



McAllen

Chamber of Commerce

Making the impossible, possible.

ANNUAL REPORT
FISCAL YEAR 23-24



The McAllen Chamber of Commerce, a five-star accredited organization with over 1,200 members, is a catalyst for a thriving, pro-business environment across McAllen and the Rio Grande Valley. In partnership with the City of McAllen and our business leaders, the Chamber drives economic development, cultivates leadership, advocates for business-friendly policies, and promotes tourism. Together, we build connections and fuel growth, making McAllen a vibrant community for residents, businesses, and visitors alike.

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MESSAGE FROM THE CHAIRMAN OF THE BOARD

Dear Chamber Members,

As we step into a new fiscal year, we're excited to welcome all of you to a dynamic period for the McAllen Chamber of Commerce! Our Chamber has long been a pillar of support and advocacy for our local businesses, and this year, we are dedicated to continuing and expanding that tradition.

With a passionate and dedicated board in place for FY 24-25, our focus is on innovation, growth, and reinforcing the Chamber's role as a valuable resource for McAllen's business community. We are committed to keeping McAllen the gold standard—a place where businesses thrive and community engagement shines.

Here's what you can expect from us this year:

Financial Sustainability - We're prioritizing financial health with smarter strategies that ensure stability and growth.

Membership Growth - Engaging our community is key. We're working to bring in new members, foster deeper connections, and increase value through programs and partnerships that make a real difference.

Strengthening Relationships - Partnerships are essential, and we're doubling down on nurturing the connections that keep our Chamber strong.

We're especially focused on McAllen's small businesses this year, equipping them with the tools to **increase revenue, reduce costs, and safeguard their operations** in an ever-evolving market.

Thank you for being a part of this journey. Your continued support, participation, and input are what drive our success. We're excited about what we can accomplish together this year and look forward to making our city an even better place to live, work, and grow.

Best,



Hersh Patel
Chairman of the Board



FY 2024-2025 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE



Hershal Patel
Chairman
Ruby Red Hospitality



Francy Jones
Chair - Elect
Castle Hospitality



Adrian Villarreal
Vice-Chair
IBC Bank



Omar Guevara
Vice-Chair
Radisson Hotel



Brent Baldree
Treasurer
Texas Regional Bank



Jim Darling
Past-Chair
UTRGV



Elizabeth Suarez
President & CEO

BOARD OF DIRECTORS



Omar Quintanilla
McAllen City
Commissioner
District 3



Dalith Cantu
CIL Logistics



Elva Cerda
McAllen Heritage
Center



Daniel Clark
Clark Chevrolet
Clark Knapp Honda



Laura Disque
Rio Grande Regional
Hospital



Aladar "Ito" Deutsch
Deutsch & Deutsch



Martha Garza
Breadsmith



Brenda Ivory
South Texas Health
System Heart



Tyler Stone, CFA
Rioco Real Estate
Services



Brandon Wallace
Alamo System
Industries, LLC



Isaac J. Tawil
McAllen City Manager



Austin Stevenson
Attorney

A blue-tinted background image showing a business meeting. Several people in business attire are gathered around a table, looking at and pointing to documents and charts. The scene is dimly lit, with the primary light source coming from the documents and charts, which are highlighted in a lighter blue. The overall atmosphere is professional and collaborative.

ECONOMIC TRENDS



A GROWING ECONOMY

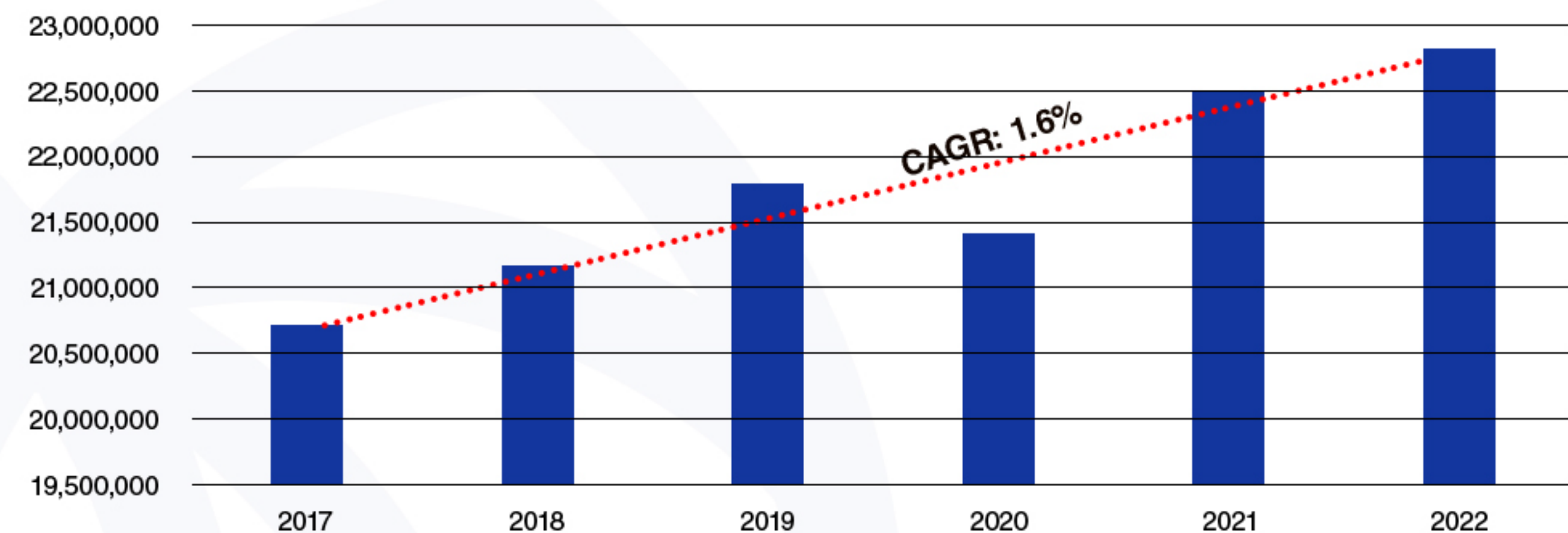
McAllen's Economy reflects steady growth and resilience across key economic indicators:

GDP Growth: The region's GDP shows a positive trajectory, with a stable Compound Annual Growth Rate (CAGR), underscoring economic strength and consistency.

Population Dynamics: McAllen is one of the fastest growing regions in Texas. MSA population trends reveal growth patterns impacting labor markets, housing, and demand for services, shaping new economic opportunities and challenges.

