



Weslaco Chamber of Commerce Activities Report – March 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).

Winter Texan Promotion

- The Chamber sponsored the Tierra Santa Community and Golf Course thank you event to Winter Texas, held March 17th.

WESLACO ECONOMIC DEVELOPMENT PROMOTIONAL ACTIVITIES:

Nature Tourism

- The Chamber sponsored (\$1,500) the Weslaco Nature Parks bird team for the Great Texas Birding Classic to be held in April. The Weslaco Team has won in their division for three consecutive years.

WESLACO AREA CHAMBER COMMITTEE ACTIVITIES

- **Texas Onion Fest** - Texas Onion Fest was held Saturday, March 26, 2011. The estimated attendance was 9,300. Last year was estimated at 9,500. The event was successful with no major incidents. The weather was warm. There was an increased attendance by local adults and children, and a slight decrease in Winter Texans attendance.
- **Miss Onion Fest & Miss Weslaco Pageants** – The Miss Onion Fest Pageant and Miss Weslaco Pageants were held March 4th and 5th respectively. 19 competed in the Miss Onion Fest & 15 competed in the Miss Weslaco. Miss Onion Fest Queen was Ariel Amber Guillen, Miss Onion Blossom is Kaylie Pena, Miss Springsweet is Alyssa Marroquin. Miss Weslaco is Sarah Neal. The pageants were organized by J. Nava Studios and held at the WISD Performing Arts Center.
- **Walk of Fame Ceremony** – The Chamber selected Noble Allen as their honoree for the Walk of Fame Ceremony held March 2nd at State Farm Arena. The City’s inductee was Robert McAllen. Several Chamber Board members and former honorees attended the ceremony.
- **Member Services** – Member Services held a Lunch & Learn March 10th with the topic of Customer Service, 37 attended.
- **Weslaco Beautiful** – Weslaco Beautiful met March 21st. They selected South Texas College as the Commercial Beautification Award recipient.
- **Leadership Mid Valley** – Class VI attended their Border Issues Session, March 17th. They visited the Progreso Bridge, and the Border Patrol Station.
- **Ambassador Red Coats** – Red Coats hosted one ground breaking and two ribbon cuttings in March.

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

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

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

EDC – DECEMBER 2010

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

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

Hotel/Motel – FEBRUARY 2011

Liz Gonzalez – graphic design Tejas & Turismo	\$187.50
Tri-Star Directories (BBB Directory)	\$90.00
Benchmark Outdoor (Exp 83 Billboard)	\$1,200
Lamar Outdoor (281 Billboard)	\$832

Hotel/Motel – MARCH 2011

Tierra Santa Winter Texan Appreciation	\$500
Gateway Printing-Dragon Fly Days Rack Card	\$1,186
Liz Gonzalez – graphic design	\$425
Benchmark Outdoor (Exp 83 Billboard)	\$1,200
Lamar Outdoor (281 Billboard)	\$832

EDC – FEBRUARY 2011

Liz Gonzalez – graphic design DFD rack card	\$112.50
Texas Real Estate Business ¼ pg ad	\$895.00

EDC – MARCH 2011

Breeden McCumber Smart Move ad design	\$150
Gulf Coast Birding (Great Texas Birding Classic)	\$1,500

Chamber Activities

(meetings at Business Visitor Center unless indicated otherwise)

March 2 – Walk of Fame, State Farm Arena Hidalgo, 6 pm	March 17 – Leadership Mid Valley Border Issue, 1 – 7 pm
March 4 - Miss Onion Fest Pageant, WISD Performing Arts Center, 7 pm	March 21 – Weslaco Beautiful, 4 pm
March 5 – Miss Weslaco Pageant, WISD Performing Arts Center, 7 pm	March 22 – TABC Training for Texas Onion Fest, 11 am
March 10 – Lunch & Learn, Customer Service, 12 noon	March 22 – Food Vendors Meeting, 5:30 pm
March 11 – Leadership Mid Valley Committee, 12 noon	March 22 – Texas Onion Fest meeting, 12 noon
March 14 – Westgate Ground Breaking, 10 am	March 26 – TEXAS ONION FEST, 10 AM – 9 PM
March 15 – Chamber Report to City, 6 pm	March 30 – Member Services Committee, 12 noon
March 16 – Chamber Board, 4 pm	March 30 – RC - Mercedes Benz of San Juan, 6 pm
	March 31 – Call Board Meeting, 12 noon
	March 31 – RC – Allstate Insurance, 5 pm

