco EDC**

**HOTEL/MOTEL BUDGET PROMOTIONAL ACTIVITIES:**

**Advertising & Promotion**

- The Chamber continues advertising in the Tejas Y Turismo weekly publication for the year, to promote Weslaco as a destination in the Monterrey market. This will include 2 covers and 7 full page ads, for a total of \$8,500. International bridge publication distribution was also, 6 ads will be placed during strategic vacation/shopping times for Mexican citizens crossing the international bridges in Hidalgo County (80,000/month).

**Nature Tourism & Texas Onion Fest**

- The Chamber produced a rack card to promote Texas Onion Fest (one side) and the Valley Nature Center and Estero Llano Grande's Dragonfly Days (on the other side). 20,000 will be printed and distributed statewide.

**Conferences & Meetings**

- The Chamber had a booth at the International Travel Show held in McAllen, Jan 5 & 6. The show was attended by 12,000 and 100 booths distributed travel and destination information to promote their area. The Chamber distributed 2,015 pieces of literature and promotional items at the travel show.

**Winter Texan Promotion**

- The Chamber began the Tourist Coffee Bar in November, offering coffee and pastries everyday to visitors to the Visitor Center. Winter Texans visit the center to view videos on Sugar Cane Production, History of Weslaco, and Nature Tourism.

**WESLACO ECONOMIC DEVELOPMENT PROMOTIONAL ACTIVITIES:**

**Economic Development & Business Promotion**

- EDC Smart Move Campaign continued. Banner ad continues on Rio Grande Guardian website.
- ¼ pg ad placed in the February Texas Real Estate Business within a feature on development in the RGV.

**EDC Website & Social Media Activity**

- **WeslacoNow.com:** Continued to post agenda, minutes and executive director reports. Site had 486 visits, and 1,243 pageviews in January.
- **EDC Facebook Page:** now has 371 friends. Chamber staff posted seven news items in January.
- **EDC Twitter:** Currently has 99 followers. Tweeted eight news items in January.

**WESLACO AREA CHAMBER COMMITTEE ACTIVITIES**

- **Texas Onion Fest** – Onion Fest is scheduled for Saturday, March 26th. The planning committee meets weekly.
- **Member Services** – Member Services has scheduled a number of educational and informational opportunities for Weslaco businesses including Lunch & Learns, and a QuickBooks seminar.
- **Legislative Affairs** – Chamber CEO Martha Noell, City Secretary Elizabeth Walker, and Estero Llano Grande Park Superintendent Martha Garcia organized a breakfast at Estero Llano Grande, Jan. 22<sup>nd</sup>, for the RGV Partnership Legislative Tour. The legislators were welcomed by City Manager Leo Olivares, Chamber Chairman Anabell Cardona and Park Superintendent Martha Garcia. They were treated to guided tours at the park to better understand the positive economic impact of nature tourism on Weslaco and the entire Rio Grande Valley. The Chamber has added a link on [www.weslaco.com](http://www.weslaco.com) to the Texas Prosperity Project. The Chamber has customized a page on legislative events and contacts, local and statewide. The link provides updates on legislative events at the state capitol.
- **Leadership Mid Valley** – Class VI attended their Government Session Jan. 20th. They visited Weslaco City Hall, Police Department, Fire Department and Airport. They had a presentation by County Commissioner Joel Quintanilla during dinner. Plans began for the Class Legislative Trip to Austin, April 5 & 6, 2011.
- **Ambassador Red Coats** – Red Coat Annual Meeting was held January 21<sup>st</sup>. Norma Montalvo was elected as Chief Ambassador and Assistant Chiefs elected were Loli Gomez Pena and Jeff Walker. A decision was made to extend an invitation to Mayor Miguel Wise and City Manager Leo Olivares to be honorary Red Coats. New Ambassadors elected were Melissa Neuhaus (Neuhaus Company), Perla Garcia (Lone Star Bank) and James Morgan (DeBryun Produce).