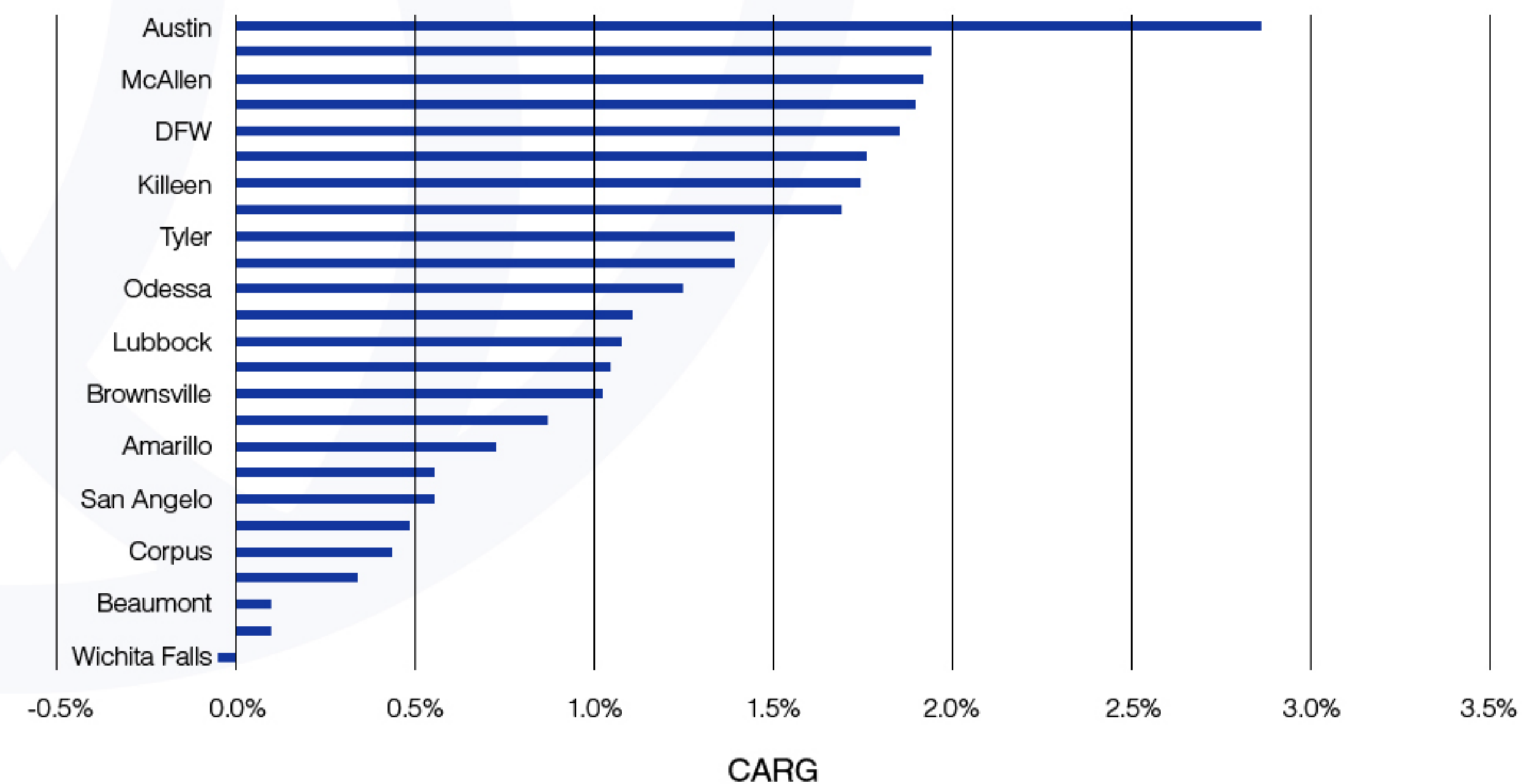
Key Economic indicators: Sales tax and lodging tax receipts as well as international vehicle bridge crossings and airport enplanements illustrate a solid foundation for initiatives that support sustainable growth, strengthen our economic base, and enhance community prosperity.