March Editorial Report

Date	Publication	Content	Photo
16	MVTC	Westgate Drive Improvement Underway in Weslaco - photo	1
13	The Monitor	South Texas Nature Marketing Coop Committee - photo	1
6	MVTC	Academy store feature	2
6	The Monitor	Plans Set for Texas Onion Fest in Weslaco	1
6	MVTC	Show off your culinary skills at Texas Onion Fest	0
9	MVTC	Plans Set for Texas Onion Fest in Weslaco	0
10	Valley Morning Star	Onion Queens- photo with caption	1
11	Valley Morning Star	Pasa-tiempo calendar of events	0
13	MVTC	Show off your culinary skills at Texas Onion Fest	2
13	The Monitor	Show off your culinary skills at Texas Onion Fest	1
16	MVTC	Show off your culinary skills at Texas Onion Fest	1
18	Valley Morning Star	Pasa-tiempo calendar of events	0
20	The Monitor	2011 Onion Fest Court announced	1

20	The Monitor	Miss Weslaco to participate in Texas Onion Fest	1
20	The Monitor	VIVA LA ONION t-shirts available	0
20	The Monitor	Calendar of events	
23	MVTC	Onion Fest Guide - Insert	18
24	Winter Texan Times	Weslaco Onion Fest is March 26	1
24	The Brownsville Herald	Texas Onion Fest is Saturday in Weslaco	0
24	The Monitor	Onion Fest returning to Weslaco - included schedule of events	1
25	Progress Times	Weslaco Onion Fest is March 26	1
25	Progress Times	Weslaco Onion Fest is March 26	1
25	Coastal Current Weekly	Onion Fest- Cover story and calendar of events	2
25	Valley Morning Star	Tears of joy: Onion Fest returns to Weslaco	2
25	Valley Morning Star	Calendar of events	0
25	Valley Morning Star	Texas Onion Fest Festival celebrates 1015 Onion	1
25	Valley Morning Star	Marlissa Vela to perform at Onion Fest	1
25	The Monitor	Onion Fest entertainment	5
27	Valley Morning Star	Onion blossom vendor photo w/caption	1
27	The Monitor	Onion Fest wrap-up - front page intro	4
March	Texas Highways	Onion Fest - Calendar of Events	0

Literature Distribution Oct 2004 – March 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
Feb 2011	1	232	35	0	1	0	0	0	17,035	0
Mar 2011	4	16	0	6,183	25	2	2	2	500	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 th Day Adventist Church	40	TX Travel Info Ctrs Statewide (14)	3,750	TX Travel Info Ctrs Statewide (14) & 26 Chambers and CVBs	6,171
International Travel Show	2,015	Snow to Sun RV Park	250	Valley Nature Center	500
Texas Assoc. of Museums	180	RGV Chambers & CVBs (24)	5,000	Weslaco Businesses	55
Illinois Day-Victoria Palms	250	RGV Nature Centers & World Birding Center (14)	7,750	RGV Partnership	25
City Officials/Leadership Speakers	40	Holiday Inn Express	125		
Fairfield Inn & Suites	105	Ben Rogers Visitor Center – Beaumont	250		
RGV Legislative Tour	548	Red Hat Ladies	40		
TX Travel Info Ctr-Wichita Falls	200	Fredericksburg CVB	125		
Ben Rogers Visitor Ctr-Beaumont	100	Leadership Mid Valley Speakers	15		
Zapata Chamber of Commerce	50	Victoria Palms Golf Tournament	175		
TX Travel Info Ctr-Harlingen	200	Magic Valley Park 40 th Anniversary	125		
Lions Club District Convention	750				
Total	4,478	Total	17,605	Total	6,751

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	5,293
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	7,360
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	8,949
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	9,317
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	8,996
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	9,677
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	9,337
OCT 10	NOV 10	DEC 10	JAN 11	FEB 11	MAR 11							
478	849	1,229	2,104	2,066	1,626							