## Advertising & Promotion (Oct 2010 – Sept 2011)

### Hotel/Motel - NOVEMBER 2010

Texas Travel Industry File Folder	\$450
Liz Gonzalez – graphic design map, magazine, & El Norte	\$2,169
GMG Agency – Intl Bridge publication, October	\$900
GMG Agency – El Norte Tejas Y Tursimo (annual)	\$8,500
KC Advertising Specialties promotional items	\$1,915
Lamar Outdoor (281 Billboard)	\$800
Benchmark Outdoor (Exp 83 Billboard)	\$1,200

### Hotel/Motel – DECEMBER 2010

Lamar Outdoor (281 billboard)	\$800
RGV Guidebook (Monitor)	\$1,500
Justin Wallace Photography	\$974.25
South Texas Nature Coop	\$2,200
De Shopping magazine, ½ pg ad Dec issue (Mexico)	\$500
GMG Agency (Shop VIP bridge distribution ad, Dec)	\$900
Benchmark Outdoor (Exp 83 Billboard)	\$1,200
Lamar Outdoor (281 Billboard)	\$800

### Hotel/Motel – JANUARY 2011

Liz Gonzalez – graphic design Tejas Y Turismo	\$80
RGV Film Commission Annual Dues	\$750
Hidalgo County Cooperative (Winter Texan promotion)	\$2,200
Benchmark Outdoor (Exp 83 Billboard)	\$1,200
Lamar Outdoor (281 Billboard)	\$800
VECO Printing (promotional items)	\$681
Winter Texan Times (Christmas inserts & ad, Dec 2010)	\$1,400
The Monitor (Christmas full page ad, Dec 2010)	\$2,330

### EDC – NOVEMBER 2010

Breeden McCumber (KURV & Monitor web)	\$3,835
Texas Real Estate Business, full pg November	\$2,023
Trade & Industry Dev. Magazine, EDC listing	\$250

### EDC – DECEMBER 2010

MVTC ½ pg color Shop Downtown ad	\$900
Breeden McCumber (KURV November)	\$1,000

## Chamber Activities

(meetings at Business Visitor Center unless indicated otherwise)

Jan 5-6 – McAllen International Travel Show, 2 days	Jan 19 – Chamber Board, 4 pm
Jan 6-9 – Texas Association of Fairs & Events Conference, Austin, Martha Noell & Alicia Aguilar attended	Jan 19 – Chamber Report to EDC, 6 pm
Jan 6 – Ericos Ribbon Cutting, 5pm	Jan 20 – Leadership Government Session, 1 – 7 pm
Jan 11 – Texas Onion Fest Committee, 12 noon	Jan 21 – Ambassador Red Coat Annual Mtg, 12 noon, Ron & Nancy's Little Italy
Jan 14 – Leadership Mid Valley Committee, 12 noon	Jan 22 – Legislative Breakfast, 9 am, Estero Llano Grande
Jan 17 – Weslaco Beautiful Committee, 4 pm	Jan 25 – Texas Onion Fest Committee, 12 noon
Jan 18 – Leadership Mid Valley Committee, 12 noon	Jan 26 & 27 – Texas Association of Business Annual Conference, Martha on TAB Board, attended conference
Jan 18 – Member Services Committee, 12 noon	
Jan 18 – Chamber Report to City, 6 pm, City Hall	

## January Editorial Report

Date	Publication	Content	Photo
2-Jan	MVTC	Chamber Legislative Kick-Off	1
5-Jan	MVTC	Business Visitor Center Coffee Bar	1
5-Jan	Mercedes Enterprise	Chamber Legislative Kick-Off	
16-Jan	MVTC	Downtown Upgrades - Front Page	1
16-Jan	MVTC	Pageant Story	1
16-Jan	MVTC	Calendar - Pageant Entry Anncmt	
23-Jan	The Monitor	Weslaco Native Queen Citriana	1
23-Jan	MVTC	Calendar - Pageant Entry Anncmt	
30-Jan	MVTC	Chamber Page	6
30-Jan	MVTC	Legislative Tour Story	1
30-Jan	MVTC	Calendar - Pageant Entry Anncmt	

