

**CITY OF
McALLEN**

2023

**IFEA World Festival &
Event City Award**



TESTIMONIALS

Dallas Cowboys Partnership Testimonial

As we reflect on the 2022 season, a year of resilience, we would like to thank McAllen for their support. When we partnered with McAllen International Airport and the City of McAllen, we knew that it would be a special opportunity to reach some of the most passionate Cowboys fans in the world. We are already looking forward to a terrific 2023 season alongside McAllen as we bring the Cowboys experience to the residents and travelers of McAllen. Through the continued power of our partnership, we are excited about the shared successes ahead. Go Cowboys!

-Eric Sudol Senior Vice President of Corporate Partnerships for the Dallas Cowboys.





Welcome Home RGV Testimonial

Over the last seven years, Welcome Home RGV has hosted the Winter Texan Expo at the McAllen Convention Center. The beautiful, state-of-the-art facility partnered with the knowledgeable and experienced staff make producing this large event seamless. In addition, the City of McAllen provides a diverse portfolio of special events that contribute to the many reasons more than 100,000 Winter Texan visitors come to South Texas each year.

-Kristi Collier, President/CEO Welcome Home RGV

Mexico Consulate Testimonial

We are pleased to recognize the City of McAllen as a legendary city where you can experience one-of-kind history, culture, tradition and hospitality. We are honored to celebrate 100 years friendship between the Consulate of Mexico and the City of McAllen, Texas!

**-Froylán Yescas Cedillo
Consul de Mexico en McAllen**



City of South Padre Island Testimonial

"The partnership between the City of McAllen and the City of South Padre Island is very important as we continue to promote both of our destinations. The spirit of cooperation became visible during last year's McAllen Holiday Parade preparations when both teams worked hard to enhance the attendees' experience with the creation of the SPI "Vuelta Zone." The McAllen Holiday Parade not only celebrates our traditions but is the only place in the world where giant helium balloons are twirled to the chants of "Vuelta!" by the parade spectators."

**-Blake Henry, CEO South Padre
Island CVB**



McAllen Chamber of Commerce Testimonial

"There is no place in the United States like McAllen, Texas. It is the only place where you can experience a unique blend of latin history, culture, and hospitality, mixed with that which makes Texas special.

The City of McAllen delivers on its goal to promote tourism to Texas by attracting tourists from diverse origins that seek familiarity, excitement, and thrills from experiences such as the McAllen Holiday Parade, which has earned prior accolades such as the Best Parade in the World, and MXLAN, a celebration of the region's rich latin history through arts, gastronomy, and music.

McAllen, Texas is a destination city filled with world class festivals. A community that is creative in its efforts to express its uniqueness and character through world class festivals and events."

-Josh Mejia, McAllen Chamber of Commerce CEO





Latino Live Testimonial

"With all due respect, it is with great pleasure to recommend the City of McAllen as one of the most supportive cities to host different kind of events. The city of McAllen operates venues such as: McAllen Convention Center, McAllen Festival Grounds and McAllen Performing Arts. Latino Live, had being working for more than 10 years with the City of McAllen. They always keep their facilities with the best and most trending technology, which make us work easier as promoters and the experience that our artists have are always positive. The City of McAllen supports all kind of events, cultural, festivals, rock shows, and more which gives to the community, wide options to enjoy time with their families and friends. With the years everything that is around the events that the city host or the wants that they produce directly had improved drastically all details around each of them. They take care and serious how they keep their facilities, clean, updated, accessible to everyone, and much more. Latino Live as a promoter feels always confident dealing with the city because we know that anything that we require from them, following their guidelines and protocols, it's going to succeed and taken as an important matter. In 2019 we produced a very successful Festival at the McAllen Festival Grounds, named Catrina Music Fest. Where we host around 9,000 attendees, with 12 hours of continuously music, 12 big Spanish speaking bands, and several opportunities to support and give growth to the city. This year, we are already planning our post pandemic festival which will be host at the McAllen Festival Grounds and we feel 100% confident that will be even better that the last one. We appreciate always being there for us and help our business to grow and succeed."

-Alberto Alcazar, Latino Live CEO & Founder



**Texas Festival & Events Association
Testimonial**

The City of McAllen has been a true supporter and partner with Texas Festivals and Events Association (TFEA) for many years. They have been annual sponsors for TFEA's Annual Conferences including hosting the conference several times, regional events, and behind the scenes events that provide education and opportunities for members to learn and share experiences.

McAllen's event team has seen notable success by incorporating creative, and exciting new events with an emphasis on community both in growth and attendance.

The City of McAllen produces multiple events annually that draws thousands of people to McAllen as well as smaller community and regional events that help surrounding cities and an opportunity to showcase the entire Rio Grande Valley."

-Kay Wolf, CFEE, TFEA Executive Director



International Museum of Art & Science Testimonial

"The City of McAllen Parks & Recreation Department played a vital role in the overall success of the 14th Annual Night at the Brew-seum at the International Museum of Art & Science on April 9, 2022. This annual event showcasing the art and science of the craft beer culture in the Rio Grande Valley and performances by local musicians drew nearly 700 guests, participating restaurants, breweries, and volunteers. The City's Parks & Rec Department supported the museum's Brew-seum event by providing a covered stage, bleachers, generators, and event lighting, and professional support. They willingly shared their festival expertise with museum staff during the Brew-seum set-up and were patient and attentive to our questions and requests. The overall festive atmosphere of this event and positive feedback we received from attendees was due in large part to the "unsung heroes" in the Parks & Rec Department helping to make this quality of life event supporting arts and culture in the City a truly enjoyable experience for all. "

-Ann Fortescue, President & Executive Director



South Texas Comic Con Testimonial

"With the city of McAllen being a leader when it comes to creating and hosting quality events, and with the McAllen Convention Center being centrally located in the Rio Grande Valley, it was our first and only choice as a home for South Texas Comic Con and was an important factor in our growth into the largest Pop-Culture convention in the region and the 4th largest in the state of Texas."

**-Ramsey Ramirez, Executive Producer
of South Texas Comic Con**

McAllen Economic Development Corporation Testimonial

"Festivals and events go directly to the quality of life of our community and is and always has been a key element in our successful recruitment of companies from over 25 countries from all regions in the world.

The City of McAllen has always had a reputation for being a welcoming, inclusive community. One of the special things they do is highlighting our various cultural identities and celebrating them at city events and festivals."

**-Keith Patridge, President/CEO at McAllen
Economic Development Corporation**



McALLEN

2023

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INTRODUCTION

Do you dream of discovering a new destination city?

I know a place. I know a place where the celebrations are bigger and brighter each year.

A place that unites cultures, traditions, and people from every walk of life. I know McAllen, Texas.

McAllen is a bicultural destination city that welcomed guests to over eight-hundred events and festivals in 2022.

McAllen's roots are woven into every celebration to create new traditions and transform seasonal events into unforgettable experiences – like the McAllen Holiday Parade - the largest illuminated holiday and helium balloon parade in Texas. A dedicated special events team and **two-thousand and seven-hundred volunteers** welcomed guests to the parade and the Vuelta, McAllen's giant balloon spinning cheer.

McAllen is the official South Pole of Texas, Santa's warm weather getaway that welcomes guests to a warm winter wonderland with the largest digital Christmas tree in America. Original McAllen festivals like Fiesta de Palmas and MXLAN are where Latino culture thrives, celebrating the arts, food, and inclusive outdoor fun.

McAllen hosts over eight hundred unique events each year that generate over **sixty-nine million in annual economic impact**; with an additional **eleven-point-eight million dollars of impact** from the McAllen Holiday Parade alone.

Ready to celebrate in the city of festivals?

Experience McAllen, so you'll be the one who knows a place- McAllen, Texas.



COMMUNITY OVERVIEW

SECTION 01



COMMUNITY OVERVIEW

SECTION 01

1A.) Current City Population:

142,210 – Census.Gov

1B.) Current SMSA or LUZ Population:

861,137 – Census.Gov

1C.) Population within 50 miles radius of McAllen

2.1 Million



1D.) Primary Festival and Event Venues Available



McAllen Convention Center

The McAllen Convention Center goes beyond conventions and meetings to host the most important community events. The 18.5 acre complex hosts over 500 events each year and has an average attendance of 400,000 attendees annually. The McAllen Convention Center was designed as a multi-purpose event center that caters to anything from conventions to concerts to board room meetings. The Convention Center has become a popular concert venue and creates a picture perfect backdrop for local weddings. The McAllen Convention Center features a 60,000 sq.ft. column free exhibit hall, a grand ballroom, two boardrooms and up to 16 breakout rooms for meetings and smaller events.

McAllen Convention Center	
Size/Capacity	20,000
Indoor/Outdoor	Indoor
Water/Power	Yes (Both)
Wifi	Yes
Events	Conferences; Expos; Festivals



McAllen Convention District Festival Grounds	
Size/Capacity	100,000
Indoor/Outdoor	Indoor & Outdoor
Water/Power	Yes (Both)
Wifi	Yes
Events	Concerts; Festivals; Runs

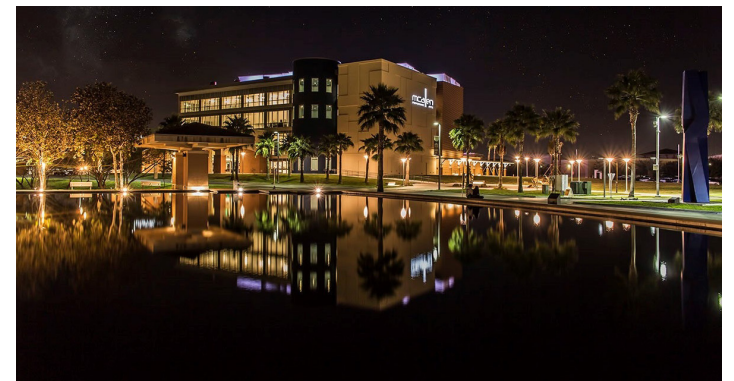


McAllen Performing Arts Center

Opened its doors on November 2016, the McAllen Performing Arts Center has quickly become the premier venue that presents a wide variety of nationally recognized productions of music, dance and theatre to the people of South Texas. The McAllen Performing Arts Center serves as a premiere venue for the performing arts so as to enhance the range, quality, and accessibility of the cultural fare available to the public; to promulgate arts education; and to contribute to the cultural life of McAllen, the Rio Grande Valley, South Texas and Northern Mexico. The McAllen Performing Arts Center has hosted over 550 world class events from Broadway shows, concerts, orchestra concerts, conferences and more.

McAllen Performing Arts Center

Size/Capacity	1,843
Indoor/Outdoor	Indoor
Water/Power	Yes (Both)
Wifi	Yes
Events	Concerts; Orchestra; Opera; Conferences

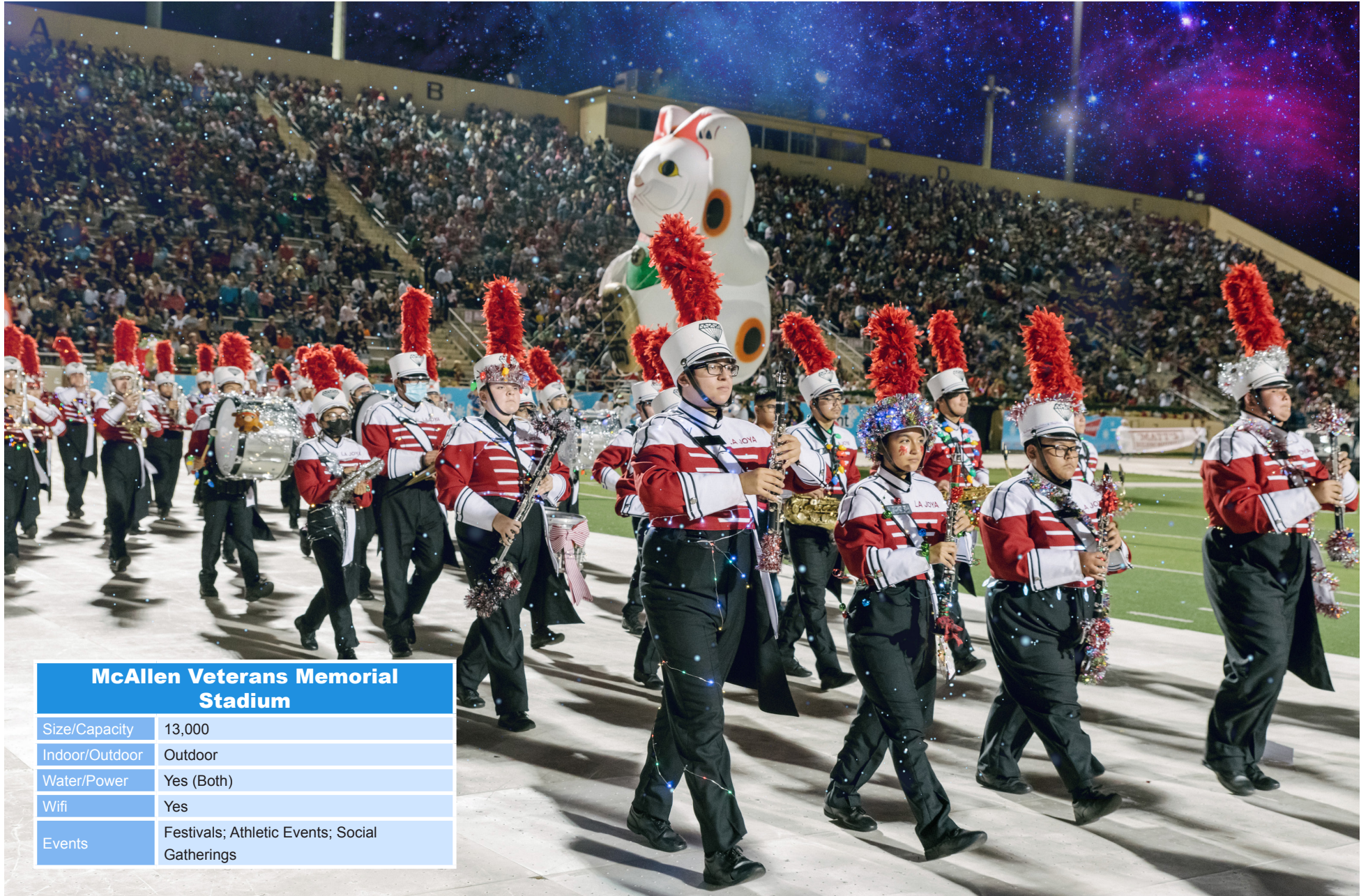




Quinta Mazatlan World Birding Center

A 1930's country estate in the heart of McAllen, Quinta Mazatlan is an historic Spanish Revival adobe hacienda surrounded by lush tropical landscaping & native woodland. A unique conference & events center, close to airports & hotels, Quinta Mazatlan is also an urban oasis, where quiet trails wind through more than 15 acres of birding habitat.

