



July 2011

# Weslaco City Commission Report

*Presented by:*

*Martha Noell, President/CEO*

*Weslaco Area Chamber of Commerce*

WESLACO

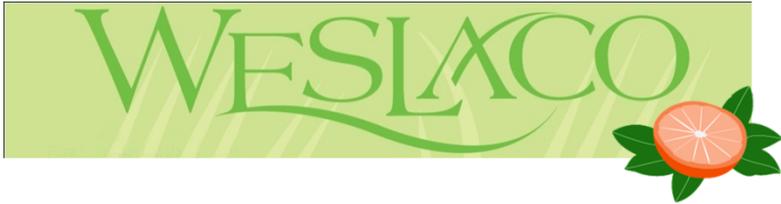


# Business Visitor Center Activities

May 2011 - July 2011

May 14	City and School Board Elections	160
May 26	WISD Parental Involvement Program	125
June 14	United Blood Services Blood Drive	17
June 16	Hurricane Preparedness Lunch & Learn	37
June 28	Weslaco Lions Club Officer Installation	70
July 13	Frost Bank Community Awards	75





# Business Visitor Center Activities

FY 2009-2010

October 2009 – September 2010

Total events	105
Total attendees	4504

FY 2010

October 2010 – July 2011

Total events	99
Total attendees	4934

Winter Texan Visitors

2009-2010	8,500
2010-2011	8,352



# International Advertising



With the opening of the customs processing center at the Mid-Valley Airport, promotion of its availability has been included in our advertisements to the Mexican market.

www.weslaco.com

*deShopping en el Valle de Texas  
July and August*



# International Advertising

Shop V.I.P.  
June, July and August



Texas y Turismo  
July 1 and 8



www.weslaco.com



# Weslaco Beautification Awards



Whataburger on Westgate  
Commercial Beautification Award  
May

Payne Weslaco  
Commercial Beautification Award  
July



Olivia Ramirez  
Residential Beautification Award  
May





# Ribbon Cutting Ceremonies

CBP Processing Center



Valley Metro



Elik Motors



Gran Café de la Parroquia





# Ribbon Cutting Ceremonies



Taco My Way



De La Garza Family Dental



Border BBQ



# Social Media Marketing



615 Fans



507 Followers

www.weslaco.com



# Website Traffic

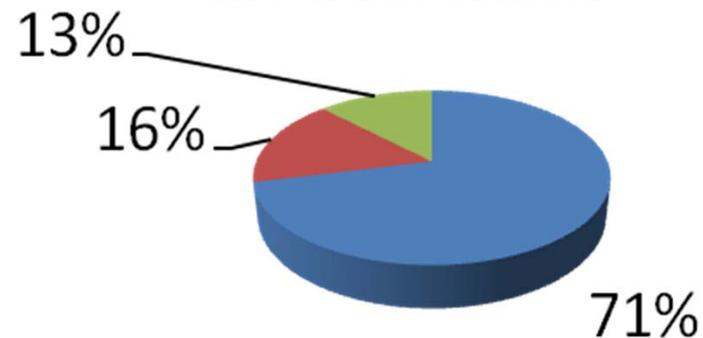


May 2011 to July 2011

10,329 Visits – 112 Visits/Day  
 2:08 average time on website  
 69% New visitors

## Traffic Sources

- Search Engines
- Referring Sites
- Direct Traffic



1,691 from referring sites  
 30% Facebook and Twitter



# New Building