McALLEN GDP TRENDS



Source: US Bureau of Labor Statistics

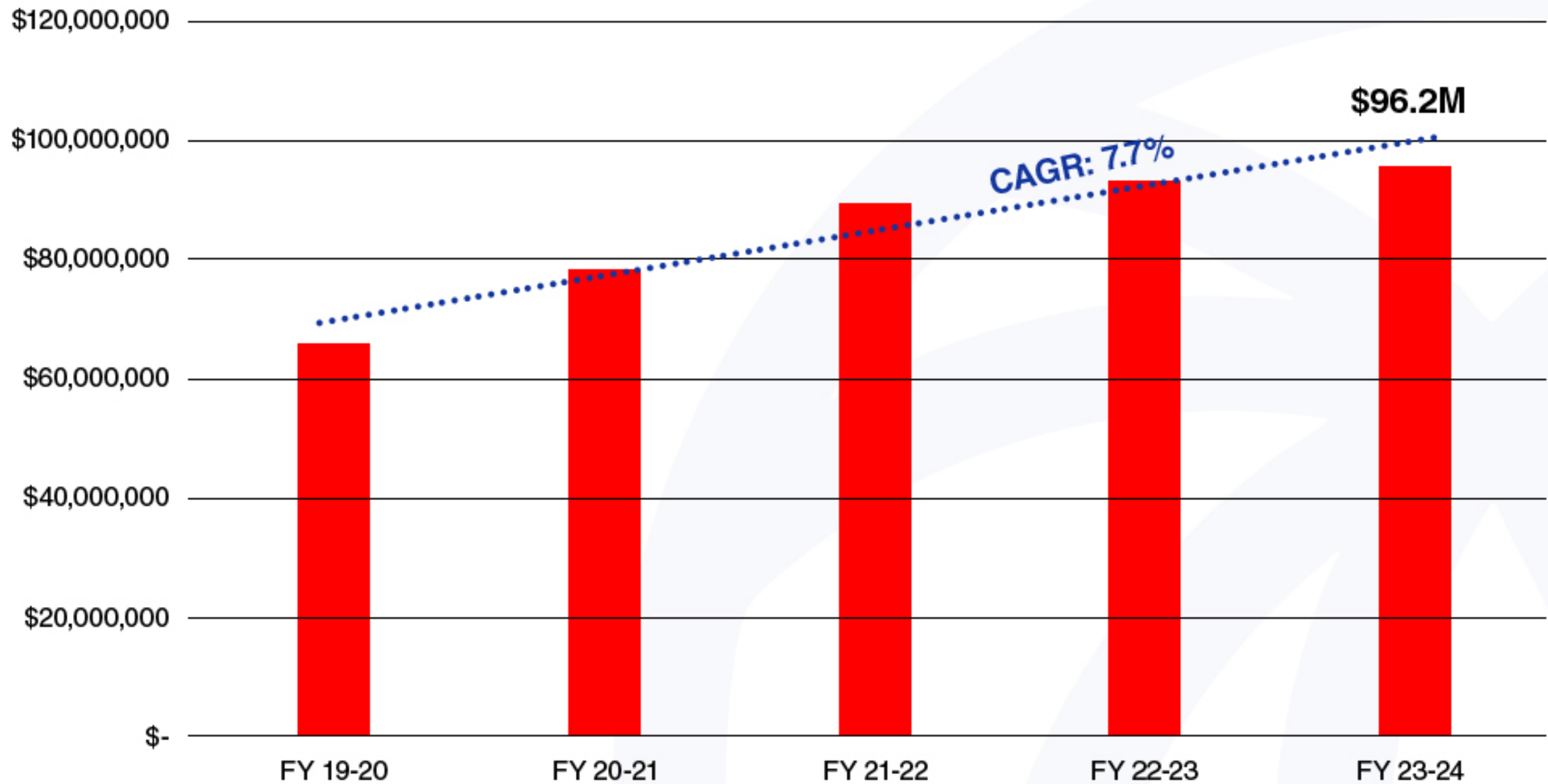
TEXAS MSA POPULATION GROWTH
2000-2022



Source: US Bureau of Labor Statistics

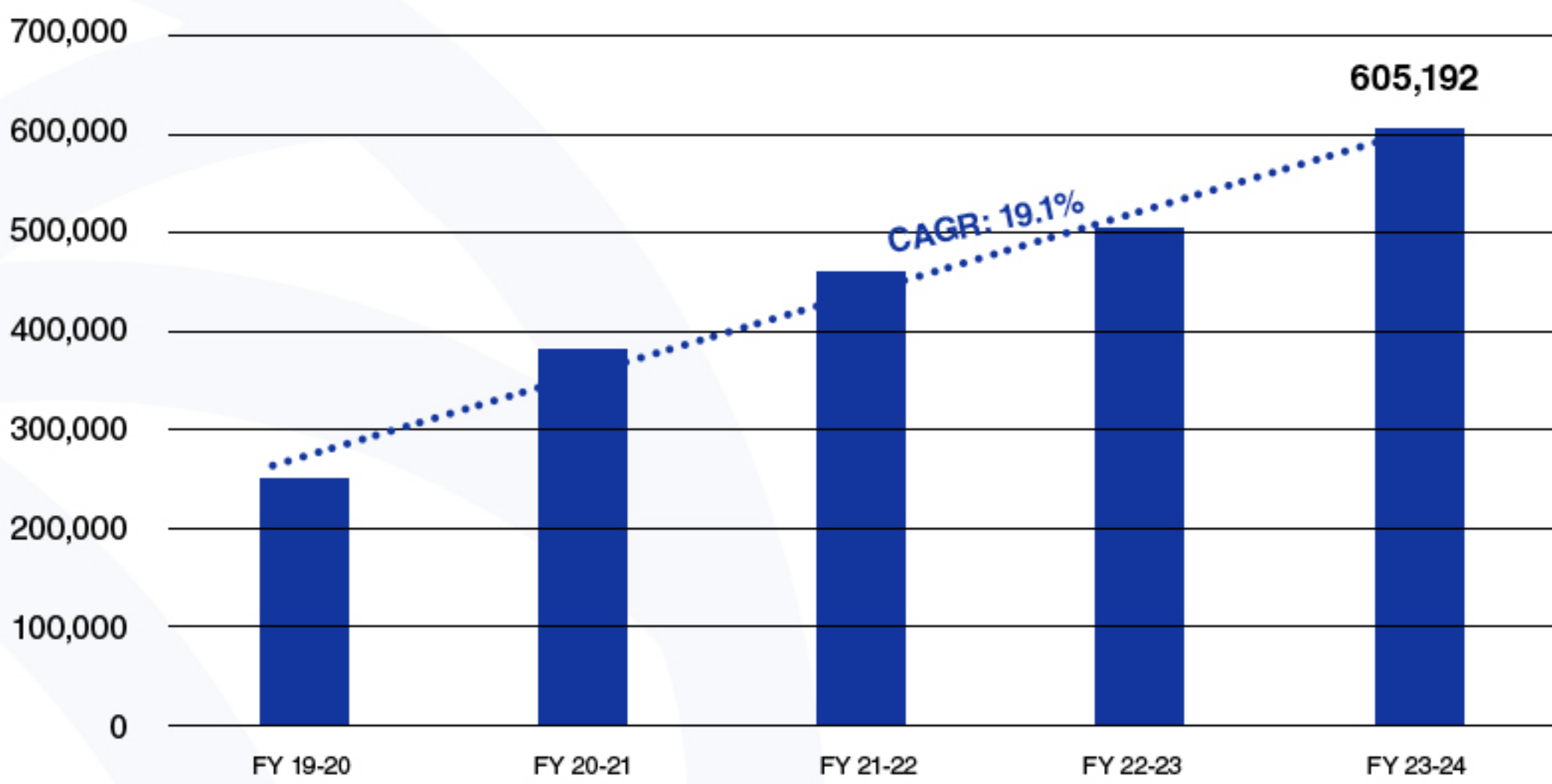
KEY ECONOMIC INDICATORS

CITY OF MCALLEN SALES TAX RECEIPTS



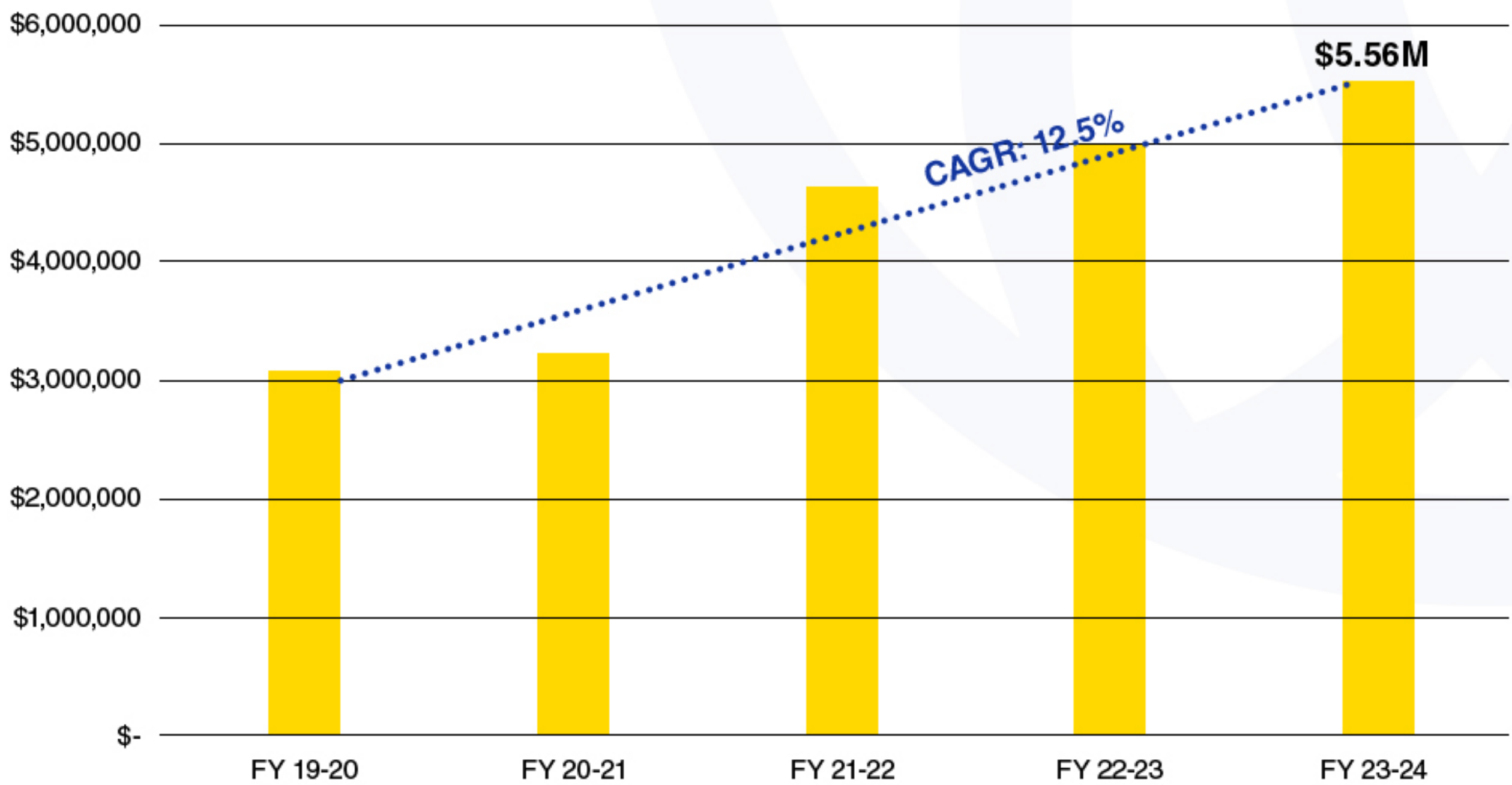
Source: TX Comptroller

MCALLEN INTERNATIONAL AIRPORT ENPLANEMENTS



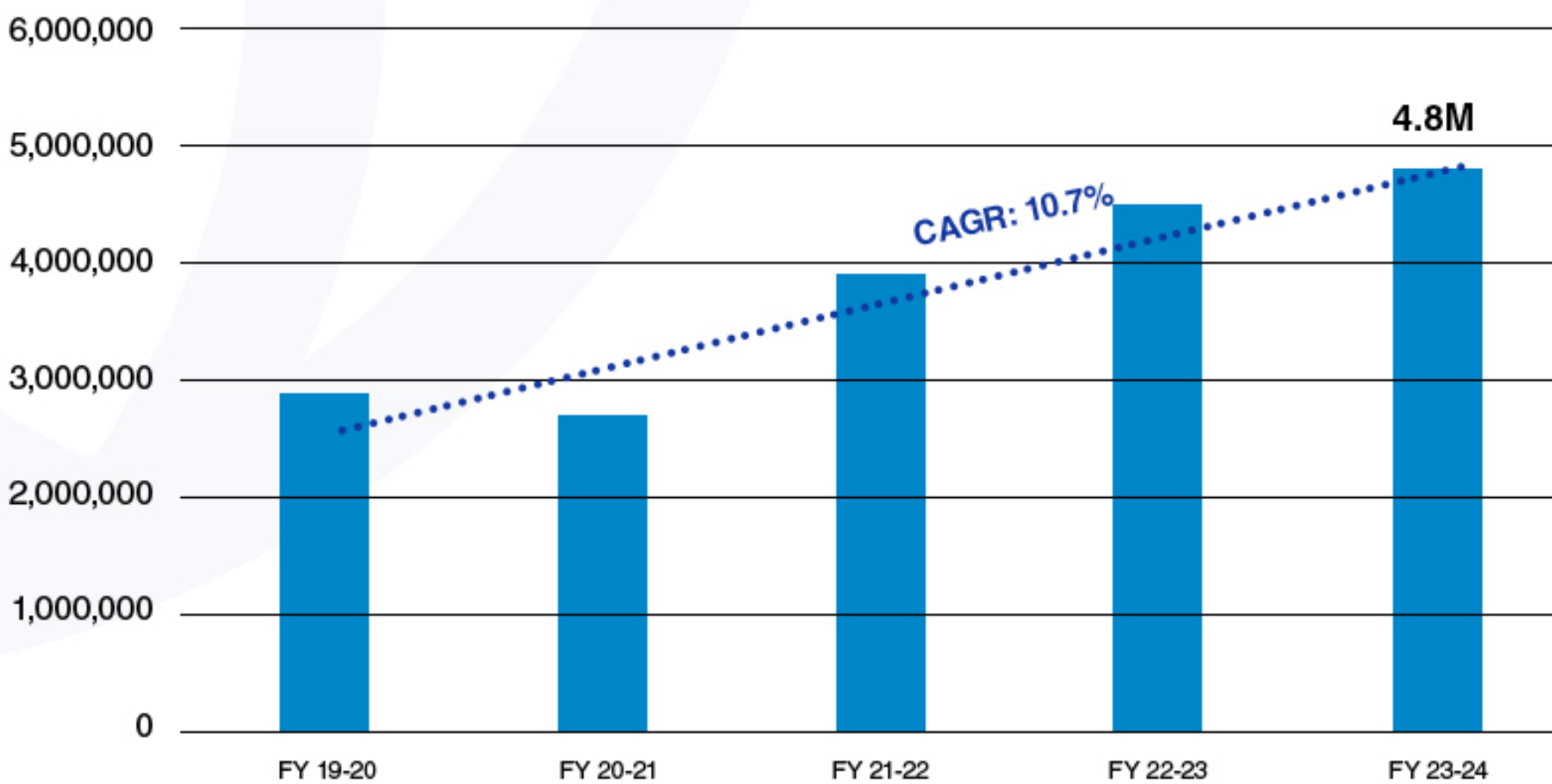
Source: McAllen International Airport

CITY OF MCALLEN LODGING TAX



Source: TX Comptroller

INTERNATIONAL BRIDGE | NORTHBOUND VEHICLE CROSSINGS



Source: City of McAllen





McALLEN BUSINESS



MCALLEN BUSINESS PROFILE



9,715

TOTAL BUSINESSES



\$11.85B

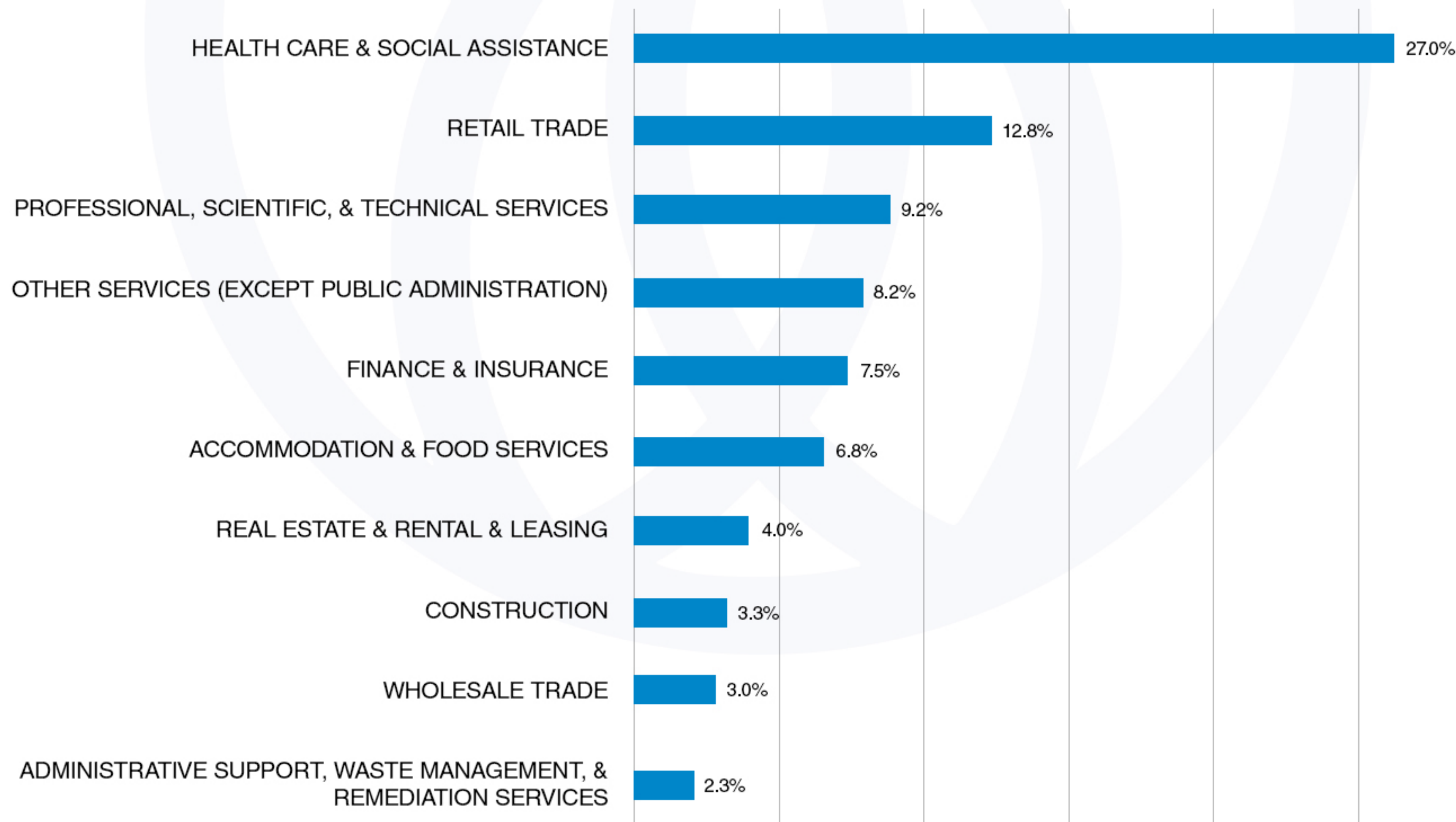
TOTAL SALES



27%

WOMEN-OWNED
BUSINESS

TOP TEN INDUSTRIES IN McALLEN



