



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

HOTEL/MOTEL BUDGET PROMOTIONAL ACTIVITIES:

Advertising & Promotion

- The Chamber purchased the cover and inside spread of Tejas & Turismo for Friday, April 15th, the beginning of Semana Santa. The El Norte publication is a Rio Grande Valley shopping piece distributed in Monterrey. The Chamber promoted shopping in Weslaco and listed the area hotels. Shop VIP, an international bridge publication for Mexican citizens crossing the international bridges into Hidalgo County (80,000/month), also promoted shopping in Weslaco in April.
- Chamber purchased pg 3, full pg color ad in the Rio Grande Valley Visitors Guide published by the Winter Texan Times and distributed in June Valleywide.

Nature Tourism

- The Chamber sponsored (\$1,500) the Weslaco Slice of Good Lifers Birding Team for the Great Texas Birding Classic held in April. The Weslaco Team won again for the 4th consecutive year. Team included Martin Hagne, Huck Hutchens, Kyle O’Haver and John Yochum.
- The South Texas Nature Tourism Cooperative is conducting a study of the economic impact of Nature Tourism on the Rio Grande Valley. Weslaco is a member of the Coop. Seven RGV sites, including Frontera Audubon and Estero Llano Grande will be surveyed each weekend May and then again in October. The survey is being conducted by Dr. Kyle Woosnam of Texas A&M University. A comprehensive survey of this vital industry has not been conducted in about 10 years. The training for the surveying sites was held at the Business Visitor Center in Weslaco, Saturday, April 30th.

WESLACO AREA CHAMBER COMMITTEE ACTIVITIES

- **Member Services** – Member Services held Good Morning Weslaco on Apr. 19th at Savory Perks, with Police Chief Juan Sifuentes as the guest speaker, 20 attended. A Lunch & Learn was held Apr. 27th with Salinas Allen Schmitt, CPAs conducting a session on QuickBooks. 25 attended.
- **Candidates’ Forum** – The Member Services Committee also conducted a Candidates’ Forum on Apr. 26th to provide School Board and City Candidates the opportunity to address business and citizen questions. Approximately 100 attended the event with participation from 3 school board candidates and 5 City candidates. The event was moderated by the Mid Valley Town Crier and recorded and broadcast by KWES.
- **Leadership Mid Valley** – Class VI attended the Economics Session, April 21st. They visited J-III Concrete, Rios of Mercedes, Magic Valley Electric Coop and heard a presentation on the Weslaco Chamber by Chamber President Martha Noell.
- **Ambassador Red Coats** – Red Coats hosted one ribbon cutting in April for Pimientos and Friends Health Care.

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
De Shopping magazine, ½ pg ad Dec issue (Mexico)	\$500
GMG Agency (Shop VIP bridge distribution ad, Dec)	\$900

EDC – DECEMBER 2010

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

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

EDC – FEBRUARY 2011

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

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 – MARCH 2011

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

Hotel/Motel – April 2011

Weslaco Magazine, portion of Gateway printing \$10,000
 Shop VIP (April) \$900
 Benchmark Outdoor (Exp 83 Billboard) \$1,200
 Lamar Outdoor (281 Billboard) \$832
 De Shopping En El Valle (April) \$500
 Liz Gonzalez – graphic design \$37.50

Chamber Activities

(meetings at Business Visitor Center unless indicated otherwise)

Apr 5-7 – Leadership Mid Valley Austin Legislative Trip	Apr 20 – Chamber Report to EDC Board, 6:30 pm
Apr 7 – Con Me Gente, Channel 5 on Onion Fest 5 & 6 pm	Apr 21 – Leadership Mid Valley Economics Session, 1-7 pm
Apr 12 – Member Services Committee, 12 noon	Apr 26 – Candidate’s Forum, 5 – 7 pm
Apr 15 – Leadership Mid Valley Steering Comm., 12 noon	Apr 27 – Lunch & Learn (Quick Books), 11:30 am – 1 pm
Apr 18 – Mtg @ Valley Partnership, closing of USDA, noon	Apr 29 – Pimientos & Friends Health Care RC, 4 pm
Apr 19 – Good Morning Weslaco, Savory Perks (Guest speaker, Weslaco Police Chief), 7:30 am	Apr 30 – Valley Nature Center Ocelot Event, 11-1 pm
Apr 20 – Chamber Board Meeting, 4 pm	Apr 30 – Training for Nature Tourism Survey, 2 – 3 pm

April Editorial Report

Date	Publication	Content	Location	Photos
3-Apr	The Monitor	Competition Heats Up at Texas Onion Fest Recipe Contest	Valley Life 9E	0
April	Valley Business Report	The Economic Development of Tourism in the RGV	pg. 10	1
6-Apr	MVTC	BVC and EDC Relocation to City Hall	A7	0
6-Apr	NewsChannel 5	Con Mi Gente feature on Texas Onion Fest	5 & 6 pm news	n/a
20-Apr	MVTC	Mid Valley Leadership Trip to Austin	A6, with front pg. intro	2
25-Apr	Valley Morning Star	Slice of Life: Elvia Berry at Onion Fest	A2, with front pg intro	2
1-May	MVTC	Chamber Page	A5	6

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
Apr 2011	120	0	0	177	0	0	0	0	0	0

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

Literature & Convention Material Distribution

April 2011	Items	May 2011	Items	June 2011	Items
STC Biology Club	25				
Frontera Audubon Center	50				
Providence Construction Co.	15				
Weslaco Museum	130				
City of Weslaco	20				
Weslaco Rehab Hospital	300				
Total	540	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	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	APR 11						
478	849	1,229	2,104	2,066	1,626	175						