Quinta Mazatlan	
Size/Capacity	5,000
Indoor/Outdoor	Indoor & Outdoor
Water/Power	Yes (Both)
Wifi	Yes
Events	Conferences; Festivals; Educational Programming



McAllen Veterans Memorial Stadium

Size/Capacity	13,000
Indoor/Outdoor	Outdoor
Water/Power	Yes (Both)
Wifi	Yes
Events	Festivals; Athletic Events; Social Gatherings

McAllen Public Library

After 60 years in the downtown McAllen location at 601 N. Main St., the Old Main Library closed its doors on November 23, 2011. Ready for a new home, new look, and new direction, McAllen Public Library relocated to its current location at 4001 N. 23rd St. on December 10, 2011.

Now an award-winning public library, the new McAllen Public Library is 123,000 square feet and may very well be the largest single floor public library in the nation.

McAllen Public Library	
Size/Capacity	20,500
Indoor/Outdoor	Indoor & Outdoor
Water/Power	Yes (Both)
Wifi	Yes
Events	Conferences; Festivals; Educational Programming; Expos





McAllen Municipal Park	
Size/Capacity	290,400
Indoor/Outdoor	Outdoor
Water/Power	Yes (Both)
Wifi	Yes
Events	Festivals; Athletic Events; Social Gatherings

1E.) Water and Power Accessibility in Outdoor Venues

1F.) Wifi Accessibilty throughout Venues in City

FESTIVAL & EVENT VENUES					
Venue Name	Size/Capacity	Indoor/Outdoor	Water/Power	Wifi	Events
McAllen Convention Center	20,000	Indoor	Yes (Both)	Yes	Conferences; Expos; Festivals
McAllen Convention District Festival Grounds	100,000	Indoor & Outdoor	Yes (Both)	Yes	Concerts; Festivals; Runs
McAllen Performing Arts Center	1,843	Indoor	Yes (Both)	Yes	Concerts; Orchestra; Opera; Conferences
Quinta Mazatlan	5,000	Indoor & Outdoor	Yes (Both)	Yes	Conferences; Festivals; Educational Programming
McAllen Veterans Memorial Stadium	13,000	Outdoor	Yes (Both)	Yes	Festivals; Athletic Events; Social Gatherings
McAllen Public Library	20,500	Indoor & Outdoor	Yes (Both)	Yes	Conferences; Festivals; Educational Programming; Expos
McAllen Municipal Park	290,400	Outdoor	Yes (Both)	Yes	Festivals; Athletic Events; Social Gatherings

The City of McAllen Parks and Recreation established a catalog of all the parks and recreation facilities accessible for usage in the city. It provides each location's contact information, address, and services. It also provides information related to pavilions, picnic areas, acreage, aquatic facilities and lengths of walking trails.

1G.) Hospital and Emergency Response Availability

The City of McAllen receives medical assistance from local and private institutions that provide services for men, women and children.

HOSPITALS:

There are 3,828 hospital beds (2022 numbers) in Hidalgo, Cameron, and Starr Counties, with 19% of the beds from the McAllen-Edinburg-Mission Metro area (MSA) inside the City of McAllen. Fifty-five percent of all beds in Hidalgo, Cameron, and Starr Counties are inside or within 5-10 minutes of McAllen.

The only Level I Trauma Center (highest level) in the South Texas area is immediately adjacent to the City of McAllen.

In 2021, Doctors Hospital at Renaissance Health (DHR Health) celebrated becoming the first and only Level 1 Trauma Center in the Rio Grande Valley. Now, Valley residents do not need to be transported to San Antonio or Corpus Christi for specific medical treatments. (Doctors Hospital at Renaissance)

The only Level II Trauma Center in Hidalgo County is South Texas Health System McAllen. South Texas Health System is a multi-hospital healthcare system serving patients throughout the Rio Grande Valley. The system includes four hospital campuses with specialties in pediatrics, heart and vascular services, maternity and women's health and trauma services. South Texas Health System McAllen

In terms of EMERGENCY RESPONSE:

- the largest municipal Police Force in the Rio Grande Valley.
- regularly ranked as one of Texas' Safest Cities, and has been recently ranked the Safest in Texas.
- the only Bomb Squad in Hidalgo County and one of only two in the Rio Grande Valley.
- one of the highest ISO-rated Fire Departments in the Rio Grande Valley.
- one of the three regional Hazardous Materials Response Teams in the Rio Grande Valley.
- one of only four Public Works Emergency Response Teams in Texas, and is known for state-wide disaster response.



1H.) Total Number of Hotel Rooms Available

There are **51 hotel properties; 4,083 hotel rooms** available in McAllen.



Embassy Suites by Hilton
McAllen Convention Center
800 Convention Center Blvd
McAllen, TX 78501

With over 12,000 sq. ft. of flexible event space, we can host up to 700 guests. Our dedicated events team will be on hand to help with catering and A/V equipment needs.

10,440sq. ft.

LARGEST ROOM: 7,840sq. ft.
MEETING ROOMS: 9
GUEST ROOMS: 150



Radisson Hotel McAllen Airport
2721 S 10th St
McAllen, TX 78503.

4,000 sq. ft.

LARGEST ROOM: 4,000sq. ft.
MEETING ROOMS: 6
2ND LARGEST ROOM: 820sq. ft.



**DoubleTree Suites by Hilton
Hotel McAllen**
1800 S 2nd St
McAllen, TX 78503

6,646 sq. ft.

LARGEST ROOM: 4,160sq. ft.
MEETING ROOMS: 8
GUEST ROOMS: 262



**Casa De Palmas, Trademark
Collection by Wyndham McAllen**
101 N. Main St,
McAllen, TX, 78501

6,600sq. ft.

MEETING ROOMS: 4
GUEST ROOMS: 167

11.) Public Transportation Options

The City of McAllen's Transit Department was created in 2001 in order to manage and maintain Central Station, the City's International Transit Terminal Facility. In January of 2005, the Transit Department took over McAllen Express Transit (MET) operations, this transition resulted in an annual operating cost savings of approximately \$250,000. In addition to a cost savings, the Transit Department has been able to increase annual ridership. In February 2011, MET became what is now Metro McAllen.

Metro McAllen currently operates eight intracity bus routes, Micro McAllen and a paratransit bus service for eligible patrons. The bus system hubs out of the downtown terminal facility where passengers can connect to an array of international, national, regional and intracity destinations.

Metro McAllen also offers a real-time bus tracker, Ride System, that allows the public to stay informed and updated with the routes they are looking for. An app for Ride System can also be downloaded from the App Store or Google Play for additional assistance.

Residents and visitors can also utilize taxi and rideshare companies such as Uber or Lyft for their transportation needs.

In 2015, the City of McAllen introduced McAllen BCycle to the Rio Grande Valley as the first rent-a-bicycle program. As an initiative under Metro McAllen, and with eight stations located around the City, this program provided supportive ways to explore the community, encourage an active lifestyle, and provide an alternative option to public transportation.





1J.) Parking Availability

Downtown Services

The McAllen Parking garage consists of **436 parking spaces, 379 spaces** off-street, and **1181 spaces** on-street. The facility also includes a Food Court that is open Monday – Sunday from 9am-6pm.

Parking Garage Fee(s):

\$1.00 for the first hour, 50 cents for each additional hour (Max \$5/Day).

On-Street Parking Fee(s): 25 cents for each half-hour. Limit 2-hours. QUARTERS ONLY

Metered Lot Fee(s): 25 cents per hour, up to 10 hours. QUARTERS ONLY

Contactless On-Street / Metered Lot Parking fees payment option is available on the Park Mobile app.

Free for download on both the App Store and Google Play.

Social Media Channels: Facebook, Instagram, Twitter: @McAllenParking

1K.) Walking Paths, Bicycle Lanes

The City of McAllen's Hike and Bike Trail System is a great place to spend your time. Our trails are the perfect place to go running, jogging, skating, cycling, or walking with the entire family. The City keeps health and wellness top of mind, so exercise and fitness opportunities provided by these trails for residents and visitors allow for a great workout with beautiful scenery.

Throughout the City, the Hike and Bike Trail System totals 34 miles. These trails are found within parks, neighborhoods, along major roadways and schools.

These trails include various amenities including emergency call boxes, benches, water fountains, and shade structures.

The three primary trails are:

- **Bentsen Hike & Bike Trail**
Total length of walking/biking surface: 2.25 miles
- **Bicentennial Hike & Bike Trail**
Total length of walking/biking surface: 6.16 miles
- **2nd Street Hike & Bike Trail**
Total length of walking/biking surface: 9.41 miles

Whether you are looking for an easy walking trail for your morning routine, or a safe bike trail for your evening workout, the City of McAllen has something for everyone to enjoy.



1L.) Estimated City Visitors Annually Attributed to Festivals and Events

Over 800 events held in the City of McAllen annually
welcome over **1 Million attendees** throughout the year



COMMUNITY FESTIVALS AND EVENTS SECTION 02

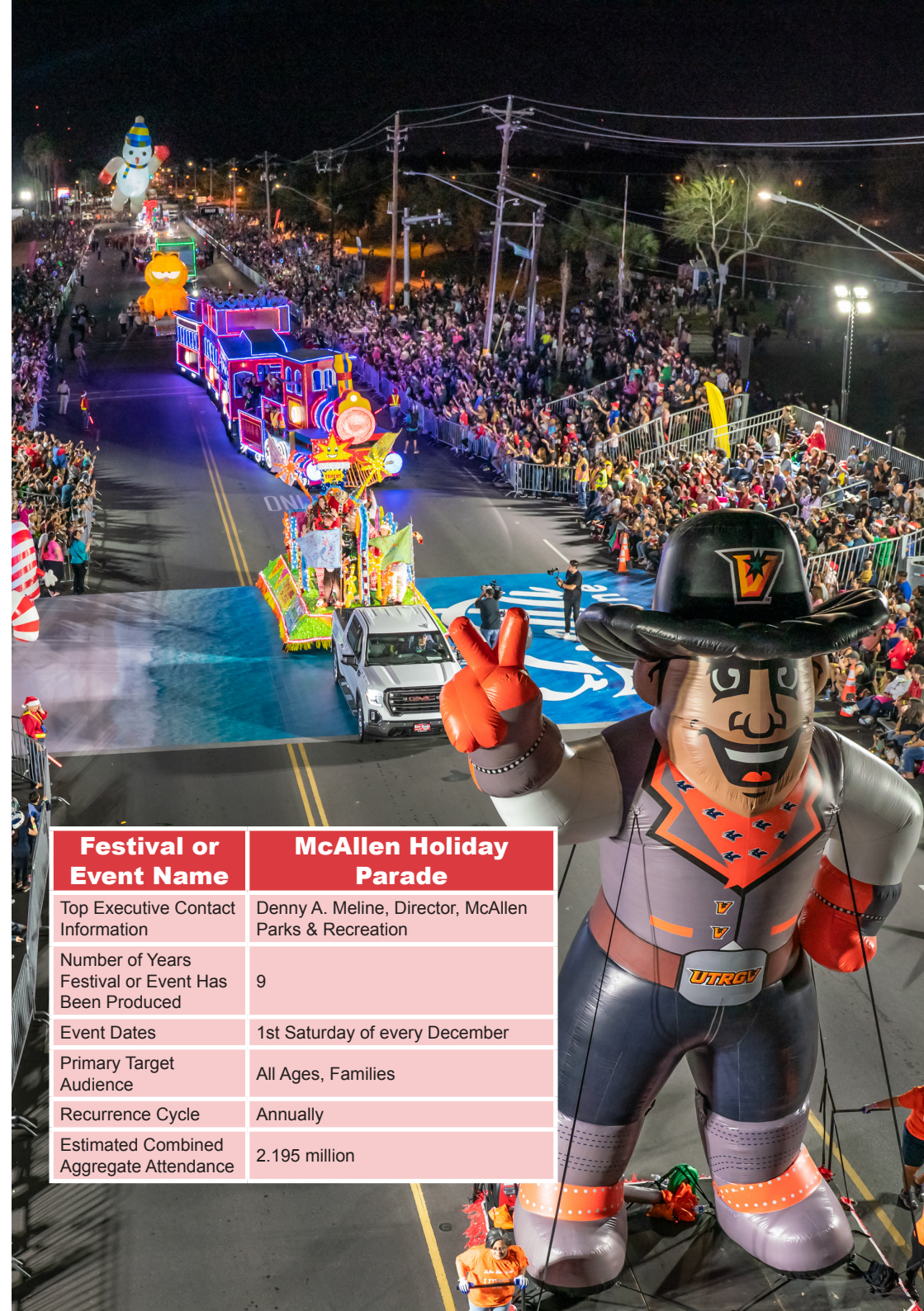


EVENT 01 McAllen Holiday Parade

The McAllen Holiday Parade, presented by H-E-B, the largest illuminated holiday and helium balloon parade in Texas, has been selected as the Best Parade in the World 4x and Best Parade in Texas 5x by the International and Texas Festival & Events Associations.

Held on the first Saturday of each December for the last nine years, the event attracts over **180,000 attendees** from Texas and Mexico, and spans 1.5 miles of McAllen streets. According to the University of Texas Rio Grande Valley, the 2021 McAllen Holiday Parade resulted in an economic impact of **\$11.8 Million in immediate and identifiable benefits to the region.** This holiday experience continually fosters an awareness of McAllen as a premier travel destination, enhances the City of McAllen’s quality of life, and boosts civic pride. Guided by a mission of enhancing the quality of life of residents and visitors through a large-scale parade of lighted floats and Macy’s style balloons, the 2022 parade offered 55 illuminated floats, 32 giant balloons, 13 marching bands and featured 13 celebrity appearances by major athletes and television stars. Created in 2014, the parade was created as, and continues to be a collective effort between City of McAllen departments, sponsors, and community volunteers to bring this uniquely memorable, holiday-themed celebration to Texas. Event elements appeal to the entire family from children and teens to parents and grandparents, continuing to establish what has become a regional holiday tradition for generations to come. In addition to a live audience of over 180,000 from Texas and Mexico, and millions of viewers from the **top 33 largest** U.S. Hispanic markets view the official McAllen Holiday Parade broadcast from the comfort of their homes.