SMALL BUSINESS IMPACT

Small businesses are the backbone of McAllen's economy, making up an impressive 89.4% of all businesses in the area. These enterprises aren't just numbers; they're the heart of McAllen, contributing to its vibrancy and resilience.

With 78.9% of total sales generated by small businesses, their impact on the local economy is undeniable. These businesses are key drivers of job creation, local spending, and community well-being, keeping McAllen's economy dynamic and responsive.

Notably, 27% of these businesses are women-owned, reflecting the diverse and inclusive nature of McAllen's entrepreneurial spirit. The commitment of small business owners to the community drives innovation, creates employment opportunities, and enhances the quality of life for all residents.



89.4%
Small Business



\$9.35B
Generated by Small Business





McALLEN CHAMBER



Suite 70

appointments
956-527-1888
@lavishlooksincallac

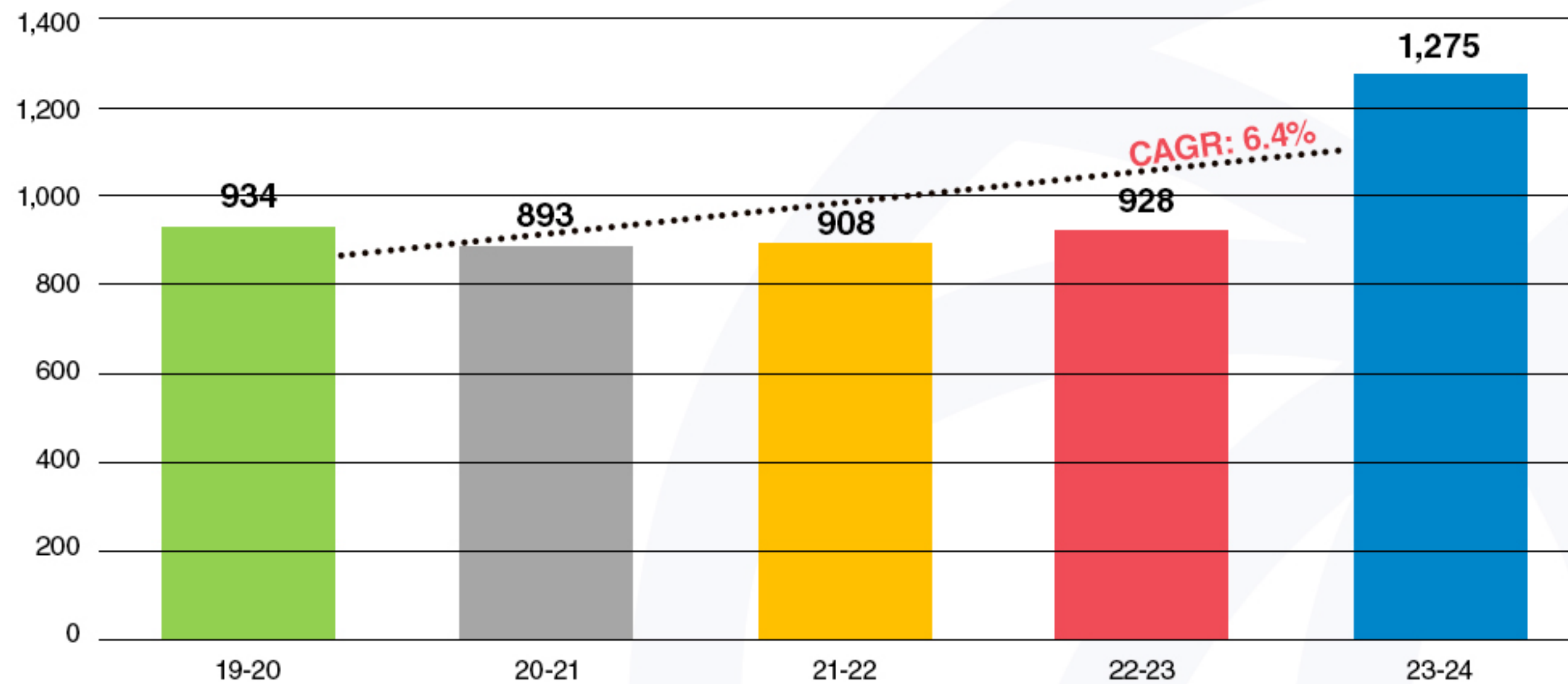
welcome
Monday
10am
11am

axis

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F. PERILLI

GROWTH AND MEMBER RETENTION

TOTAL MEMBERS



The McAllen Chamber of Commerce has seen steady growth in membership, with a **6.4% annual increase** that reflects our strong recruitment efforts. After bringing in new members, we remain dedicated to fostering long-term relationships, achieving an impressive **100.2% retention rate** - surpassing industry standards for large chambers. This commitment to both growth and retention strengthens our network and reinforces our mission to support McAllen's business community.



