



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

HOTEL/MOTEL BUDGET PROMOTIONAL ACTIVITIES:

Advertising & Promotion

- The Chamber purchased a ½ page color ad in DeShopping for July. The ad highlighted the Weslaco Airport’s new service for international flights. DeShopping is distributed in Monterrey, Saltillo, Cd. Victoria, Tampico, Reynosa, Matamoros and several Valley locations. 45,000 are distributed monthly.

Nature Tourism

- The Chamber placed a 2/3 pg color ad in the September/October issue of Bird Watcher’s Digest. This features the World Birding Center and the ad will highlight Weslaco’s wing of the WBC, Estero Llano Grande State Park, as well as additional nature sites in Weslaco. Bird Watcher’s Digest is a nationwide magazine for avid birders. The ad also includes an online version with key words that will link to Weslaco. The online version receives 50,000 hits from unique visitors.

WESLACO AREA CHAMBER COMMITTEE ACTIVITIES

Member Services –Good Morning Weslaco hosted Progreso and Donna Port Director Nancy Becker on June 8th at Savory Perks, 20 attended. Lunch & Learn was held June 16th on Hurricane Preparedness, 30 attended. A KURV Radio remote was held during the event and speakers were interviewed on the air.

Weslaco Beautiful – The Weslaco Beautiful Committee selected Payne Auto Group as the Commercial Beautification Award Winner.

Ambassador Red Coats – Ambassadors held their Mid-Year Luncheon June 8th at 11:30 am at Jose’s Courtyard. Red Coats hosted a ribbon cutting for the Lower Rio Grande Valley Development Council Transit Program, June 15th & Taco My Way, June 30th at 4 pm.

Blood Drive – The Chamber hosted a United Blood Services blood drive on June 14th at the Weslaco Business Visitor Center. The event was publicized and open to the public.

Texas Chamber of Commerce Annual Conference – Weslaco Chamber President Martha Noell was awarded the Marvin Hurly Award by the Texas Chamber of Commerce Association. The award is presented annually to one person in recognition of their contribution to Chamber profession.

Chamber Gala – The Chamber Board has scheduled the Annual Chamber Fundraiser, the Chamber Gala, for August 26th. This year’s theme will be Casablanca. The event is headed by Chamber Chairman of the Board Anabell Cardona.

Chamber Activities

(meetings at Business Visitor Center unless indicated otherwise)

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| June 8 – Good Morning Weslaco, Savory Perks, 7:30 am | June 15 – Chamber Board Meeting, 4 pm |
| June 8 – Red Coat Ambassador Luncheon, Jose’s Courtyard, 11:30 am | June 16 – Hurricane Preparedness Lunch & Learn, 11 am – 1 pm |
| June 10 – Chamber Gala Committee meeting, 9 am | June 20 – Weslaco Beautiful Committee, 4 pm |
| June 14 – Chamber Blood Drive, 1 – 4:30 pm | June 30 – Taco My Way RC, 4 pm |
| June 15 – LRGVDC Transit Ribbon Cutting, 10 am | |

June Editorial Report

Date	Publication	Content	Photo
June	Texas Border Business	Weslaco Mid Valley Airport	2
June	Texas Border Business	Enriquez takes over Weslaco Edward Jones	1
June	rgVision	Randy Summers Feature	2
June	Valley Business Report	Dale Davis feature	1

June	Valley Business Report	Mid-Valley Garden and Pond feature	1
June 1	MVTC	Weslaco Chamber to host Hurricane Seminar	0
June 1	Mercedes Enterprise	Weslaco Chamber to host blood drive	0
June 3	Coastal Current Weekly	Events Calendar	0
June 5	MVTC	Events Calendar	0
June 5	The Monitor	Weslaco Chamber to host blood drive	0
June 6	El Nuevo Herald	Leadership graduation	1
June 8	MVTC	Events Calendar	0

Literature Distribution Oct 2004 – June 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
June 2011	293	310	102	34	30	0	0	0	0	55

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	TX Travel Info Ctr-Harlingen	250
Frontera Audubon Center	50	Weslaco Hotels (8)	1,025	Class of 1976 Reunion	230
Providence Construction Co.	15	Weslaco Churches (2)	20	National ACT Teens Convention-FL	100
Weslaco Museum	130	South Texas Preparatory, Edinburg	360	Human Resources Health Fair	195
City of Weslaco	20	Dragonfly Days	150	RGV Elite Athletics Basketball	160
Weslaco Rehab Hospital	300	International Science Fair, Los Angeles, CA	100	Texas Attorney General-Austin	14
		RGV Partnership	100	Kingsville CVB	100
		Diocese of Brownsville	300		
Total	540	Total	3,156	Total	1,049

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	JUNE				
478	849	1,229	2,104	2,066	1,626	175	85	134				

Advertising & Promotion (Oct 2010 – Sept 2011)

Hotel/Motel - NOVEMBER 2010		EDC – NOVEMBER 2010	
Texas Travel Industry File Folder	\$450	Breeden McCumber (KURV & Monitor web)	\$3,835
Liz Gonzalez – graphic design map, magazine, & El Norte	\$2,169	Texas Real Estate Business, full pg November	\$2,023
GMG Agency – Intl Bridge publication, October	\$900	Trade & Industry Dev. Magazine, EDC listing	\$250
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		EDC – DECEMBER 2010	
Lamar Outdoor (281 billboard)	\$800	MVTC ½ pg color Shop Downtown ad	\$900
RGV Guidebook (Monitor)	\$1,500	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		EDC – FEBRUARY 2011	
Liz Gonzalez – graphic design Tejas & Turismo	\$187.50	Liz Gonzalez – graphic design DFD rack card	\$112.50
Tri-Star Directories (BBB Directory)	\$90.00	Texas Real Estate Business ¼ pg ad	\$895.00
Benchmark Outdoor (Exp 83 Billboard)	\$1,200		
Lamar Outdoor (281 Billboard)	\$832		
Hotel/Motel – MARCH 2011		EDC – MARCH 2011	
Tierra Santa Winter Texan Appreciation	\$500	Breeden McCumber Smart Move ad design	\$150
Gateway Printing-Dragon Fly Days Rack Card	\$1,186	Gulf Coast Birding (Great Texas Birding Classic)	\$1,500
Liz Gonzalez – graphic design	\$425		
Benchmark Outdoor (Exp 83 Billboard)	\$1,200		
Lamar Outdoor (281 Billboard)	\$832		
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		
Hotel/Motel – JUNE 2011			
De Shopping En El Valle (May)	\$262.50		
RGV Visitors Guide-Winter Texan Times	\$1,125		
Benchmark Outdoor (Exp 83 Billboard)	\$1,200		
Lamar Outdoor (281 Billboard)	\$832		