Television markets include the Rio Grande Valley, Laredo, Houston, San Antonio, Dallas, Corpus Christi and Northern Mexico. Local and regional network affiliates included ABC, CBS, FOX, Univision, Telexitos, and Telemundo. KRGV, the ABC affiliate, carried portions of the parade live with multiple cut-ins to the event. Univision-48 and KGBT, the local CBS network, carried the parade live throughout the festivities.



Festival or Event Name	McAllen Holiday Parade
Top Executive Contact Information	Denny A. Meline, Director, McAllen Parks & Recreation
Number of Years Festival or Event Has Been Produced	9
Event Dates	1st Saturday of every December
Primary Target Audience	All Ages, Families
Recurrence Cycle	Annually
Estimated Combined Aggregate Attendance	2.195 million



Tallest Digital Christmas Tree in America

EVENT 02

South Pole Illuminated Festival

The McAllen Convention Center grounds are transformed into the official South Pole of Texas Illuminated Festival and hosts thousands of families over 30 plus days.

The experience is the biggest and brightest ever, featuring a walking journey through millions of lights, giant illuminated lantern, 24 color changing trees, and the Tallest Digital Christmas Tree in America. The festival features recreated snowfall, dazzling radiant tunnels, Santa’s Castle, a holiday fireworks spectacular on weekends with sunset live concerts.

It also has our very own Holiday Carnival, photos with Santa, train rides, private South Pole Christmas parties, and Gingerbread House building experiences.

And of course, guests will be able to enjoy their favorite treats at the Holiday Food Park and Hot Chocolate, S’mores Station and interactive photo ops throughout the park.

McAllen was designated as the Official South Pole of Texas by the Governor of Texas in 2019.

Festival or Event Name	South Texas Illuminated Festival
Top Executive Contact Information	Yajaira Flores, Director of Convention Facilities
Number of Years Festival or Event Has Been Produced	3
Event Dates	30 days of December
Primary Target Audience	Young families, all community segments, out of town visitors
Recurrence Cycle	Annually
Estimated Combined Aggregate Attendance	695,000

EVENT 03

McAllen Marathon Scott Crane Run

The McAllen Marathon Scott Crane Running Series is a destination event, scheduled to celebrated its 10th year in 2023 attracts more than **12,000 runners** and spectators from across the Rio Grande Valley, United States of America, and Mexico each year. The year round running series enhanced from its original one weekend format in 2021 offers 6 events throughout the year, featuring distances from 2K to a full marathon. The series is highlighted each January with marathon weekend festivities. This is a Boston Qualifying Race includes a 26.2 mile full marathon, 13.1 half marathon, 6-man relay, 10K, 5K and a Kids Final Mile.



Festival or Event Name	McAllen Marathon Scott Crane Run
Top Executive Contact Information	Denny A. Meline, Director, McAllen Parks & Recreation
Number of Years Festival or Event Has Been Produced	10
Event Dates	2nd week of every January
Primary Target Audience	Ages 6-10, 18-45, Families, Athletes, Runners, Adults, Kids
Recurrence Cycle	Annually
Estimated Combined Aggregate Attendance	97,000





EVENT 04

Fiesta de Palmas

Every October, this weekend-long festival takes over the McAllen Convention Center District, including 174,000 square feet of indoor space.

The City of McAllen is the epicenter where rich and diverse cultures blend together into one unique community that welcomes residents and visitors with open arms. It is uniquely and proudly McAllen. Fiesta de Palmas is a festival that celebrates rich history and diverse culture. With entertainment that excites you, historical displays that move you, shopping that thrills you and food that delights your pallet, genuine and memorable experiences are part of the fabric of Fiesta de Palmas.

Fiesta de Palmas features lots of entertainment including: live music from local and international acts, vibrant dance performances, a variety of international cuisine, and an eclectic array of cultural activities for guests to participate in. In addition, the festival includes, historical displays, shopping, art, family games, rides and kids' activities, live entertainment, animal shows, a classic car show, cooking demonstrations as well as diverse food and beverages. Over 65,000+ people will enjoy the event inside the Convention Center and all around the grounds in the Oval Park and Reflecting Pond. The event includes live music from local and international acts, vibrant dance performances, a variety of international cuisine, and an electric array of cultural activities for guests to participate in. Residents from all over the Rio Grande Valley are invited to take part in this special event. Attendees are treated to an array of sights and sounds, courtesy of live music and dancers across the event layout.

Festival or Event Name	Fiesta de Palmas
Top Executive Contact Information	Yajaira Flores, Director of Convention Facilities
Number of Years Festival or Event Has Been Produced	15
Event Dates	Third week of October
Primary Target Audience	Young families, all community segments, out of town visitors
Recurrence Cycle	Annually
Estimated Combined Aggregate Attendance	675,000

EVENT 05

MXLAN

These are Our Roots, We are the Flowers

MXLAN returns July 28-30

MXLAN is a 3-day festival that celebrate latino culture with art, music, and Mexican cuisine.

MXLAN is the largest interactive arts event held in McAllen metropolitan area. The unique festival centers around a narrative of Mexican culture and its influence. Integrated into MXLAN is a multitude of smaller events that take place throughout the three-day festival including a 5k marathon run, live muralists creating artwork, live music, Mexican cuisine, the traditional Calenda parade that takes over the Oval Park grounds and more. The indoor artisan Mercado also features authentic Mexican products being sold from vendors who travel internationally to take part in the event.

MXLAN is billed as a celebration of the region's roots; the heritage of our community, and the culture that was born from it. There is an emphasis on celebrating the Latin influence across our cuisine, art, music, and the importance of building strong ties amongst our community.

First held in 2019, MXLAN is set to make a triumphant comeback in 2022 after a several year hiatus due to the Covid-19 pandemic, but is expected to draw over 125,000 visitors over the five days. Coming from international destinations as well as all over the country, MXLAN will be a premier event for visitors to experience a taste of the local flavor, showcasing the region's hospitality in its prime.

Festival or Event Name	MXLAN
Top Executive Contact Information	Luis Cantu, McAllen Chamber of Commerce Vice President
Number of Years Festival or Event Has Been Produced	3
Event Dates	July 28-30
Primary Target Audience	Ages 14-54, Young Adults, Families & affluent adults
Recurrence Cycle	Annually
Estimated Combined Aggregate Attendance	81,000 annually



EVENT 06

South Texas Book Festival

The McAllen Book Festival was established in 2014 as a celebration of culture and imagination by linking readers of all ages with authors, performers, and publishers, and fulfilling the mission of McAllen Public Library as a place where people and ideas meet and connect. In August 2018, we re-branded our annual book festival and we now have a new name, a new logo, and a wider appeal. The McAllen Book Festival is now the South Texas Book Festival. The South Texas Book Festival is the only festival expressly for children and teens and their families in the region. Combining literacy promotion, regional and national authors, and children’s entertainment in a festive atmosphere, McAllen Public Library promotes a lifelong habit of reading for pleasure and fun. Families from all over South Texas – and from our sister cities across the border – attend our festival, and the name change more accurately describes our expanded reach. Along with the excitement of the name change came a new and recognizable STBF logo.



Festival or Event Name	South Texas Book Festival
Top Executive Contact Information	Kate P. Horan, City of McAllen Library Director
Number of Years Festival or Event Has Been Produced	8
Event Dates	Last week of Oct & first week of Nov
Primary Target Audience	Families, children, young adults, adults, bilingual (Spanish English)
Recurrence Cycle	Annually
Estimated Combined Aggregate Attendance	56,000



EVENT 07

Monarch Festival

Monarch Fest at Quinta Mazatlán is a celebration with a purpose. This event offers people of all ages a chance to learn about the monarch butterfly as well as participate in fun family crafts, scout badge activities, special speakers, garden tours and gardening classes. The festival features cooking demonstrations, music and dance performers. Save time for the Marketplace with cultural arts, native plants and a variety of food for sale.



Festival or Event Name	Monarch Festival
Top Executive Contact Information	Collen Hook, Manager of Quinta Mazatlan
Number of Years Festival or Event Has Been Produced	5
Event Dates	Third week of March
Primary Target Audience	Families, children, young adults, adults, bilingual (Spanish English)
Recurrence Cycle	Annually
Estimated Combined Aggregate Attendance	25,000

EVENT 08

TASTE McAllen

Taste McAllen, presented by L&F Distributors, is the Premier South Texas Food Tasting Event taking place at the McAllen Convention Center that typically occurs in the breezy month of April. Taste McAllen takes place outdoors, in a space that gathers renowned chefs from the community who put their best culinary skills on display. Local chefs and restaurants will assemble delicious and signature food and drinks for attendees to enjoy, set against a backdrop of live musical performances from local artists, creating an ambiance that can't be beat.

One of the biggest amenities coming to Taste McAllen in 2022 is The Grand Tasting, where visitors can sample from a wide selection of craft beers, wines and spirits choices. The Grand Tasting also allows for exclusive access to a multitude of different food items for registered guests to enjoy.

Always in high demand, the VIP Area will return for this new Taste McAllen iteration. The VIP area is offered for attendees who look for a more private and elevated event experience where they can enjoy the food festival with a bubbles bar, a live chef cooking demonstration and other VIP perks.

In 2022, Taste McAllen is expected to draw over 1,000 event attendees and offers unique sponsorship opportunities for local stakeholders to take advantage of. Aligning with and promoting key business brands with customized organic event activations is also critical to the continued success of this food festival. Taste McAllen continues to be a staple signature event for the local community, and is organized yearly by the McAllen Chamber of Commerce staff.



Festival or Event Name	Taste McAllen
Top Executive Contact Information	McAllen Chamber of Commerce Vice President
Number of Years Festival or Event Has Been Produced	6
Event Dates	First week of May
Primary Target Audience	Ages 21-54, Foodies & affluent adults
Recurrence Cycle	Annually
Estimated Combined Aggregate Attendance	600



EVENT 09

South Texas Comic Con

South Texas Comic Con is a 3-day pop-culture event celebrating movies, comic books, animation, music and gaming with celebrity meet & greets, photo ops, Q&A sessions, performances and LARGE variety of vendors from all over the country.

Comic Con was created to share comics, superheros, video games, authors and celebrities with Rio Grande Valley residents. Prior to South Texas Comic Con, RGV residents were forced to travel to conventions as far as Houston, Dallas and even Chicago.

STXCC has hit record attendance with a total of 19,000 tickets sold in 2019 and 21,000 tickets in 2022!

Festival or Event Name	South Texas Comic Con
Top Executive Contact Information	Yajaira Flores, Director of Convention Facilities
Number of Years Festival or Event Has Been Produced	12
Event Dates	Third week of April
Primary Target Audience	Ages 18-45, out of market visitors, all community segments
Recurrence Cycle	Annually
Estimated Combined Aggregate Attendance	600,00

EVENT 10

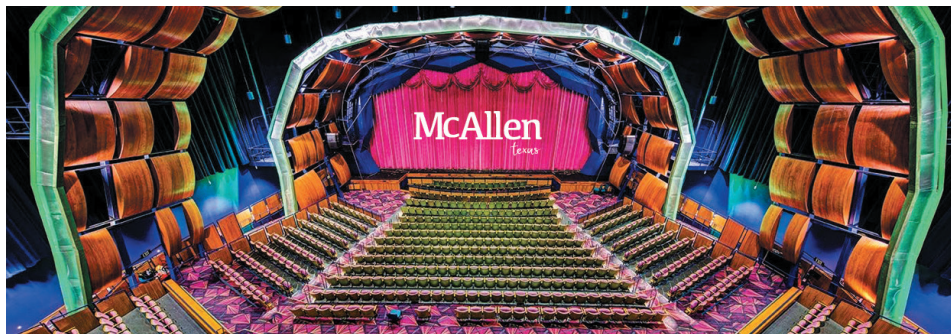
Broadway In McAllen

Since opening its door in the fall of 2016, the McAllen Performing Arts Center has transformed the Rio Grande Valley's arts and cultural experience by delivering the most advanced performing arts center south of San Antonio.

Broadway in McAllen brings the Best of Touring Broadway direct from New York. With a showcase of an estimate of 10 shows per season, Broadway in McAllen is set to bring the best in Broadway series.

Each season brings new and exciting entertainment you won't want to miss.