LARGE CHAMBER
RETENTION RATES

85%-90%

*Chambers with
1,000+ Members*



McALLEN
RETENTION RATE

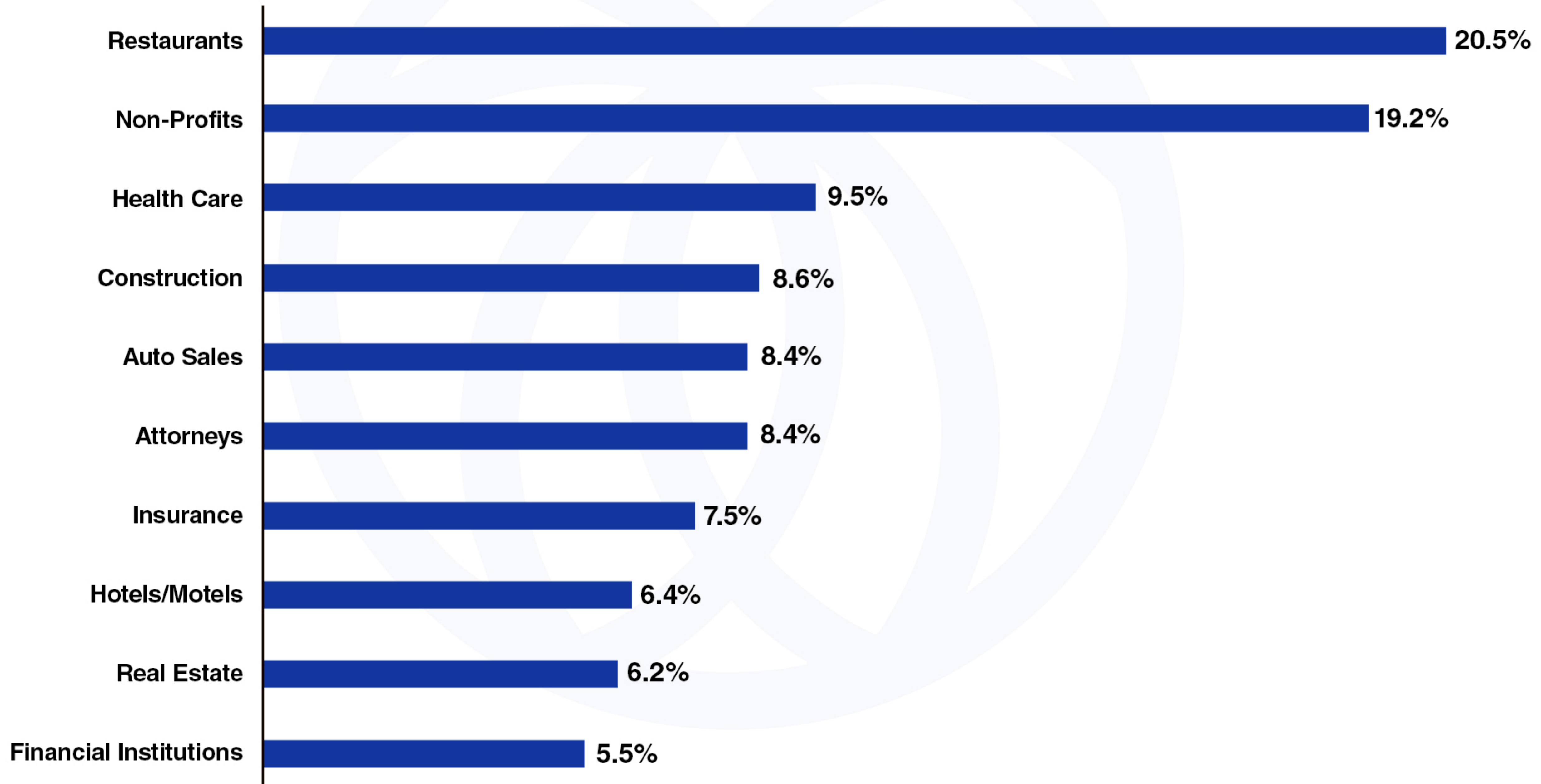
100.2%

*Outperforming Industry
Standard*

RETENTION RATE CALCULATION= $\frac{\text{ENDING MEMBERS} - \text{NEW MEMBERS}}{\text{STARTING MEMBERS}}$

WHO WE REPRESENT

MEMBER: TOP INDUSTRIES



DRIVING IMPACT AND GROWTH

FY 23-24 HIGHLIGHTS

The McAllen Chamber of Commerce and Convention & Visitors Bureau (CVB) delivered significant impact through their events, membership growth, and community engagement.

The Chamber hosted **304 events with over 16,000 attendees** and conducted **118 ribbon cuttings**, supporting local businesses and fostering community connections. Membership grew by **36.5%**, reaching 1,275 members, while 60 small business consulting sessions and 675 SizeUp tool sessions empowered business growth.

Additionally, the CVB generated an economic impact of **\$21.5 million** through **42 hosted groups and 19,295 hotel nights**, boosting McAllen's tourism sector. Strategic international outreach included 4 mission trips, expanding McAllen's global presence. Together, these achievements reinforce our commitment to economic growth and a thriving community.





McALLEN CHAMBER EVENTS & PROGRAMS



SIGNATURE & MEMBERSHIP EVENTS & PROGRAMS

The McAllen Chamber of Commerce hosts a robust selection of Signature and Membership events tailored to support our community and business landscape. Our Signature events, such as the Annual Banquet and Christmas in the Park, are designed to engage the community and celebrate local business successes, fostering a sense of pride and unity across McAllen. Member-focused events, including networking breakfasts, luncheons, and new initiatives like Business Mixers and the Mayor's Cup Golf Tournament, provide our members with valuable opportunities to connect, collaborate, and access resources that drive growth. Together, these programs strengthen our community bonds and empower our business members to thrive.



Good Morning McAllen Breakfast

This quarterly event brings members of the business community together and provides an opportunity for networking, idea sharing, and collaboration.



Good Day McAllen Luncheon

At this quarterly luncheon, current McAllen Chamber members meet our newest members. The event offers a great opportunity to connect and to promote member businesses.



Annual Banquet

This event honors two individuals who make a significant contribution to McAllen. The gala promises to bring a night of glamour, including a sit-down dinner, drinks, an auction with one-of-a-kind packages, and more.



Christmas in the Park

Christmas in the Park is a two-day, family-friendly event that includes food vendors, an artisan market, carnival rides, and live entertainment.



New Mayor's Cup | Golf Tournament

The 1st Annual Mayor's Cup Golf Tournament will be an 18-hole, three-player Florida Scramble. Door prizes will be raffled, and dinner will be served to all participants during the awards ceremony immediately following the tournament.



Meet Your Chamber

Quarterly on-boarding orientation for new Chamber members.



Link Up

This is a monthly networking event that gives attendees the opportunity to promote their business, develop new leads, and create new professional contacts.



Cash Mob

The monthly Cash Mob is designed to promote and support member businesses. Members meet at a designated business and are encouraged to spend at least \$20 there.



Annual Business & Tamales

This is a holiday event for members, celebrating a year of learning and networking.



Speaker Series

Our Speaker Series is designed to guide and support small business owners.



New Mesa Redonda Empresarial

This program is designed to guide and support small business owners launch, manage, and grow their businesses.



New Business Mixers

These quarterly after-hours networking events are designed to bring together local business professionals, entrepreneurs, and community leaders in a relaxed, social setting.

SIGNATURE EVENTS

51,976 ATTENDEES



10 EVENTS

MEMBERSHIP EVENTS

8,569 ATTENDEES



164 EVENTS

118 RIBBON CUTTINGS



11 CASH MOBS



ECONOMIC DEVELOPMENT EVENTS & PROGRAMS

The McAllen Chamber's Economic Development initiatives drive local business growth with targeted resources, actionable insights, and innovative tools. By investing in workforce development, entrepreneurship, and strategic industry support, we position McAllen as a competitive, thriving economic center.



Latina Hope

Aims to provide women with tools to launch a micro-business. After training is complete, participants compete in a pitch competition for start-up funds.



Virtual Offices

A program for businesses who do not have a brick-and-mortar establishment. For a flat fee, participants can use the McAllen Creative Incubator first floor, have a local phone line and a USPS valid address.



