



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

HOTEL/MOTEL BUDGET PROMOTIONAL ACTIVITIES:

Advertising & Promotion

- The Chamber purchased a ½ page ad in 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. This edition contained a Welcome from Weslaco Mayor Miguel Wise and had a points of interest map for Weslaco.

Nature Tourism

- The Chamber promoted Dragonfly Days, which was held on May 7 & 8th.
- Weslaco Chamber hosted two journalists, Sue McCarthy of Travel Planners Radio Show & World Wide Wanderings based in St. Charles, MO; and Patrice Raplee of Travel Excursion in Seattle, WA. They were given a tour of Weslaco nature sites and downtown on May 6th. Their tour was organized by the South Texas Nature Tourism Cooperative.

Conferences & Meetings

- The Chamber along with the Hidalgo County Tourism Coop, sponsored a breakfast at the Texas Travel Counselors Conference, April 28th – May 1st. The conference was attended by over 100 travel counselors from the 12 Travel Information Centers in Texas as well as AAA travel counselors. We gathered information on ‘spooky’ places in Hidalgo County and promoted our communities with a brochure and goodie items.
- The Chamber CEO participated in the City of Weslaco Hurricane Preparedness workshop on May 19th.

WESLACO AREA CHAMBER COMMITTEE ACTIVITIES

Member Services – Member Services held a mixer at Cisneros Jewelry on May 3rd.

Weslaco Beautiful – The Weslaco Beautiful Committee selected Whataburger on Westgate as the Commercial Beautification Award winner and the home of Olivia Ramirez on North Louisiana as the residential award winner.

Leadership Mid Valley – Class VI attended the Media Session on May 19th. They toured KRGV-TV, KWES and the Mid Valley Town Crier. Their Graduation Banquet was held May 27th. Mayor Miguel Wise was the keynote speaker. The Class selected Rick Guerra as the Torch Award Winner, for outstanding leadership during the program.

Ambassador Red Coats – Red Coats hosted a ribbon cutting for the Customs & Border Protection facility at Weslaco Airport on May 13th and a ribbon cutting for Elik Motors on May 26th.

Texas Onion Fest – The Onion Fest Chairman Daryl Smith presented a \$500 scholarship to a Weslaco High School JROTC student at the WHS Awards Banquet on May 5th.

- Martha Noell participated in a Texas Festivals & Events Association and Texas Recreation & Parks Society Festival Workshop and Behind the Scenes Tour at the Wildflower Festival in Richardson, Texas.

Gene Powell Reception – The City, EDC & Chamber organized and hosted a reception for Gene Power, Chairman of the UT Board of Regents, Saturday, May 14th. Over 200 invitations were mailed and 75+ attended. Mr. Powell, a former Weslaco resident, was honored for his contributions to education.

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

EDC – DECEMBER 2010

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

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

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

Hotel/Motel – May 2011

Shop VIP (May)	\$900
Benchmark Outdoor (Exp 83 Billboard)	\$1,200
Lamar Outdoor (281 Billboard)	\$832
De Shopping En El Valle (April)	\$500

Chamber Activities

(meetings at Business Visitor Center unless indicated otherwise)

Apr 30 – Training for Nature Tourism Survey, 2 – 3 pm	May 13 – Leadership Mid Valley Steering Committee, noon
May 3 – Wrap-Up Texas Onion Fest, 12 noon	May 14 – Gene Powell Reception, Weslaco City Hall
May 3 – Cisneros Jewelry Mixer, 5-7, downtown	May 16 – Weslaco Beautiful Committee 4 pm
May 5 – WHS Awards Ceremony, 6 pm, WHS	May 17 – Chamber Report to City of Weslaco, 6 pm
May 6 – Travel Writers Visit, 9 am – 1 pm	May 18 – Chamber Board meeting, 4 pm
May 6 & 7 - Dragonfly Days	May 19 – Hurricane Preparedness Meeting, City Hall, 9-12
May 10 – Member Services Committee, 12 noon	May 19 – Leadership Mid Valley Media Session, 1-7 pm
May 13 – Customs & Border Protection RC, 10 am, Weslaco Airport	May 26 – Elik Motors RC, 4 pm
	May 27 – Leadership Mid Valley Graduation, 7 pm

May Editorial Report

Date	Publication	Content	Photos
May	Valleywood Magazine	Candidate Forum	1
May	Texas Border Business	Norma Montalvo Awarded General License Agent	1
May	Valley Business Report	Proprietary Schools - Valley Grande Institute	2
May	Valley Business Report	Keno Café	1
1-May	Mid Valley Town Crier	Candidate Forum	1
1-May	Nature Report KGBT	Dragonfly Days	
1-May	The Monitor	Slice of Good Lifers Birding Team	1
2-May	The Monitor	Dragonfly Days	2
6-May	Valley Morning Star	STC Commercial Beautification	1
16-May	The Monitor	Mid Valley Airport	2
18-May	Mid Valley Town Crier	Mid Valley Airport	
29-May	Mid Valley Town Crier	Chamber Page	10

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
May 2011	1,290	90	360	951	0	65	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	Weslaco Businesses (25)	1,101		
Frontera Audubon Center	50	Weslaco Hotels (8)	1,025		
Providence Construction Co.	15	Weslaco Churches (2)	20		
Weslaco Museum	130	South Texas Preparatory, Edinburg	360		
City of Weslaco	20	Dragonfly Days	150		
Weslaco Rehab Hospital	300	International Science Fair, Los Angeles, CA	100		
		RGV Partnership	100		
		Diocese of Brownsville	300		
Total	540	Total	3,156	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	May 11					
478	849	1,229	2,104	2,066	1,626	175	85					