Festival or Event Name	Broadway in McAllen
Top Executive Contact Information	Adam Troy Epstein, CEO Innovation Arts & Entertainment
Number of Years Festival or Event Has Been Produced	14
Event Dates	September - May
Primary Target Audience	Ages 14-54, out of market visitors, performing arts community
Recurrence Cycle	Annually
Estimated Combined Aggregate Attendance	117,600



City of McAllen Full Year of Events

Date	Event	Location	Responsible
January 2022			
1	First Day Hike in the Park	Quinta Mazatlan	Quinta Mazatlan
5	National Bird Day	Quinta Mazatlan	Quinta Mazatlan
6	Dia De Los Reyes	City of McAllen	City of McAllen
6	Golden Age Olympics	Around McAllen	Parks & Rec
6	Rosca De Reyes Night	Las Palmas CC	Parks & Red
7	McAllen Art Walk	Creative Incubator	McAllen Chamber
7	Food Park Unplugged	McAllen Food Park	McAllen Chamber
14	Food Park Christian Night	McAllen Food Park	McAllen Chamber
15-16	McAllen Marathon	MCC	Parks & Rec
17	Senior Volleyball Open House	Lark CC	Parks & Rec
18	Senior Walkathon Open House	Lark CC	Parks&Rec
18 - 19	Winter Texan Expo	MCC	Welcom Home RGV
20	Senior Open House	Las Palmas CC	Parks & Rec
21	Food Park Karaoke Night	McAllen Food Park	McAllen Chamber
22-23	SAXET Gun Show	McAllen CC	SAXET Trade Show
25	Golden Age Olympics	Champion Lakes Course	McAllen Golf
28	Senior Birthday Bash	Las Palmas CC	Parks & Rec
30	Lunar New Year Festival	IMAS	Intl. Museum A&S
Dec-Jan 6	South Pole of Texas	MCC	MCC
Jan.	Saturday Farmers Market	McAllen Library	McAllen Public Library
Jan.	John Milton Performances	MPAC	Dreamshows, INC.
Jan.	Reading Challenge Events	All MPL Branches	McAllen Public Library

Date	Event	Location	Responsible
February 2022			
1	State of the City Luncheon	MCC	City of McAllen
2	World Read Aloud Day	Main Library	McAllen Public Library
4	McAllen Art Walk	Creative Incubator	McAllen Chamber
8	Stat of the City	MCC	Public Info.
10	Valentines Concert in the Park	Quinta Mazatlan	Quinta Mazatlan
11-13	Carfest	MCC	MCC
14	Engineers Week at Museum	IMAS	Intl. Museum A&S
17	Chamber Legislative Update	Radisson Hotel	Intl. Museum A&S
17	Senior Open House	Las Palmas CC	McAllen Chamber
18	Food Park Unplugged	McAllen Food Park	McAllen Chamber
18-19	Winter Texan Expo	MCC	Welcome Home RGV
21	Royal Court Presentation	Las Palmas CC	Parks & Rec
24	Senior Open House	Lark CC	Parks & Rec
25	Food Park Christian Night	McAllen Food Park	McAllen Chamber
25	Senior Birthday Bash	Las Palmas CC	Parks & Rec
26-27	SAXET Trade Show	McAllen CC	SAXET Trade Show
28	Nat'l Invasive Species Week	Quinta Mazatlan	Quinta Mazatlan
1-5	National Green Week	Quinta Mazatlan	Quinta Mazatlan
1-26	All You Need Is Love Trail	Quinta Mazatlan	Quinta Mazatlan
12-14	Great Backyard Bird Count	Quinta Mazatlan	Quinta Mazatlan
Feb.	Black History Month Events	All MPL Branches	McAllen Public Library
Feb.	Reading Challenge Events	All MPL Branches	McAllen Public Library

City of McAllen Full Year of Events (Continued)

Date	Event	Location	Responsible
March 2022			
3	World Wildlife Day	Quinta Mazatlan	Quinta Mazatlan
3	Good Day Luncheon	Embassy Suites Hotel	McAllen Chamber
4	McAllen Art Walk	Creative Incubator	McAllen Chamber
5	VAMOS Golf Tournament	Champion Lakes Course	McAllen Golf
6	Golden Age Olympics	Around McAllen	Parks & Rec
6	MISD Student Art Show	IMAS	Intl. Museum A&S
8	Intl. Women's Day & Month	City	Public Info.
8	Business Power Showcase	McAllen Chamber	McAllen Chamber
8	MISD Golf Tournament	Champion Lakes Course	McAllen Golf
10	Businesswomen Luncheon	Double Tree Hotel	McAllen Chamber
11	Food Park Unplugged	McAllen Food Park	McAllen Chamber
11-12	RGVGCA Golf Tournament	Champion Lakes Course	McAllen Gold
12	Arbor Day Celebration	Municipal Park	Keep McAllen Beautiful
12-13	McAllen Car Fest	MCC	MCC
15-17	Water Education Week	South Water Plant	McAllen Public Utility
16	Senior Trip	Livestock Show	Parks & Rec
17	St. Patrick's Day Celebration	Las Palmas CC	Parks & Rec
18	Brain Awareness Day	IMAS	Intl. Museum A&S
19	Flower Power Day	Quinta Mazatlan	Quinta Mazatlan
19-20	SAXET Gun Show	MCC	SAXET Trade Show
20	World Water Day	IMAS	Intl. Museum A&S
22	Senior Yoga Open House	Lark CC	Parks & Rec
23	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
23-24	South TX All Hazards Conf	MCC	City Of McAllen
24	Senior Open House	Las Palmas CC	Parks & Rec
25	Santa Fe Wine Classic	Quinta Mazatlan	McAllen Chamber
25	Food Park Christian Night	McAllen Food Park	McAllen Chamber

Date	Event	Location	Responsible
25	Senior Birthday Bash	Las Palmas CC	Parks & Rec
25-26	RGVGCA Golf Tournament	Champion Lakes Course	McAllen Golf
26	World Languages Festival	Main Library	McAllen Public Library
26	Tiny 2k Glow Run	Las Palmas CC	Parks & Rec
26	Tree Planting Day	Frontage Park	Keep McAllen Beautiful
30	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
31	MISD Golf Tournament	Champion Lakes Course	McAllen Golf

City of McAllen Full Year of Events (Continued)

Date	Event	Location	Responsible
April 2022			
1	McAllen Art Walk	Creative Incubator	McAllen Chamber
1	Music After Hours	McAllen Food Park	McAllen Chamber
1	MISD Golf Tournament	Champion Lakes Course	McAllen Golf
2	Monarch Fest	Quinta Mazatlan	Quinta Mazatlan
2	Classic Car Cruise Night	McAllen Chamber	McAllen Chamber
3	RGV Home Show	McAllen CC	Show Technology
3-9	Natl. Library Week	All MPL Branches	McAllen Public Library
6	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
7	MISD Golf Tournament	Champion Lakes Course	McAllen Golf
8	Food Park Unplugged	McAllen Food Park	McAllen Chamber
8	Children's Walkathon	Lark Branch Library	McAllen Public Library
8-10	RGV Home Show	McAllen CC	Show Technology
9	Sunset Live	McAllen CC	McAllen CC
9	Health Fair	Main Library	McAllen Public Library
9	Great American Cleanup	Municipal Park	Keep McAllen Beautiful
9	Arbor Day Celebration	Quinta Mazatlan	Quinta Mazatlan
9	A Night at the Brew-Seum	IMAS	Intl. Museum A&S
9-16	Money Smart Week Events	All MPL Branches	McAllen Public Library
12	MISD Golf Tournament	Champion Lakes Course	McAllen Golf
12	Senior Qi Gong Open House	Lark CC	Parks & Rec
13	Senior Easter Celebration	Las Palmas CC	Parks & Rec
13	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
15	Food Park Unplugged	McAllen Food Park	McAllen Chamber
16	Nat'l Gardening Day	Quinta Mazatlan	Quinta Mazatlan
18-19	UIL Region Golf Tournament	Champion Lakes Course	McAllen Golf
19	Senior Open House	Las Palmas CC	Parks & Rec

Date	Event	Location	Responsible
20	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
20	Administrative Day	McAllen CC	McAllen CC
21	Moon Over Mazatlan	Quinta Mazatlan	Quinta Mazatlan
22	Food Park Karaoke Night	McAllen Food Park	McAllen Chamber
22	RecSquad at the Park	Municipal Park	McAllen Chamber
22	Earth Day Environ. Education	City Hall	Keep McAllen Beautiful
22-24	South Texas Comic Con	McAllen CC	South Texas Conventions
23	Daddy Daughter Dance	Lark CC	Parks & Rec
23-24	RGV Golf Tour Fundraiser	Champion Lakes Course	McAllen Golf
24-27	City Nature Challenge Events	Quinta Mazatlan	Quinta Mazatlan
27	Admin. Professionals Day	MCC	MCC
27	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
28	MISD Golf Tournament	Champion Lakes Course	McAllen Golf
28	MPU Annual Night Out	Main Library	McAllen Public Utility
29	Senior Birthday Bash	Las Palmas CC	Parks & Rec
29	Tacos & Tequila Night	Radisson Hotel	McAllen Chamber
30	Dia De Los Ninos	Main Library	McAllen Public Library
April	Amnesty Month Events	All MPL Branches	McAllen Public Library
April	Natl. Poetry Month Events	All MPL Branches	McAllen Public Library

City of McAllen Full Year of Events (Continued)

Date	Event	Location	Responsible
May 2022			
2	MISD Golf Tournament	Champion Lakes Course	McAllen Golf
4	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
4	May the 4th Be with You	Main Library	McAllen Public Library
5	Summer Supper Club	London's Grill	Welcome Home RGV
6	McAllen Art Walk	Creative Incubator	McAllen Chamber
6	Music After Hours	McAllen Food Park	McAllen Chamber
7	Cinco De Mayo 5K	Firemen's Park	Parks & Rec
7	Mother's Day In the Park	Quinta Mazatlan	Quinta Mazatlan
7	Cinco De Mayo Car Show	Las Palmas CC	Parks & Rec
7	MISD Fundraiser Tournament	Champions Lake Course	McAllen Golf
9	Senior Mother's Day Party	Las Palmas CC	Parks & Rec
10	Business Power Network	McAllen Chamber	McAllen Chamber
11	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
12	Government Affairs Council	McAllen Chamber	McAllen Chamber
12	Senior Open House	Las Palmas CC	Parks & Rec
13	Food Park Unplugged	McAllen Food Park	McAllen Chamber
14	World Migratory Bird Day	Quinta Mazatlan	Quinta Mazatlan
14	Sunset Live	McAllen CC	McAllen CC
15	Palm Awards Celebration	McAllen CC	McAllen CC
17	TGCSA Golf Tournament	Champion Lakes Course	McAllen Golf
18	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
19	McAllen Public Works Week	McAllen Public Works	McAllen Public Works
19	Summer Supper Club	Texas Roadhouse	Welcome Home RGV
19	Senior Aerobics Open House	Lark CC	Parks & Rec
20	Food Park Unplugged	McAllen Food Park	McAllen Chamber
22	MISD Golf Tournament	Champion Lakes Course	McAllen Golf

Date	Event	Location	Responsible
25	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
25	A President's Vision Exhibit	McAllen Herit. Center	McAllen Herit Center
26	Summer Supper Club	Macaroni Grill	Welcome Home RGV
1-7	Nat'l Travel & Tourism Week	Around McAllen	McAllen Chamber
3-31	Superhero Trail Month	Quinta Mazatlan	Quinta Mazatlan
17-19	McAllen Tennis Open	McAllen Tennis Cours	Parks & Rec
May	Asian Pacific Am. Heritage	All MPL Branches	McAllen Public Library
May	Dinos & Dragons Adventure	MCC	City of McAllen

City of McAllen Full Year of Events (Continued)

Date	Event	Location	Responsible
June 2022			
1	Summer Kick-Off Party	Lark CC	McAllen Public Library
1	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
2	McAllen Good Day Lunch	Double Tree Suites	McAllen Chamber
2	South TX Conventions	MCC	South TX Conventions
3	Food Park Unplugged	McAllen Food Park	McAllen Chamber
6-10	Environ. Exploration Week	South Water Plant	McAllen Public Utility
8	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
8	STPGA Golf Tournament	Champion Lakes Course	McAllen Golf
9	Senior Open House	Las Palmas CC	Parks & Rec
10	Food Park Unplugged	McAllen Food Park	McAllen Chamber
11	Little Miss 4th of July	Palm View CC	Parks & Rec
11	Father's Day in the Park	Quinta Mazatlan	Quinta Mazatlan
11	Sizzling in the Tropics BBQ	McAllen Municipal Park	McAllen Chamber
11	Sunset Live	McAllen CC	McAllen CC
15	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
16	Senior Father's Day	Las Palmas CC	Parks & Rec
17	Food Park Christian Night	McAllen Food Park	McAllen Chamber
18	Tiny Tiki 2K Run	Las Palmas CC	Parks & Rec
18	Sunset on Main Concert	McAllen Herit. Center	McAllen Herit. Center
18-19	South TX Gamers Expo	McAllen CC	South Texas Conventions
22	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
24	Paint McAllen Beautiful	McAllen Homes	Keep McAllen Beautiful
24	Food Park Karaoke Night	McAllen Food Park	McAllen Chamber
24	Senior Birthday Bash	Las Palmas CC	Parks & Rec

Date	Event	Location	Responsible
24-26	TX Re. Bank Tournament	Champion Lakes Course	McAllen Golf
25	Canvas & Coffee	Las Palmas CC	Parks & Rec
29	STPGA Golf Tournament	Champion Lakes Course	McAllen Golf
30	Summer Supper Club	Cheddar's Night	Welcome Home RGV
1-30	Dr. Seuss Trail Celebration	Quinta Mazatlan	Quinta Mazatlan
June	Pride Month Events	All MPL Locations	McAllen Public Library
June	Summer Reading Events	All MPL Locations	McAllen Public Library

City of McAllen Full Year of Events (Continued)

Date	Event	Location	Responsible
July 2022			
4	4th of July Parade Day	McAllen Parks	Parks & Rec
4	Aquatica Extravaganza	Municipal Pool	Parks & Rec
6	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
8	Food Park Unplugged	McAllen Food Park	McAllen Chamber
13	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
14	Cicada Night	Quinta Mazatlan	Quinta Mazatlan
15	Food Park Christian Night	McAllen Food Park	McAllen Chamber
16	Canvas & Coffee	Las Palmas CC	Parks & Rec
17	Poke Fest	MCC	Jupiter Fortune
20	Joaquin Espamer Invitational	Champion Lakes Course	McAllen Golf
20	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
21	Summer Supper Club	Don Pepe's	Welcome Home RGV
22	McAllen News Update-LIVE	City of McAllen	Public Info.
22-24	Texas Hunters Expo	MCC	Curl Texas
22	Food Park Karaoke	McAllen Food Park	McAllen Chamber
27	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
27-31	MXLAN	Convention Center	McAllen Chamber
28	Neon Nights 5K	Convention Center	Parks & Rec
28	Moth Mania Night	Quinta Mazatlan	Quinta Mazatlan
29	RecSquad at the Park	La Vista Park	Parks & Rec
30	Abstraction Exhibit	IMAS	Intl. Museum A&S
July	Summer Reading Events	All MPL Branches	McAllen Public Library

Date	Event	Location	Responsible
August 2022			
3	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
3	STPGA Golf Tournament	Champion Lakes Course	McAllen Golf
5	TIPA Golf Tournament	Champion Lakes Course	McAllen Golf
10	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
12	Food Park Unplugged	McAllen Food Park	McAllen Chamber
13	Canvas & Coffee	Las Palmas CC	Parks & Rec
13-14	Back to School Bash	IMAS	Intl. Museum A&S
17	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
18	Kids Nature Photo Ceremony	Quinta Mazatlan	Quinta Mazatlan
19	Food Park Christian night	McAllen Food Park	McAllen Chamber
20-21	SAXET Trade Show	McAllen CC	SAXET Trade Show
24	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf
25	Summer Supper Club	Pasta Company	Welcome Home RGV
26	Food Park Karaoke	McAllen Food Park	McAllen Chamber
27	Collage Annual Gala	IMAS	Intl. Museum A&S
28	STPGA Golf Tournament	Champion Lakes Course	McAllen Golf
31	Champion Lakes Sundowner	Champion Lakes Course	McAllen Golf

City of McAllen Full Year of Events (Continued)