Certificates of Origin

Certification documents required for international trade. The Chamber reviews the necessary documentation, ensures compliance with regulations, and signs, seals and stamps the certificate.



One Million Cups

This national program educates, engages, and connects entrepreneurs with their local communities. It offers the opportunity for entrepreneurs to troubleshoot and



Business Consulting Services

Our business consulting services help local and international businesses plan, start and expand their business. We offer customized strategies for strategic planning to create roadmaps for and guide business owners from zero to launch.



Economic Pulse

A monthly publication that provides data on key economic factors that define the prosperity of our region as well as in-depth analysis on the state of the economy for the region.



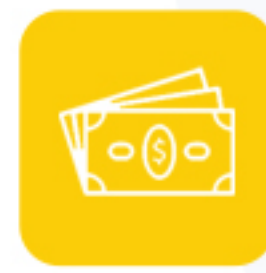
Sizeup

Software that provides valuable insights into market trends, competitive landscapes, and customer demographics. It empowers small businesses with comprehensive market research, industry-specific data, and detailed demographic analysis, equipping them with the best information available to make informed decisions.



Sizeup Small Business Advisor

Software that provides information on 50 topics related to planning for, starting, managing, and growing a business. It has an easy-to-understand interface that enables users to explore business topics of their interest.



Cost of Living Index

Quarterly report that calculates the price of goods and services among metro areas across the US which includes six components: groceries, housing, utilities, transportation, healthcare, and miscellaneous goods and services.



International Outreach

International mission trips to build connections which can lead to new business opportunities and collaborative ventures. Trade missions can help find new trade

2,866 PARTICIPANTS



27 EVENTS

15 GUEST SPEAKERS

60 SMALL BUSINESS
CONSULTATIONS



765 CERTIFICATES OF ORIGIN



675 SIZEUP USERS



901 SIZEUP SESSIONS

ECONOMIC DEVELOPMENT EVENTS & PROGRAMS

The McAllen Chamber's Economic Development initiatives drive local business growth with targeted resources, actionable insights, and innovative tools. By investing in workforce development, entrepreneurship, and strategic industry support, we position McAllen as a competitive, thriving economic center.



New **Jumpstart Career Expo**

An annual career expo where potential job seekers can apply for more than 6,500 jobs, obtain resume building support and professional headshots.



New **Innovation Texas**

This program supports entrepreneurs in all levels of growth to maximize their full potential through commercialization, innovation, and resiliency resources.



New **Space Alliance Technology Outreach Program**

This A&M program offers up to 40 hours of free technical assistance for small businesses. The technical assistance is provided by senior engineering students who design solutions and develop academic prototypes over one to two semesters.



New **E-Commerce Certification Program**

This program equips businesses with the skills to launch a digital revenue stream. It covers areas including online strategy development, digital marketing, e-commerce technology, and regulatory compliance.



New **Job Board**

An online platform, extension of our Jumpstart Career Expo, that keeps connecting employers and job seekers, allowing employers to post job vacancies and job seekers to find and apply for jobs year-round.



New **Economic Summit**

A premier event focused on exploring the economic landscape of the border region, highlighting trends, challenges, and opportunities that impact McAllen businesses.



New **Economic Pulse Publication**

The publication offers a comprehensive overview of the local economy, along with detailed analysis of key industries shaping our region. Leading experts provide valuable insights into the factors driving current economic conditions, helping readers understand the underlying causes and trends.



LEADERSHIP & GOVERNMENT AFFAIRS EVENTS & PROGRAMS

The McAllen Chamber of Commerce offers a suite of **Leadership Programs and Events** aimed at empowering women, supporting small businesses, and advocating for the community at both local and national levels. From the Legendary McAllen Women and All About Women Series to the Top 5 Small Business Awards Luncheon, these programs celebrate achievements and provide platforms for professional growth.

Our **Government Affairs Series** and advocacy initiatives, including McAllen Day in Austin and the newly introduced McAllen Day in D.C., amplify the voices of local businesses and bring McAllen's priorities to the forefront. Through publications like the McAllen Woman Magazine and initiatives such as the Chamber Podcast, we engage, inform, and connect our members, fostering a dynamic business environment in McAllen.

GOVERNMENT AFFAIRS

670 ATTENDEES



4 EVENTS

LEADERSHIP EVENTS

972 ATTENDEES



20 EVENTS



Legendary McAllen Women

This event is a platform to celebrate trailblazing women who have had a lasting impact on our community.



All About Women Series

The Chamber's All About Women Series inspires women to seek higher professional and personal growth. It celebrates the successes of women across all industries and creates a network of comradery, mentorship, and support for women throughout our community.



Administrative Professional's Day Luncheon

This event honors administrative professionals in our community.



Administrative Professional Lunch & Learn Series

These sessions featured presentations on best practices relevant to administrative roles, such as productivity and organization, communication and interpersonal skills, technology and tools, personal development, management, and best practices.



McAllen Woman Magazine

This publication promotes women owned member businesses as well as recognizes legendary businesswomen who lead in our community.



Top 5 Small Business Awards Luncheon

This event recognizes small member businesses that have demonstrated success and innovation over the years. These companies provide a quality product or service and conduct their businesses with professionalism and integrity.



Chamber Podcast

This Podcast offers practical advice, success stories, and expert insights for the local business community.



Government Affairs Series

The Chamber's Government Affairs Series connects government officials, administrators, and decision-makers with the business community as they provide an update on critical issues directly impacting our community.



McAllen Day in Austin

McAllen Day provides members and community leaders with the opportunity to visit the state capitol and better understand the legislative process. Participants network with community leaders, hear from local representatives and other key state officials, attend committee hearings, and visit several legislators.



New McAllen Day in D.C.

McAllen Day in Washington, D.C. is an exclusive annual event designed to give business leaders and Chamber members direct access to national policymakers. This event offers a unique opportunity for participants to engage with key lawmakers, federal agencies, and influencers on issues that impact the local business community and the broader economy.

TOURISM EVENTS & PROGRAMS

The McAllen Chamber of Commerce's tourism and hospitality initiatives are designed to elevate McAllen as a premier destination, creating memorable experiences for visitors and supporting local businesses.

Through events that showcase our City's unique culture and flavors, along with training and development programs for hospitality professionals, we aim to strengthen the visitor economy. These efforts build a welcoming environment that draws in guests, encourages local exploration, and contributes to the growth and vitality of McAllen's tourism sector.



National Travel & Tourism Week

Visit McAllen organizes a series of events to celebrate the efforts of our local convention, tourism, hospitality, and special-events community to make McAllen a unique destination.



Art Walk

Art Walk is a free, public event held at the McAllen Creative Incubator, where art fans and enthusiasts can immerse themselves in the local artistry of some of McAllen's--and the RGV's--most talented micro artists, including student artists from throughout Hidalgo County.



Taste McAllen

This event supports the restaurant community by showcasing the diverse culinary talents of the region. This food festival brings together local chefs, top-rated food trucks, and independent and chain restaurants.



BBQ Cook-Off

This sizzling competition celebrates South Texas BBQ. Cooking teams grill ribs, brisket, pulled pork, chicken, beans, and pan de campo and compete for Showmanship and the People's Choice Award in each category.



New Whiskey Business

This is a whiskey tasting event, where attendees also enjoy food and live music.