**Literature Distribution Oct 04 – Jan 2011: (doesn't include what is distributed in the Chamber office)**

	MAPS	WESLACO BROCHURE & LODGING	GREEN LITERATURE BAGS	WESLACO VISITORS MAGAZINE	DINING DIRECTORY	NATURE HOT SPOTS BROCHURES	VNC BROCHURE	AUDUBON BROCHURE	DFD & ONION FEST RACK CARD	MAIN STREET BROCH.
2004-05	4,879	14,533	NA	9,258	699	5,170	435	4,274		1,871
2005-06	4,799	12,292	NA	9,275	1,979	4,413	1,806	2,191		4,207
2006-07	1,668	10,925	NA	6,456	2,457	9,701	1,692	2,749		7,061
2007-08	1,586	6,016	NA	1,460	1,283	2,596	436	416	14,956	6,496
2008-09	3,985	1,291	NA	9,224	1,918	2,079	81	17	14,452	814
							WESLACO RECYCLING CARD			
2009-10	3,499	10,527	2,305	6,343	1,627	9,645	130	122	20,635	445
Oct 2010	710	1	0	56	10	3,801	0	50	0	0
Nov 2010	546	637	0	46	220	501	1	1	0	1
Dec 2010	150	300	0	11	25	101	VNC – 1	1	0	0
Jan 2011	401	1,114	350	16	195	381	VNC – 6	6	0	0

Other items distributed and tracked include: pens, pencils, bags, birding maps, key chains, bird & butterfly pins, etc.

**Literature & Convention Material Distribution**

January	Items	February	Items	March	Items
7 <sup>th</sup> Day Adventist Church	40				
International Travel Show	2,015				
Texas Assoc. of Museums	180				
Illinois Day-Victoria Palms	250				
City Officials/Leadership Speakers	40				
Fairfield Inn & Suites	105				
RGV Legislative Tour	548				
TX Travel Info Ctr-Wichita Falls	200				
Ben Rogers Visitor Ctr-Beaumont	100				
Zapata Chamber of Commerce	50				
TX Travel Info Ctr-Harlingen	200				
Lions Club District Convention	750				
Total	4,478	Total		Total	

**Visitor Registration**

OCT 03	NOV 03	DEC 03	JAN 04	FEB 04	MAR 04	APR 04	MAY 04	JUNE 04	JULY 04	AUG 04	SEPT 04	
124	410	769	1,536	1,410	775	141	37	41	20	10	20	<b>5,293</b>
OCT 04	NOV 04	DEC 04	JAN 05	FEB 05	MAR 05	APR 05	MAY 05	JUNE 05	JULY 05	AUG 05	SEPT 05	
201	582	617	1,598	2,120	1,457	345	104	88	105	67	76	<b>7,360</b>
OCT 05	NOV 05	DEC 05	JAN 06	FEB 06	MAR 06	APR 06	MAY 06	JUNE 06	JULY 06	AUG 06	SEPT 06	
176	712	1,035	2,228	2,391	1,825	177	80	58	78	75	114	<b>8,949</b>
OCT 06	NOV 06	DEC 06	JAN 07	FEB 07	MAR 07	APR 07	MAY 07	JUNE 07	JULY 07	AUG 07	SEPT 07	
283	819	1,066	2,221	2,118	1,595	223	117	140	304	78	353	<b>9,317</b>
OCT 07	NOV 07	DEC 07	JAN 08	FEB 08	MAR 08	APR 08	MAY 08	JUNE 08	JULY 08	AUG 08	SEPT 08	
427	854	1,110	2,386	1,947	1,117	390	88	148	190	180	159	<b>8,996</b>
OCT 08	NOV 08	DEC 08	JAN 09	FEB 09	MAR 09	APR 09	MAY 09	JUNE 09	JULY 09	AUG 09	SEPT 09	
367	671	1,210	2,375	2,555	1,397	344	85	133	172	179	189	<b>9,677</b>
OCT 09	NOV 09	DEC 09	JAN 10	FEB 10	MAR 10	APR 10	MAY 10	JUNE 10	JULY 10	AUG 10	SEPT 10	
370	814	1,173	2,225	2,282	1,592	189	102	127	176	179	108	<b>9,337</b>
OCT 10	NOV 10	DEC 10	JAN 11									
478	849	1,229	2,104									