Date	Event	Location	Responsible
September 2022			
1	Summer Supper Club	Mambo's	Welcome Home RGV
2	McAllen Art Walk	Creative Incubator	McAllen Chamber
2	Music After Hours	McAllen Food Park	McAllen Chamber
9	Food Park Unplugged	McAllen Food Park	McAllen Chamber
10	Hummingbird Fest	Quinta Mazatlan	Quinta Mazatlan
15	Taste McAllen	Convention Center	McAllen Chamber
15	Summer Supper Club	Costa Messa	Welcome Home RGV
15-30	Hispanic Heritage Month	All MPL Branches	McAllen Public Library
16	Food Park Christian Night	McAllen Food Park	McAllen Chamber
18-24	Banned Books Week Events	Main Library	McAllen Public Library
23	Food Park Karaoke Night	McAllen Food Park	McAllen Chamber
23-24	MISD Golf Tournament	Champion Lakes Course	McAllen Golf
26	MISD Golf Tournament	Champion Lakes Course	McAllen Golf
29	Summer Supper Club	University Draft House	Welcome Home RGV
31-1	MISD Golf Tournament	Champion Lakes Course	McAllen Golf
Sept.	Library Card-Sign Up Events	All MPL Branches	McAllen Public Library

Date	Event	Location	Responsible
October 2022			
1-2	Anime Fiesta	MCC	South TX Conventions
3	Community Altar Exhibit	IMAS	Intl. Museum A&S
3-7	Customer Service Week	City Hall	McAllen Public Utility
6	Planta Nativa Event	Quinta Mazatlan	Quinta Mazatlan
7	Music After Hours	McAllen Food Park	McAllen Chamber
7	McAllen Art Walk	Creative Incubator	McAllen Chamber
7	Valley Environmental Summit	RGV	Keep McAllen Beautiful
8	Sunset Live	MCC	MCC
8-9	SAXET Trade Show	McAllen CC	SAXET Trade Show
9	Dia De Los Muertos Festival	McAllen Food Park	McAllen Chamber
14	Food Park Unplugged	McAllen Food Park	McAllen Chamber
14	LOCTITE Golf Classic	Champion Lakes Course	McAllen Golf
15	McAllen Halloween Festival	West Side Park	Parks & Rec
15	Fright Nite 5K	West Side Park	Parks & Rec
15	Juried Museum Art Show	IMAS	Intl. Museum A&S
21	Food Park Christian Night	McAllen Food Park	McAllen Chamber
21-23	Fiesta De Palmas	MCC	MCC
27-31	South TX Book Festival	Main Library	McAllen Public Library
28	Food Park Karaoke Night	McAllen Food Park	McAllen Chamber
31	Trick-Or-Treat Trail	Main Library	McAllen Public Library
1-15	Hispanic Heritage Month Events	All MPL Branches	McAllen Public Library
18-22	Sticks & Bones Trail	Quinta Mazatlan	Quinta Mazatlan
22-24	Fiesta De Palmas	MCC	MCC
2nd Week	South Texas Reads! Events	Main Library	McAllen Public Library
Oct.	TeenTober Events	All MPL Branches	McAllen Public Library

City of McAllen Full Year of Events (Continued)

Date	Event	Location	Responsible
November 2022			
1	Dia De Los Muertos Event	Main Library	McAllen Public Library
4	McAllen Art Walk	Creative Incubator	McAllen Chamber
4	Music After Hours	McAllen Food Park	McAllen Chamber
10	Aliento A Tequila Exhibit	IMAS	Intl. Museum A&S
11	Food Park Unplugged	McAllen Food Park	McAllen Chamber
12	Turkey Trot 2K, 5K, 10K	Las Palmas CC	Parks & Rec
9-12	RGV Birding Festival Tours	Quinta Mazatlan	Quinta Mazatlan
18	Food Park Christian Night	McAllen Food Park	McAllen Chamber
19	Texas Recycles Day	Recycling Center	McAllen Public Works
1-23	Thanksgiving Donation Drive	McAllen Public Utility	McAllen Public Utility
Nov.	National American Indian Heritage Events	All MPL Branches	McAllen Public Library
Nov.	Food for Fines Events	All MPL Branches	McAllen Public Library

Date	Event	Location	Responsible
December 2022			
2	Christmas in the Park	Municipal Park	Parks & Rec
2	McAllen Art Walk	Creative Incubator	McAllen Chamber
2-3	Christmas in the Park	Municipal Park	McAllen Chamber
3	Christmas Bird Count	Quinta Mazatlan	Quinta Mazatlan
3	McAllen Holiday Parade	Veteran's Stadium	City Of McAllen
3	Christmas Tree Forest Exhibit	IMAS	Intl. Museum A&S
3	Life in One Cubic Foot Exhibit	IMAS	Intl. Museum A&S
4	Post Parade Litter Cleanup	McAllen	Keep McAllen Beautiful
4	Winter Market	IMAS	Intl. Museum A&S
9	Food Park Unplugged	McAllen Food Park	McAllen Chamber
1-12	CASA Angel Donation Drive	McAllen Public Utility	McAllen Public Utility
12	Boot Camp for Event Dri.	Around City	Welcome Home RGV
16	Food Park Unplugged	McAllen Food Park	McAllen Chamber
13-17	Illumina Fest	Quinta Mazatlan	Quinta Mazatlan
Week 21	Water Education Week	McAllen Public Utility	McAllen Public Utility
30	Happy Noon Year Event	Main Library	McAllen Public Library
Dec.	Winter Reading Challenge Events	All MPL Branches	McAllen public Library
Dec.	La Placita Tree Lighting	McAllen Herit. Center	McAllen Herit. Center
1-Jan 6	South Pole Illuminated Fest	MCC	MCC



**CITY/GOVERNMENTAL SUPPORT
OF FESTIVALS AND EVENTS
SECTION 03**

CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

SECTION 03

3A.) Defined and Accessible Public Objectives and Support Statements for Festivals and Events by the City and Other Local Government Agencies

The City of McAllen creates world class festivals and events to improve the quality of life for its residents and provide them opportunities to create life long memories. City initiatives provide comprehensive collaboration across all city departments, key stakeholders and media partners to achieve the following key objectives:

Quality of Life

Ensure residents enjoy new and engaging festivals each year to develop strong civic pride.

City Positioning

Create a strong U.S and international brand as a city of world class festivals and experiences.

Cultural Connectivity & Inclusion

Foster community pride and engagement through thoughtful event offerings that connect with McAllen's cultural traditions

Economic Success

Develop strong offering of year-round festivals to attract visitors to bolster hotel room nights, sales tax, and economic investment in McAllen.

3B.) Direct Funding Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

The City of McAllen, dedicates **funding of nearly \$1.8 Million** to arts and culture initiatives each year. The agencies that receive this City support provide a wide range of programs and experiences to the communities within the City that they reach. The organizations focused on arts and culture that are part of those utilizing funds to create experiences within the City of McAllen include, but are not limited to museums, symphonies, and a wind ensemble that has been part of the City of McAllen's arts culture for 49 years.

In addition, The McAllen Economic Development Corporation contributed funding to both a year round running series produced by the City and a weeklong cultural festival.

Tourism to the City is also generated by funding provided to conventions, conferences, and sporting events by the McAllen Convention & Visitors Bureau and the McAllen Convention and Performing Arts Center. Over **\$1,000,000** is received by these events that attract attendees from both the United States and internationally.



3C.) In-Kind Services Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

A collective of City of McAllen personnel assists event organizers in determining the appropriate permits and safety precautions needed when an event is hosted within city limits. Also taken into consideration is the event's venue or route, and the sort of impact it might have on the community, along with planning for traffic and road closures. The city makes considerable efforts to accommodate as many concurrent events as possible. In looking at the resources available, hosting and facilitating events is truly a collaborative effort

3D.) Support Provided by Festivals and Events to Help with Community Awareness/Protection

Support Provided by Festivals and Events to Help with Community Awareness/Protection (For example: On-site vaccination locations/coordination; Requirements - as allowed by your city/state governments - for proof of vaccination/negative testing; masks; safe distancing; other increased safety measures by event attendees):

Immediately after the local shutdown the City of McAllen contacted Texas Department of Emergency Management to provide expert guidance on the creation of public health checklists related to festival and event management during the COVID-19 Pandemic. The City of McAllen created the "Together Again" safety initiative, as we prepared to open the doors once again to festivals and events. This document evolved as new guidance was made available to the City Government.

The Together Again Safety Initiative was a 45-page reopening guide that outlined the City's new procedures and the safety practices currently taking place at City of McAllen operated event facilities.

This reopening protocol package was a framework for the following: the venue's phased reopening, cleaning and sanitization protocols, employee

training, and screening/prevention support.

As a means to adapt to a new normal, the first events held were limited in capacity with strict reopening guidelines bringing the community together again in a safe manner. The first initiative related to outdoor concerts with social distancing pods. This allowed the facilities to ensure processes were being adopted in a safe manner while supporting local artists. As we evolved the ways we produced events to bring audiences together, we were able to provide creative homes for artists and community engagement.

Some of the new rules that were adopted to ensure proper social distancing: limited capacity, required facemasks, infrared non-contact thermometer checks before entering the event grounds, and 10-foot social distancing pods that have been spray-painted on the lawn, keeping attendees at a physical distance from other groups.

3E.) Any New Programs Created to Prepare For/Protect Against Future or Continued Pandemic or Other Unexpected Challenges

In the midst of a global pandemic, the City of McAllen had the foresight to continue quality of life programming in a safe and social distanced way. When most cities were furloughing their public assembly and event staff they recognized the role that cultural facilities and events bring to the City of McAllen. The City of McAllen has supported virtual, contactless and social distanced events that have contributed to the City's quality of life and mental wellbeing of our residents.

The City of McAllen supported the creation of re-imagined events for families to enjoy safely, and together. Because of this, our public venues lead the efforts in public assembly venue nationwide recovery. The City of McAllen led efforts to "Make the Most of McAllen" a campaign that communicated the importance of staying safe during the COVID-19 pandemic while ensuring the quality of life that makes our City unique. The City of McAllen contacted the State and Federal government to make festival and event

venues available for COVID-19 Alternate Care Facilities and worked with Texas Department of Emergency Management to create a COVID acute care hospital at the McAllen Convention Center when hospitals were at critical capacity in 2020 and subsequently converted the space into mass vaccination clinics in 2021, administering 25,287 vaccines to City residents and visitors.

The City's Special Event Team was committed to bringing people together again—not just for events but for any alternative use. Due to the nature of our business, our buildings and workforce are accustomed and designed for patron queuing and crowd management. Our experience organizing events and managing crowds put us in the unique position of being the best prepared and most qualified industry to support the vaccination effort. Additionally, our familiarity using ticketing systems for advanced notification, timed entry and crowd management can greatly improve patient experience before and during vaccination as well as on-site management.

3F.) Defined Role of the City in Festival and Event Approval

Special events in the City of McAllen require applications for permits that go through an approval process from the Building Permits & Inspections Department. City Management may grant the permit if they find the requirements of the permit application have been met. City-sponsored special event permit holders must comply with all City of McAllen ordinances as well as any conditions of the permit, including but not limited to geographic restrictions, density requirements, and health regulations. Certain special events also need commissioner and city management approval.

Other factors within the application process include but are not limited to:

Purpose and description of the event;

- A description of any proposed vendors or sales;
- A proposal of the utilization of any tents or structures;
- The event's start and end time;

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Other factors within the application process include but are not limited to:

Purpose and description of the event;

- A description of any proposed vendors or sales;
- A proposal of the utilization of any tents or structures;
- The event's start and end time;
- A traffic plan of the route to be traveled or utilized;
- A description of each step the promoter has taken or will take to ensure that minimum standards of sanitation and health will be maintained;
- A description of the preparations made to provide adequate medical and nursing care;

3G.) City-Provided Festival and Event Process Coordination and Assistance Systems

McAllen Marketing Co-Op

The City of McAllen Marketing Co-Op is managed by the Department of Retail & Business Development under the direction of the City of McAllen City Manager. The City of McAllen Marketing Co-Op is comprised of several City of McAllen departments and affiliates including McAllen City Manager's Office, Retail and Business Development, McAllen Convention Facilities, McAllen International Bridge Systems, McAllen International Airport, McAllen Parks and Recreation Department, McAllen Public Works, McAllen Metro, McAllen Chamber of Commerce and McAllen Convention and Visitors Bureau. The goal of the City of McAllen Co-Op is to promote unique features and attributes of the McAllen with a unified brand message and strategy.

3G.) (continued)

Annual Contributors	\$568,000
City of McAllen	\$200,000
CVB	\$200,000
Retail	\$25,000
Parks	\$25,000
Bridges	\$18,000
Public Works	\$25,000
Airport	\$25,000
Metro	\$25,000
Convention Center Facilities	\$25,000

Advertisement placement in print publications, outdoor signage (billboards) digital, radio and television; target consumer is within a 200-mile radius and includes 2 major international metro areas (Mexico City and Monterey Metro Area)

McAllen Parks & Recreation

The City of McAllen has a vast shared resource program when it comes to special events. Departments work interdepartmentally to assist each other when needed. McAllen Parks & Recreation has large tools and equipment such as barricades, mobile stages, platform stages, cones, chairs, bleachers, light towers, etc. that are widely used by other departments when they are hosting special events and even the community.

McPARD assists with special events that happen within our community as well through a special event request form. A form is submitted for equipment usage, with department head approval for the equipment, and the date is scheduled for the Parks & Recreation staff to gather items and assist with setting up for their event. The City of McAllen has a Floats

Studio where floats and props are made for special events such as the McAllen Holiday Parade, McAllen Marathon, McAllen Halloween Festival and McAllen Independence Day Celebration. These props are then borrowed or rented by other departments to help bring color and life to their productions.

3H.) Participation in Official Capacity by City Department Representatives on Boards and Planning Committees of Local Festivals and Events

Representatives and staff from the hosting organization will gather in planning sessions to set down essential information, depending on the nature of the event. Representatives and staff from the hosting organization will gather in planning sessions to set down essential information, depending on the nature of the event.

These delegates have a wide range of experience and expertise that spans across events, business and sponsor relations, along with the arts and athletic committees. In terms of sponsor fulfillment, contract management, emergency management, and operations, these individuals help to significantly benefit festivals and events in McAllen.

The purpose of the McAllen Chamber of Commerce is to represent the McAllen business community at all levels, to drive economic growth, innovation and development, and to be a catalyst to grow the economy through marketing, making connections, and increasing tourism/visitors in McAllen.