Travel Talk

Travel Talk explores exciting destinations and offers helpful tips for travelers. Each episode features experts sharing insights on must-visit places, cultural highlights, and practical advice.



McAllen Hospitality Task Force

This Task Force provides a collaborative platform for hospitality professionals to come together and address key challenges, share insights, and explore innovative strategies to enhance the local hospitality sector.



Hospitality Training Certification Program

This program, in partnership with UTRGV, is designed to equip McAllen hospitality employees with essential skills and knowledge to excel in the dynamic hospitality industry.



Scan & Save Visitor Discount Program

To further enrich the visitor experience and encourage spending at McAllen businesses, we are excited to introduce the **Scan & Save Visitor Discount Program**. This QR code initiative allows local businesses to connect directly with meeting professionals, convention attendees, international visitors, tournament participants, and business and leisure travelers.

44,474 ATTENDEES



**42 CONVENTION
& SPORTS EVENTS**

1,176 ATTENDEES



19 TOURISM EVENTS

19,295 HOTEL NIGHTS



**\$21,501,575
ECONOMIC IMPACT**



CORPORATE BACKING



CORPORATE PARTNERS

Our success at the McAllen Chamber of Commerce is made possible through the invaluable support of our key partners and sponsors. These organizations share our commitment to driving economic growth, fostering innovation, and enhancing the quality of life in McAllen. By collaborating with community leaders, businesses, and industry stakeholders, our partners and sponsors help us deliver impactful programs and initiatives that benefit both local businesses and residents. Their support is instrumental in advancing our mission and building a stronger, more vibrant McAllen.



MCALLEN INTERNATIONAL AIRPORT

The partnership between the McAllen Chamber of Commerce and McAllen International Airport (MFE) plays a valuable role in supporting the airport's growth and regional impact. With MFE holding a leading 43% market share, the Chamber's collaboration helps enhance the airport's visibility and appeal to both business and leisure travelers. Through community outreach, advocacy, and connections within the business community, the Chamber contributes to MFE's ongoing success, reinforcing McAllen's position as a key destination in the region. This partnership highlights the shared commitment to strengthening connectivity and fostering economic growth for the city.



CORPORATE PARTNERSHIP

The Corporate Partnership program offers tiered sponsorships—Platinum, Gold, and Silver—ranging from \$25,000 to \$75,000+ annually, each providing unique benefits for visibility and engagement within the chamber's network. Platinum Partners receive elite recognition, VIP access, and customizable sponsorships; Gold Partners enjoy premium event sponsorship and digital presence; and Silver Partners gain exposure and access to key chamber events. These partnerships enhance brand positioning and create valuable networking and collaboration opportunities.

SILVER PARTNER

INVESTMENT:
\$25,000 - \$49,999 ANNUALLY

- Event Sponsorship: Logo placement and recognition at one major chamber event.
- Digital Presence: Featured sponsor recognition on the Chamber's website and mention in newsletters and social media posts.
- Website branding and logo placement on all member communications.
- Complimentary Tickets: Access to various chamber networking events and mixers.
- Event Invitations: Tickets to major events, luncheons, and business forums.

GOLD PARTNER

INVESTMENT:
\$50,000 - \$74,999 ANNUALLY

- Event Sponsorship: Logo placement and recognition at one major chamber event.
- Digital Presence: Featured sponsor recognition on the Chamber's website and mention in newsletters and social media posts.
- Website branding and logo placement on all member communications.
- Complimentary Tickets: Access to various chamber networking events and mixers.
- Event Invitations: Tickets to major events, luncheons, and business forums.

PLATINUM PARTNER

INVESTMENT:
\$75,000+ ANNUALLY

- Elite Partner Recognition at all major chamber events, including exclusive speaking opportunities.
- Premium Visibility: Your logo featured prominently on the chamber's homepage, newsletters, and event signage.
- VIP Access: VIP seating at Signature Events, and invitations to exclusive networking events, business roundtables, and high-profile receptions with key leaders in business and government.
- Annual Leadership Feature: Special guest speaking opportunity at a signature chamber event.
- Customized Sponsorship Package to align with your specific branding and marketing needs.
- Exclusive Access to Tourism Events
- Website branding and logo placement on all member communications.
- Event Collaboration Opportunities: gain exclusive opportunities to co-host or co-brand an event with the Chamber.
- Complimentary Meeting Space: year-round access to fully equipped conference and board rooms.

EVENT SPONSORSHIPS

Enhance your company's visibility by sponsoring one of our signature events:



Annual Gala

Title or supporting sponsorship options with benefits including speaking opportunities, prominent signage, and acknowledgment in event materials.



Business Networking Mixers

Title or supporting sponsorship options with benefits including speaking opportunities, prominent signage, and acknowledgment in event materials.



Workshops & Educational Seminars

Support professional development by sponsoring workshops or seminars that focus on key business topics, providing your brand with valuable visibility and direct interaction with attendees.

WHY SPONSOR WITH US?

Brand Exposure: Position your company at the forefront of the business community through continuous visibility across events and communications.

Valuable Networking: Engage with local and regional leaders, policymakers, and business owners to build critical relationships.

Influence and Advocacy: Be part of the conversation that shapes policies affecting the business environment in our community.

Impact and Support: Help us drive economic growth and empower local businesses by supporting programs and initiatives that make a difference.

CONTACT US

For more information about sponsorship opportunities or to customize a package tailored to your business goals, please reach out to:

Blanca Cardenas
Vice President of Membership Services
Phone: 956-682-2871
Email: bcardenas@mcallenchamber.com

Sally Guerra
Director of Corporate Partnerships
Phone: 956-682-2871
Email: sguerra@mcallenchamber.com



THANK YOU!

Dear Chamber Members,

It has been an incredible year at the McAllen Chamber of Commerce! My team and I want to extend our sincere gratitude for your ongoing support and commitment to our shared mission. Thanks to your engagement and dedication, we have achieved remarkable growth and success over the past year.

Your involvement has allowed us to:

- *Expand our membership by an impressive 36.5%, welcoming 341 new members into our vibrant community.*
- *Host over 300 events, bringing together 16,229 attendees to foster collaboration, innovation, and business growth.*
- *Generate a substantial economic impact through Visit McAllen, with 42 hosted events contributing 19,295 hotel room nights and adding over \$21.5 million to our local economy.*

These achievements reflect the strength and resilience of our membership. Together, we are building a dynamic Chamber that continues to drive growth and opportunity for McAllen's business community.

As we look to the future, our team remains committed to delivering a program of work that engages you and supports our goals. Thank you for being a part of this journey and for helping to make the McAllen Chamber of Commerce a powerful force for positive change.

With gratitude,



Elizabeth Suarez
President & CEO



McALLEN CHAMBER TEAM



Elizabeth Suarez
President & CEO



Alberto Garza
*Vice President of
Finance*



Jorge Sanchez
*Vice President of
Economic Development*



Blanca Cardenas
*Vice President of
Membership*



Sally Fraustro-Guerra
*Director of
Corporate Relations*



Leigh Wooldridge
*Vice President of
Convention & Visitors Bureau*



Maritza Munoz
*Director of
Tourism*



Leticia Hagert
*Administrative
Supervisor*



**Join Your Chamber today and stand with
a century of supporting McAllen businesses.**



Top 10 City in America for Small Business

coworkingcafe.com

Exclusive Membership **\$200** Offer Available Now