The City of McAllen is also composed of many different departments that host and facilitate special events.

These departments include:

- Champion Lakes Golf Course
- Keep McAllen Beautiful
- McAllen Convention Center
- McAllen International Airport
- McAllen Parks & Recreation

3H.) (continued)

- McAllen Performing Arts Center
- McAllen Public Library
- McAllen Public Utility
- McAllen Public Works
- Public Information Office
- Quinta Mazatlan

In preparing for the various events across the city, departments come together to coordinate the different initiatives needed for each event. This requires additional support from departments that oversee traffic and safety as well. Along with the McAllen Police Department and the McAllen Fire Department.



31.) Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Events

As for laws within the City of McAllen, there are special events permits and rules that comes into play when events are to be hosted on City of McAllen property. Event owners/producers are responsible for gathering the correct insurance and permits by the time of their event. City departments will guide them in the right direction so that way they do not risk their event being shut down on the day of. Departments such as McAllen Parks and Recreation, Health and Code, McAllen PD, McAllen Fire Department, Public Works and Traffic all assist in issuing out permits/rules for events.

Below are some of the rules that are currently in place for facility signage. You will also find information in addendum regarding other event permits the City of McAllen requires.

- Agricultural signs not more than 32 square feet in area.
- Construction signs of 32 square feet or less.
- Directional/information signs of eight square feet or less.
- Nameplates of two square feet or less and fastened directly to the building; one per occupancy.
- Exempt political signs, except any such sign, including a billboard, that contains primarily a political message on a temporary basis and that is generally available for rent or purchase to carry commercial advertising or other messages that are not primarily political.
- Real estate signs not more than 12 square feet in single-family or low density residential districts and 32 square feet per face for multifamily residential, commercial, industrial and agricultural.
- Flags:
Noncommercial flags bearing the official design of a nation, state, municipality, educational institution or noncommercial organization.

Commercial flags advertising a business, product or service and limited to one per premises, not to exceed 48 square feet.



- Identification signs, wall or ground signs which are limited to not more than two per street frontage, not more than four square feet per sign in area, and not more than ten feet in height above grade.
- Repair or maintenance of existing signs: Any sign being repainted where the painting constitutes the only alteration to the sign, when the sign is not being enlarged or structurally altered, and further provided that the painting is done with the sign structure in place. Service on any electric sign consisting only of the replacement of electrically identical components.
- Temporary/special events signs approved by the city manager after consultation with the building official, traffic safety coordinator and planning director.

3J.) Green Initiatives: What assistance does the city offer to encourage and support green initiatives by festivals & events?

The City of McAllen takes pride in its green initiatives by raising awareness not only at our local events, but by practicing this on a daily basis. At all of our festivals and events the McAllen Public Works department places recycling bins around the event grounds to highlight importance of recycling and sustainability. The department itself also gets involved by activating at our events to educate the community and children on the different programs available that they can be a part of. The City of McAllen funds a local Nonprofit called Keep McAllen Beautiful which is housed on the same grounds as the Public Works department. Their specific initiatives keeps the City and our events clean:

Adopt- A- Highway:

- Keep McAllen Beautiful has partnered with the Texas Department of Transportation to maintain two miles of roadway located on Farm- to – Market Road 2220 (Ware Rd.) starting at Vine Avenue and ending at Expressway 83 . Volunteers are needed to help clean up the road and help keep McAllen litter free!

Great America Cleanup & Don't Mess with Texas Trash Off:

- The Great American Cleanup (GAC) is the biggest cleanup event Keep McAllen Beautiful hosts in the City of McAllen. Every year LOTS of volunteers gather to help cleanup McAllen streets, Hike & Bike trail, along railroad tracks, parks, and neighborhoods. The GAC usually takes place in April. Everyone is treated to a free t-shirt, food and fun. Look forward to seeing you there!

Paint McAllen Beautiful

- Do you enjoy painting? If so, Paint McAllen Beautiful (PMB) is the program for you. Volunteers (ages 16 and older) help beautify by painting low-income senior citizen's homes. Homes are chosen through an application process and the applicant must meet income and household size requirements. If you know a low-income senior

citizen who lives in McAllen, who could benefit from this program contact KMB for an application! Groups, businesses, churches of any size are welcome to volunteer.

Cleanup Projects

- Volunteer for a cleanup project throughout the year with your school, church, business, or organization. Groups of 10 or more can participate in their own project! It's easy, just contact KMB at 956-681-4562 and let us set a date/time/place for you to pick up litter along our streets or parks. This is a great way to accumulate community service hours and give back to your community while helping keep our city and parks clean!

Project Clean Neighborhoods:

- Project Clean Neighborhoods is designed to assist in helping to clean and beautify neighborhoods. Roll-offs (dumpsters) will be provided at no cost so that citizens may dispose of any broken appliances, trash or debris; as long as a few guidelines are met. Volunteer to arrange for a cleanup in your neighborhood.
- A cleanup can be scheduled in your area on a pre- determined weekend. On that weekend, neighborhood residents may dispose of appropriate materials into the roll-offs. Dumpsters will be placed in designated area. Residents will be notified by the neighborhood homeowner's association as to when and where the dumpsters will be located. On Monday morning, the containers will be picked up and materials collected will be disposed of.

Irrigation Pipe Public Art Project

- Keep McAllen Beautiful has embarked on a program to give public art a stronger presence in the city and to give experienced artists a chance to get exposure on their work. Located throughout McAllen are over 200 irrigation pipes, which come in all shapes and sizes, and are part of the city's rich agricultural history. To this day, some of those concrete pillars continue to regulate flow of irrigation-water to help maintain farmlands. A few of those pipes stand vigilantly along the City of McAllen's Hike and Bike Trails and have long been eyed as

3J.) (Continued)

a promising place for public murals, and thanks to local artists, some have now been transformed into beautiful works of art.

- Take a walk or run along McAllen's trails on 2nd Street or Bicentennial Blvd and ones' eyes and heart will be delighted. In 2019, a Call For Artists was placed and after a thorough application process, several artists submitted design concepts to use these pipes as their canvas. Keep McAllen Beautiful's Public Art Committee then met to review applications and selected artists based on their work and submissions depicting local history, culture, and/or native habitat. Students, teachers, and retirees were amongst the artists selected

3K.) City Provided Festival and Event Training Programs

The City of McAllen through multiple city departments attends training programs to educate and train staff members on special event procedures. Below is a list of some of the departments and the trainings that take place:

- Risk Management: Personal Injury- General Public, Incident Reporting and Employee Safety
- McAllen Police Department- Active Shooter, Special Event Awareness
- McAllen Human Resources Department- Customer Service
- McAllen Communications Department- Public Messaging
- Health and Code Department- Food and Vendor safety protocols
- Traffic Department- Road closure and traffic planning





3L.) Direct Industry Involvement / Memberships by Any of the Above

Through participation in top industry associations, many departments are in close contact with business and industry groups. Major commercial and business groups, significant municipal and tourism policy agencies, associations representing the business events sector, and more are among the associations that represent a variety of professional interests:

Texas Festivals and Events Association (TFEA), an official affiliate of the International Festivals & Events Association (IFEA), is a professional trade association for Texas-based festival and event planners, volunteers and suppliers. All Texas members of IFEA automatically become a member of TFEA, providing both local support and activity and a global connection to the events industry.

International Festivals & Events Association (IFEA), founded in 1956 as the Festival Manager's Association, the International Festivals & Events Association (IFEA World) today is 'The Premier Association Supporting and Enabling Festival & Event Professionals Worldwide.' The IFEA exists to serve the needs of our entire industry, all those who share our core values of excellence & quality; the sharing of experience, knowledge, creativity and best practices; and the importance of "community" building both locally and globally.

National Recreation and Park Association (NRPA), is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. NRPA advances this vision by investing in and championing the work of park and recreation professionals as a catalyst for positive change in service of equity, climate-readiness, and overall health and well-being.

International Entertainment Buyers Association (IEBA) is the leading not-for-profit trade organization for live entertainment industry professionals who buy, book, and sell talent. Founded in 1970, IEBA provides an unparalleled forum for professional development. As a resource and a network representing billions of dollars in buying power, IEBA is an intimate organization that makes a huge impact.

3L.) (Continued)

Association of Performing Arts Professionals (APAP) is the national service, advocacy and membership organization for the live performing arts field. APAP is dedicated to developing and supporting a robust performing arts presenting, booking and touring industry and the professionals who work within it.

Texas Recreation & Park Society (TRAPS) is a nonprofit educational and professional organization founded in 1937 to advance the profession of parks, recreation and leisure services in Texas. TRAPS advances the quality of life industry through Connections, Advocacy, Resources and Education (Care).

Texas Amateur Athletic Association (TAAF) is a nonprofit organization established in 1925 to promote, organize and conduct amateur athletics in the state of Texas. The Federation shall consist of organizations of a permanent status that are active and interested in the promotion of amateur athletics and representative of one or more sports in their respective communities. The objectives of Texas Amateur Athletic Federation, Incorporated are both charitable and educational.

USA Track & Field (USATF) is the United States national governing body for the sports of track and field, cross country running, road running and race-walking. USATF brings together athletes, coaches, event directors, community leaders, officials, volunteers, and fans to grow track and field, race walking, and long-distance running.

Texas City Management Association (TCMA) meets regularly each year at its annual conference in early summer. The conference provides educational and networking opportunities. Members discuss current trends in city management and related fields.

Texas Municipal League (TML) has been around since 1913 to help city leaders meet the ever-changing challenges of governance. Guided by our purpose statement - Empowering Texas cities to serve their citizens - the League exists to provide legal, legislative, and training services to city governments in Texas.

Texas Transit Association (TTA) purpose is to educate the people of Texas about issues affecting the public transit industry within the state. Additionally, TTA actively supports public transportation in the State of Texas and works with members of the state legislature in the pursuit of additional resources to support public transportation.

Texas Association of Convention and Visitor Bureaus (TACVB) connects destination organizations and tourism partners to the best in professional development, timely industry resources, and opportunities for collaboration and networking.

Certified Park and Recreation Professional (CPRP) certification is the national standard for all parks and recreation professionals who want to be at the forefront of their profession. Attaining the CPRP designation shows that you have met education and experience qualifications, and illustrates your commitment to the profession as well as your knowledge and understanding of key concepts within parks and recreation.

USA Softball is the governing body for the United States national softball team. It is a member of the sport's international governing body, the World Baseball Softball Confederation. In addition, it oversees more than 150,000 amateur teams nationwide. It is a 501 non-profit organization.

World Kickball Association (WKA) is the preeminent kickball organization, the world authority and governing body of kickball. The WKA originated in 1998 with the mission to grow and spread the great game of kickball.



**NON-GOVERNMENTAL COMMUNITY
SUPPORT OF FESTIVALS AND EVENTS**
SECTION 04

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

SECTION 04



4A.) Volunteer Involvement

Volunteers are crucial to the success of McAllen's festivals and events, assisting with a variety of tasks from logistics to clerical support to promotion and execution of the event. This program allows community members young and the young-at-heart to be a part all of our events. Through the support of various partner agencies, the city offers members of the community the opportunity to engage with local organizations and activate their civic pride. All volunteers must undergo a background check when they apply.

In 2015, the United Way of South Texas, located in McAllen, identified a need for a user-friendly platform to provide volunteer opportunities and created Volunteer South Texas. Through its website, Volunteer South Texas provides a seamless registration process where volunteers can explore the opportunities to serve the community for city-produced events, local non-profit organizations and area businesses. McAllen ISD students have also proved to be a valuable resource for local events. As part of the volunteer program with the school district, students must fulfill a required minimum of 200 community service hours to graduate. The district's volunteers display a passion for community involvement and willingness to work, and have been vital to the success of McAllen's festivals and events.

Unique to the region, the Winter Texan community is another group of volunteers who are highly engaged in community service projects. Winter Texans are seasonal residents from Canada and northern United States who call McAllen home from October through March, and they often volunteer for numerous city events. This group of senior citizens/retirees often possess experience and knowledge in a variety of fields and offer their skill sets regularly.

Other volunteer partner organizations include the University of Texas Rio Grande Valley, and local bank branches who foster their own volunteer programs.

The City of McAllen understands the value of cultivating a community of volunteers and providing opportunities to build strong relationships with its citizens and partner organizations.

As an example, the McAllen Holiday Parade, a premier event at the City of McAllen, utilizes 2,200 volunteers for the two-day event!

4B.) Sponsorship Support

McAllen's business community understands the importance of quality of life and the impact special events have on the community, and event organizers have been successful in securing corporate support in the form of sponsorships, marketing and in-kind contributions.

Top 10 MHP Sponsors

- **H-E-B**
- **South Padre Island**
- **Reliant**
- **Bert Ogden Auto Group**
- **L&F Distributors/Budweiser**
- **PepsiCo**
- **Stripes - Laredo Taco Company**
- **The University of Texas Rio Grande Valley**
- **Chik-Fil-A**
- **Macy's**

As the number and quality of events hosted in McAllen grows, so does the list of corporate sponsors. The following is a list of local, national and international businesses who generously contribute to ensure the continued success of festivals and events in McAllen.

Through a shared belief that special events play a vital role in the health of the community and its local economy, partnerships with event organizers and sponsors continue to prosper in the city of McAllen.

4C.) Media Support

Vital to the success of McAllen's festivals and events, media support is a tool consistently used to spread awareness of the city's programs and offerings. The city has developed partnerships with every TV, Radio, Outdoor, Digital, and Print partner throughout the community. In order to develop these relationships, the city of McAllen has developed custom media partner sponsorships for each festival and event offering. McAllen has successfully been able to attain media partnerships with each festival to maximize media news coverage and advertising for each event. For example, every local TV station broadcasted the parade live and supported the parade with additional trade media buys in exchange for a custom illuminated float featured within the parade. Similar partnerships were created with all media companies in market providing \$1.64 million in advertising & media value from a media investment of \$313,641. This collaborative approach to media support has been highly successful across all events and target markets resulting in record attendance each year.

4D.) Chamber of Commerce / Convention & Visitors Bureau Support

The McAllen Chamber of Commerce, with a membership of 1,000 was founded in 1924 and is the largest chamber in a 15 county area, and is broadly seen as the most innovative, cutting edge and progressive chamber in the region.

The mission of the McAllen Chamber is to help McAllen businesses be successful, accelerate connections, create economic momentum, and enhance the image and quality of life in McAllen. While doing so, the Chamber also leads, partners and applauds efforts to improve McAllen. The McAllen Chamber staff is also responsible for spearheading annual events, in conjunction with the City of McAllen and partnering entities, such as Taste McAllen. As a division of the Chamber of Commerce, the Convention & Visitors Bureau, Visit McAllen, is the official destination marketing organization for the city. The CVB works with the community to create and maintain productive partnerships while serving as a reliable and credible source for McAllen's tourism industry.

The mission of Visit McAllen is to position the city as a regionally, nationally and internationally recognized destination by developing marketing programs, gaining positive media exposure and directing sales outreach to attract visitors and conventions to stimulate economic development and growth.

Visit McAllen regularly hosts familiarization tours, coordinates media access for positive exposure, hosts visitors to facilitate meeting planning for events, creates material for planners to use as guides for the city and prepares marketing campaigns for the city domestically and internationally.

4E.) Downtown Associations - N/A

The City of McAllen does not currently have any Downtown Associations



4F.) Organizations to Assist Individuals with Disabilities

The City of McAllen is committed to ensuring everybody has the same opportunities to participate in every aspect of life to the best of their abilities and desires. Disability inclusion involves more than simply encouraging people; it requires making sure that adequate policies and practices are in effect in the community.

Located in McAllen, the Capable Kids Foundation is a non-profit organization that aims to identify and address social and physical needs for individuals with disabilities, and the City of McAllen works closely with the organization to help raise awareness of the needs of its citizens with disabilities and to help define goals for improved quality of life for people with disabilities. The Capable Kids Foundation Board of Directors assist in key areas including:

- Assessing obstacles to equal rights, access, and privileges of citizens with disabilities, and creating an action plan for goal areas identified
- Maintaining a regular liaison with the Mayor and other city boards and agencies for the purpose of making recommendations for problem resolution
- Ensuring compliance with state and federal disability laws
- Prioritizing which problems and needs deserve the highest priority as well as those that have the greatest opportunity for correction
- Recommending procedures for City employees with disabilities to request and receive reasonable accommodations

C.A.M.P University is also a local McAllen program, whose mission is to provide opportunities for adults with special needs to continue developing interests as well as life, social, and job skills so that they Can Achieve their Maximum Potential. C.A.M.P University, while not an actual school, has been serving the local community for over 10 years, providing ways for members to challenge themselves and explore interests.

Miracle Field

In December 2019, McAllen opened the first, all-inclusive Miracle Field

in the Rio Grande Valley as the final component to its newly opened McAllen Youth Baseball Park. The Miracle Field, partly funded by H.E.B. Tournament of Champions Grant worth \$150,000, features a latex free rubber floor with inlaid lines multipurpose field, focused specifically on accommodating children with disabilities.

4G.) Local Event Cooperatives

The City of McAllen works together with other departments to put on the special events ourselves and does not have any local cooperatives.

4H.) Sports Commissions

The City of McAllen through the McAllen Chamber of Commerce, City of McAllen Parks and Recreation Department and McAllen Boys and Girls Club host/produce tournaments in order to boost sports tourism in McAllen. There are no Sports Commissions with the City of McAllen.

4I.) Educational Institution Support

The City of McAllen has made a name for itself as one of the most progressive areas in the state of Texas, and one of the most culturally vibrant places in the nation. The school systems in the city, and throughout the greater Rio Grande Valley continue to rank nationally for best value in education and are further recognized for their specialized programs. Along with the consistently distinguished McAllen Independent School District, these institutions include The University of Texas at Rio Grande Valley and South Texas College.

UTRGV and STC continue to be the backbone of higher education in the region and take part in local community engagement in various key ways.

Some of which include:

- Survey design, administration and consulting services (UTRGV)
- Student Leadership Academy and workshops (STC)
- University Internship Program (UTRGV)

- Evening Study Center for students and guardians (MISD)
- Specialized curriculum for technical certification programs (STC)

The University of Texas Rio Grande Valley offers event specific undergraduate degree programs, such as event marketing & management, music marketing, and sports marketing & management. In addition to these department of marketing programs, the University also has programs within the College of Tourism & Hospitality.

University of Texas Rio Grande Valley College Rankings

1st Among Texas institutions for awarding the most undergraduate 4-year degrees to Hispanics (2nd nationally).

1st Among Texas institutions for awarding the most graduate degrees to Hispanics (4th nationally)

1st Among Texas institutions for awarding the most biology and biomedical sciences bachelor's degrees to Hispanics (2nd nationally).

2nd Among national institutions for awarding mathematics bachelor's degrees to Hispanics.

Ranked in the top 10 producer of Hispanic physicists and engineers in the United States

4J.) Special Incentives/Discounts Provided to Festivals and Events by Local Venues

The City of McAllen offers discounts and incentives to organizations who produce events that drive tourism and economic impact for the community. In addition, it works strategically to attract outside promoters that produce events that help market the area regionally, nationally & internationally while facilitating travel to the area, highlighting McAllen's unique attributes for the continual benefit of its residents and the travel and tourism industry. McAllen's Convention Facilities and Parks & Recreation departments offer

4J.) (Continued)

non-profit entities discounts on facility fees for programs and events that facilitate the betterment of the community and its quality of life.

Visit McAllen, a department of the McAllen Chamber of Commerce, offers incentives to attract conventions, conferences and sports tournaments that draw overnight visitors to McAllen hotels. Incentives include subsidizing room rental at city-owned facilities to servicing conventions, offering visitors bags, covering the cost of offsite transportation, registration assistance and Border Buttermilk Welcome Reception, a McAllen tradition.

Visit McAllen works closely with local hotels & businesses to create travel packages with discounted hotel rates, event tickets and special offers at participating businesses. These "Getaway Packages" are crafted around each specific event or festival and are offered as an additional marketing tool for event producers.

McAllen's Development Corporation provides special incentives designed for a wide range of programs and events. The non-profit corporation is funded from a 1/2 of 1% local sales and use tax and sponsors events that improve the quality of life for its residents. Most notably, the Development Corporation has helped fund two of McAllen's signature events, the McAllen Holiday Parade and MXLAN.

4K.) Access to Industry Suppliers in the Local Market

- Frequently utilizing our marketing co-op to gain access to industry suppliers for banners and other signage/printing
- Utilizing city departments to share resources such as portable toilets, generators, barricades, chairs, golf carts
- Awareness of local suppliers who provide lighting, sound, staging (not aware of any exclusive contracts by the City or Chamber)
- Chamber uses members to provide industry supplies when possible
- (no exclusive annual contracts)

4L.) Direct Industry Involvement / Memberships by Any of the Above

- City utilizes pool of McAllen ISD, UTRGV students, Winter Texans and United Way volunteers to facilitate execution of annual events
- City relies on financial sponsorship support as well as for event activations to put on annual events
- No memberships to downtown associations, local event cooperatives or sports commissions



**LEVERAGING” COMMUNITY CAPITAL”
CREATED BY FESTIVALS & EVENTS
SECTION 05**

LEVERAGING” COMMUNITY CAPITAL” CREATED BY FESTIVALS & EVENTS

SECTION 05

5A.) Community Branding

McAllen has developed a series of world class festivals and events throughout the year to serve as the McAllen’s key offering to entice visitors from throughout Texas, Mexico and beyond. Festivals have been created to highlight our core community strengths and align with McAllen’s vision for the future. These festivals have successfully replaced the need for any major attractions like a theme park or major sports team while building on McAllen’s rich history of top-level events. Each festival has developed a core brand identity, an annual marketing campaign, and public relations campaign. Each campaign is launched as part of a larger annual plan which retargets the audiences below.

Each festival executes a comprehensive marketing campaign targeting the following audiences of interest:

- Primary Audience: Women with families (ages 23-45) English & Spanish
- Secondary Audience: Young adults (16-21) and adult parents (ages 41-65)
- Primary Market: South Texas: Rio Grande Valley, Laredo, Corpus Christi, Mexico border region
- Secondary Market: Texas (San Antonio, Austin, Houston, Dallas,) & Mexico (Monterrey)

The full media mix of traditional and digital media uses a combination of Broadcast TV, OTT, Radio, Social Media, Influencers, Billboards, Bus Wraps, Digital Screens, Banner Ads, Email Marketing, Utility Stuffers,

Presented By
H-E-B

McAllen
Holiday Parade 2023

Powered By
BERT OGDEN AUTO GROUP | McAllen INTERNATIONAL SPORTS | South Pole ILLUMINATED FESTIVAL | reliant

December 2, 2023

SCAN ME

Nov. 26-Dec.31
McALLEN SOUTH POLE ILLUMINATED FESTIVAL
H-E-B

Journey to the Official South Pole of Texas this December to witness the unforgettable magic of McAllen’s
Largest illuminated Holiday & Helium Balloon Parade in TX
& the **Tallest Animated Christmas Tree in America.**

www.mcallenholidayparade.com

5A.) (Continued)

Newspaper, and Magazine.

The public, through media partners, is kept updated all year long through a series of curated press conferences, press releases, media interviews and social media content distributed across McAllen's thirty plus pages (600K plus followers). McAllen creates strong relationships with all local media TV, Radio, Print, Outdoor, and Digital partners by including them into event as key media sponsors. This results in strong event coverage all year long.

5B.) Promoting Tourism

In the City of McAllen, our marketing efforts are acutely aimed at promoting tourist visits during our annual festivals and events. For events that span over a period of a few days, such as MXLAN, Fiesta de Palmas, South Texas Comic-Con, we make sure that those within our drive market are able to make a trip to the destination. Promoting tourism through these events helps to ensure that tourists can plan a stay that exceeds an overnight visit, thereby benefiting all aspects of our local tourism.

The McAllen International Airport also works as a promoter of the city's tourism, regularly scheduling visits to sister cities in Mexico throughout the year that are airport destinations. Here, the City of McAllen puts together events for industry personnel highlighting McAllen's festivals, events, attractions and venues. Meetings with government officials are also scheduled to ensure that our cities work in partnership to promote each other's tourism sector.

Promoting media tourism also coincides with the goals of our festivals and events. The City of McAllen regularly invites media tours to take place during annual events, while arranging for their promotional pieces to include event coverage in order to maximize community capital.

5C.) Convention Marketing

Year round, conventions remain a consistent driver of tourism in McAllen

and in order to facilitate the best possible experiences to these visitors, convention marketing has been shaped to include promotion of the city's annual festivals and events.

If there are events that coincide with the dates of a convention, they will be marketed to groups as experiences for offsite events, special VIP opportunities, or family activities when appropriate. For example, as the Broadway in McAllen series typically runs from September through May, this helps to provide high availability for event promotion to convention groups near our Convention Center campus at the McAllen Performing Arts Center.

Visit McAllen works with convention groups to identify event opportunities for group pricing, will work to schedule transportation arrangements when necessary, and aims to integrate city events in the existing conference schedule as an added incentive for site selection.

5D.) Corporate Recruiting Efforts

The City of McAllen understands that growth does not happen overnight. This is why for the many events that are hosted, businesses of all kinds are able to partake in festivities as a sponsor for events or by participating as a vendor. These opportunities are meant to give businesses a peek at what it is like when they join in on festivals and events taking place within the city.

Corporate recruiting efforts do not only include working with local businesses, but also working with businesses based in other cities such as Austin or Houston, in order to maximize diversity as it relates to development. In doing this, attendees of McAllen's events are exposed to more than just the businesses they find in the regional area.

The recruiting techniques implemented at the City of McAllen require high levels of relationship management and communication skills. The retention rate of sponsors for festivals and events in McAllen increases year over

5D.) (Continued)

year. The City of McAllen is very fortunate to have corporate sponsors that return to these events to help put on these large-scale, high-quality productions.

Businesses in the City of McAllen also utilize the different event spaces for their own specific internal needs. The festivals and events that take place in the City would not be what they are without the corporate support that comes from new and existing businesses that are drawn to these attractions.

In conjunction with the CVB's Visit McAllen, The City offers the following experiences:

Depending on your needs and the number of room nights, we can supply complementary assistance in many areas including:

- A point person to handle your questions and concerns
- Assistance collecting bids from hotels for sleeping and meeting rooms
- Acting as a liaison between planners and hotels, restaurants, meeting venues, and attractions
- Local promotion of your event
- Income producing ideas for your meeting
- Our signature McAllen Margarita Welcome Reception (called Border Buttermilk)
- Name badges and holders
- Information packets (goodie bags) for all attendees
- Registration assistance
- A concierge booth
- Ideas for greening your event including a local carbon offset program
- Transportation coordination
- Step-on guide
- Assistance organizing spouse activities
- Assistance with off-site event activities
- If you have a special request, just ask! We'll do everything we can to make it happen!

5E.) Relocation Packets and Information

Through Visit McAllen, those looking to relocate can utilize the organization as a resource for city information, including festivals and events. Visit McAllen regularly puts relocation





5E.) (Continued)

packets together for those inquiring about the city and its offerings, and using city partners, is able to give a wide breadth of information regarding festivals and events to position the city in an enticing way. Visit McAllen regularly participates in trade shows and conventions promoting the city domestically and internationally, where events are a focal point of the information dispersed about McAllen. The CVB acts as a 'one stop shop' for servicing inquiries about relocation, community and statistics.

Additionally, our seasonal Winter Texan community has long been directly involved in McAllen's annual events. Their temporary relocation during the late fall and winter months to McAllen enables collaboration with Welcome Home RGV, the ultimate resource organizations for local Winter Texans. Incorporating newcomers to the city as well as providing information to entice individuals to relocate to McAllen is central to the growth of annual festivals and events. Visit McAllen and city partners also participate in several Winter Texan trade shows annually aimed at expanding this growing community.

5F.) Familiarization Tours

- CVB and the City partner to facilitate fam tours for international dignitaries, meeting planners, media, influencers, etc.
- Airport regularly schedules familiarization tours with destination cities throughout Mexico to promote McAllen tourism, showcasing festivals, events, attractions and venues
- Usage of influencers to promote festivals and events (McAllen Holiday Parade, Comic-Con, Dinos & Dragons, etc.)
- Invitation of Mexican dignitaries to MXLAN as a way to foster international partnership/sisterhood
- Familiarization tours are put together for media to cover the city and highlight annual events (YoloTX covering MXLAN, MHP)
- If an annual event coincides with a meeting planner visit, CVB will coordinate to offer that as an experience during their site tour of the city
- CVB also integrates event venues throughout the city as part of fam tours for meeting planners as suggestions for possible future events

5G.) Out-of-Market Media Coverage

McAllen developed one-of-a-kind festivals that have won state and international recognition. One of the McAllen's most beneficial promotional campaigns that garners strong out of market media coverage has been the McAllen Holiday Parade presented by H-E-B. First, as the home place of the largest illuminated holiday and helium balloon parade in Texas McAllen has been designated as the "Official South Pole of Texas" by Texas governor Greg Abbott. The McAllen Holiday Parade also holds the honor of being the only city in the world to feature "the Vuelta", a holiday parade tradition of spinning giant helium balloons along the parade route. Thanks to these accolades the parade has been selected to be re-broadcast on Christmas eve and day in the Top 31 Hispanic Television markets across the United States since its year of origination. This broadcast special features local broadcast support and media coverage promoting the McAllen Holiday Parade.

5H.) Enhancing Exposure to the Arts and Other Causes

- Festivals and events regularly showcase local music talent (Sunset Live, MXLAN, Fiesta de Palmas, Music After Hours, Art Walk, etc.)
- Local artisans are regular at events (Sunset, Fiesta, Music After Hours, Art Walk)
- MXLAN employs a 'Creator in Motion' activation, showcasing live art experience
- McAllen Creative Incubator operated by McAllen Chamber regularly hosts classes dedicated to the arts for local patrons to participate
- Art Walk is a monthly recurring celebration of local arts
- McAllen Chamber events (Tacos N' Tequila, Santa Fe Wine Classic) serve as fundraisers for student scholarships
- Fiesta de Palmas and MXLAN remain to be celebrations of local culture and expand on it through music, art, artisans, etc.

5I.) Creating Highly Visible Public Relations Campaigns for City Facilities and Services

Each McAllen festival partners with key city facilities and services

to create highly visible opportunities for them to connect with their constituents. The McAllen Police Department, Department of Parks and Recreation, Fire Department, Metro McAllen, McAllen International Airport, Public Work Department, and McAllen Public Utilities all serve as sponsors for various festivals. As sponsors, they receive full brand integration in all marketing and public relations campaigns. They also receive opportunities to develop their own festival activations and are provided ample speaking opportunities at press conferences. This includes Metro McAllen serving as the official Polar Express shuttle for the McAllen Holiday Parade. The McAllen International Airport providing an immersive travel activation titled "Destination Above Beyond" at each McAllen Festival. The Public Works team providing recycling bags to thousands of visitors each year to help keep the McAllen Holiday Parade clean and promote sustainability. Each city facility or service team also develops their own custom illuminated float that is then featured throughout the year at the Annual McAllen Independence Day Celebration parade and the McAllen Holiday Parade. Each of these custom festival integrations help develop visibility and goodwill with hundreds of thousands of festival goers each year.

5J.) Encouraging Community Bonding, Participation, and Celebration

The City of McAllen has become an event destination city. With designations such as becoming the South Pole of Texas by the Governor of Texas, becoming a Music Friendly City and being ranked in the Top 10 Safest Cities in America, the community comes together to celebrate these accomplishments. How we celebrate them is through events. Our events are produced with similar goals in mind: to create a strong U.S. and international brand as a city of world class festivals and experiences, through fostering community pride and engagement that highlight the diverse culture in the City of McAllen, developing a year-round calendar of events to attract visitors that then boost room nights, sales tax, and economic investment in McAllen and by ensuring the residents enjoy the events that are being offered.

5K.) Highlighting or Developing Underused Venues or Sections of the Community

The McAllen Cultural Arts District continues to expand its influence over the city and its visitors, encouraging the appreciation and support of the arts in all its manifestations.

The McAllen Creative Incubator is a project created by the McAllen Chamber of Commerce in partnership with the City of McAllen to encourage and support the arts in McAllen. The McAllen Chamber of Commerce decided to create the Incubator (McA2) because it recognized a need in the community to support local artists and organizations. There was not a local organization devoted to that role, so the chamber, which understands the value of such an entity, conceptualized and created it with the guidance of the Texas Commission on the Arts. Stationed within the arts district of McAllen, the Creative Incubator currently exists in what was previously the city of McAllen's old public library. When the city commissioned for a new library to be housed in a different area of town in 2013, the building was acquired by the Chamber, who converted it into its current state. For this reason, it is a brilliant example of repurposed development in one of the city's oldest buildings.

The McAllen Creative Incubator houses nearly 30 tenants who use the space as their art studio, and hold classes open to the public covering lessons on various mediums. The Incubator also uses its third story level as a co-working space for startups, and regularly holds events open to the public such as the monthly Art Walk. Held the first Friday of every month, barring the summer season, the Art Walk takes place at the Creative Incubator, and showcases the tenants and other locals' art for public consumption. There is live music and entertainment available at each Art Walk as well.

McAllen's vibrant arts district along Main Street is not only home to the Creative Incubator, but to several art galleries, in the area such as Galleria Nuevo Santander and the new Art Village, which is a 30,000 square foot Tuscan-style retail facility that includes four buildings that house art

galleries, studios, creative firms and restaurants. Also on Main Street is the newly remodeled 1940's Old Church, which opened its doors in 2017 and contributes significantly to the opportunities for cultural, community, and business activities in the area as a venue for many diverse special events accenting the arts.

5L.) Creating Legacies and Images Beyond the Event

The City of McAllen goes above and beyond to leave a lasting impression on residents and visitors. With improvements happening throughout the city on a daily basis, the public is aware of the importance the City places on maintaining facilities, parks, water systems and even programming for events.

Residents and visitors return to the City of McAllen every year to be part of experiences such as the McAllen Holiday Parade, the McAllen Marathon Scott Crane Run, and Fiesta de Palmas. The City is boasting with events and conferences for all to enjoy! With events taking place at various venues and locations all year long, there is no shortage of entertainment in McAllen, Texas.

As a destination city, these events are a major attraction for local attendees



IFEA EXTRA CREDIT SECTION 06



IFEA EXTRA CREDIT SECTION 06

6A.) Skills Development- Availability of Certificate or Degree Programs in Festival & Event Management through a Local University of Private Provider

The City of McAllen provides us with the resources to attend conferences and be a part of organizations in the event industry. Listed below are a few of the groups we are a part of:

Memberships:

- TFEA- Texas Festivals and Events Association
- IFEA- International Festival and Events Association
- IAVM- International Association of Venue Managers
- NRPA- National Recreation and Parks Association
- IEBA- International Entertainment Buyers Association
- APAP- Association of Performing Arts Professionals
- TRAPS- Texas Recreations and Parks Society
- TAAF- Texas Amateur Athletic Federation
- USA Track and Field
- TCMA- Texas City Management Association
- TML- Texas Municipal League
- TTA- Texas Transit Association
- TACVB- Texas Association of Convention & Visitors Bureaus
- CPRP- Certified Parks and Recreation Professionals
- SMA: Sponsor Marketing Association
- TXEDC
- TEDC- Texas Economic Development Council
- RGV Partnership
- TLA- Texas Library Association



6B.)Members of Your Event Community Who Currently Hold a Certified Festival & Event Executive (CFEE) Designation:

Joe Vera, Assistant City Manager for the City of McAllen
 Carina Jimenez, Deputy Director of Programs for the City of McAllen Parks and Recreation Department
 Eddie Lopez, Library Manager

6C.) Secondary School System Graduation Requirements that Encourage Volunteerism and Community Service during Festivals and Events

Certain Middle Schools and High Schools require that students have over 60 volunteer hours per year. This is great because it allows for these students to reach out to us and become a volunteer at our events. We have a structured volunteer program that is run by the McAllen Human Resources department in conjunction with McAllen Parks and Recreation and McAllen Convention Facilities. The volunteers are able to register through www.volunteersotx.org and sign up to get processed for the designated event!

6D.) A Festival and Event Shared Resource Program in Your City

SHARED RESOURCE PROGRAM

McAllen Marketing Co-Op

The City of McAllen Marketing Co-Op is managed by the Department of Retail & Business Development under the direction of the City of McAllen City Manager. The City of McAllen Marketing Co-Op is comprised of several City of McAllen departments and affiliates including McAllen City Manager’s Office, Retail and Business Development, McAllen Convention Facilities, McAllen International Bridge Systems, McAllen International Airport, McAllen Parks and Recreation Department, McAllen Public Works, McAllen Metro, McAllen Chamber of Commerce and McAllen Convention and Visitors Bureau. The goal of the City of McAllen Co-Op is to promote

Annual Contributors	\$548,000
City of McAllen	\$200,000
CVB	\$200,000
Retail	\$25,000
Parks	\$15,000
Bridges	\$18,000
Public Works	\$25,000
Airport	\$25,000
Metro	\$25,000
Convention Center	\$25,000

unique features and attributes of the McAllen with a unified brand message and strategy.

Mediums and Reach:

advertisement placement in print publications, outdoor signage (billboards) digital, radio and television; target consumer is within a 200 mile radius and includes 2 major international metro areas (Mexico City and Monterey Metro Area)

McAllen Parks & Recreation

The City of McAllen has a vast shared resource program when it comes to special events. Departments work interdepartmentally to assist each other when needed. McAllen Parks and Recreation has large tools and equipment such as barricades, mobile stages, platform stages, cones, chairs, bleachers, light towers, etc. that are vastly used by other departments when they are hosting special events and even the community.

McPARD assists with special events that happen within our community as well through a special event request form. A form is submitted for equipment usage, with department head approval the equipment is approved, and the date is scheduled for the Parks and Recreation staff to gather items and assist with setting up for their event. The City of McAllen has a Floats Studio where Floats and Props are made for special events such as the

McAllen Holiday Parade, McAllen Marathon, McAllen Halloween Festival and McAllen Independence Day Celebration. These props are then borrowed or rented by other departments to help bring color and life to their events!

6E.) Defined and used Risk Management Partnerships between the City and Events

Since most of the events that are produced in the City of McAllen are put on by the municipality itself, the risk management department, police department, fire department and emergency management division are all involved at a high level. Everyone works as a collective to be sure all proper plans that are currently in place will keep everyone safe. The plans are ever evolving with current situations in the world and we always keep safety top of mind.

6F.) Efforts to Actively Recruit New Events to Your City

McAllen Convention & Visitors Bureau

Efforts to Actively Recruit New Events to Your City

Visit McAllen uses a number of sales strategies to actively recruit new events to the city, particularly in regards to sports tournaments. McAllen has been the location for multiple inaugural international sports tournaments resulting in millions of dollars of economic impact to the city. Visit McAllen does this by

- Facilitating familiarization tours for tournament planners
- Attending industry trade shows and conferences for networking
- Working with city partners to maintain and develop sports fields
- Providing financial assistance to tournament organizers
- Offering experiential additives to offer a one-of-a-kind experience to tournaments
- Efforts to recruit conference and convention business are also integral to a healthy tourism community. Visit McAllen does this by:
- Offering incentives to ensure a revenue generating event



- Subsidizing cost of meeting space rental at the McAllen Convention Center
- Covering cost of transportation from hotel to conference center or offsite events
- Offering in-house printing for conference programs
- Marketing efforts to position McAllen as a formidable host for annual meetings
- Placing ads in industry publications
- Participating in meeting planner trade shows
- Facilitating familiarization tours for meeting planners and associations
- Acting as a liaison between the conference staff and the city of McAllen

6G.) Other Creative Endeavors

The McAllen Chamber actively works to remain innovative in their pursuit to keep McAllen a top destination. The Chamber owns and operates the McAllen Food Truck Park, which hosts its own monthly events, including Music After Hours, celebrating the local music scene and artisan vendors.

The Chamber also owns and operates the McAllen Creative Incubator, what was once the city's public library. Presently, it serves as studio space for local artists to work on their craft and teach community classes for painting, sculpting and writing. The Creative Incubator hosts their own event called the Art Walk the first Friday of every month, showcasing local talent in various forms of media.

In order to raise scholarship funds for local high school students, the McAllen Chamber also hosts annual events that have been longstanding community traditions, such as their summer BBQ Cook-Off, the Santa Fe Wine Classic and Tacos N' Tequila. Local food and live music continue to be a cornerstone of these events which are spread throughout the year.

CREATIVE PARTNERSHIPS Promote/Support Festivals/Events in McAllen

SISTER CITIES

McAllen has holds many sister city creative collaborations through the year to connect culturally, promote tourism, and grow business. Each year McAllen's sister cities find new and engaging ways to bring art, music, food and more to the region. Over the past year McAllen proudly signed new sister city agreements with Puerto Vallarta and Apodaca, Nuevo



McAllen Currently Has 20 Sister Cities

#	City	Date
1	Irapuato, Gto	1961
2	Ciudad Guadalupe, NL	08/25/89
3	Tampico, Tam	07/16/91
4	Reynosa, Tam	07/24/92
5	Ville Saint Laurent, CA	10/12/94
6	Gonzhou, China	10/24/94
7	Garcia, NL	11/11/96
8	Acapulco, Gro	09/08/97
9	Taxco, Gro	09/08/97
10	Ixtapa, Gro	09/08/97
11	Zihuatanejo, Gro	09/08/97
12	Cadereyta Jimenez, NL	09/25/98
13	Monterrey, NL	06/14/99
14	San Jose, Costa Rica	01/26/06
15	Belize City, Belize	10/19/07
16	Ciudad Victoria, Tams	10/24/08
17	San Luis Potosi, SLP	04/11/14
18	San Miguel de Allende, Gto	10/20/16
19	Oaxaca de Juarez, Oax	02/22/19
20	Puerto Vallarta	07/2022

McAllen has the following MOU's:

#	City	Date
1	Veracruz, Ver	04/10/10
2	South Korea (Manufacturing)	03/24/14
3	South Korea (Cultural Events)	12/06/19

6G.) (Continued)

Leon in Mexico. In honor of this recent partnership, McAllen held a bi-national orchestra concert featuring students from Apodaca and McAllen. The concert was organized to honor the deep ties and newly founded sister city partnership between the City of McAllen and Apodaca. It was a beautiful display of music that brought people together from both sides of the border to create something beautiful at the McAllen Performing Arts Center. In addition to this wonderful celebration of music, McAllen also provided humanitarian relief for nearby border communities in Nuevo Leon, Mexico. The effort included a bottled water collection project to offset a water shortage that took place in Escobedo, Neuvo Leon. Upon news of the shortage the city of McAllen quickly launched the campaign, collected numerous truckloads of bottled water, facilitated the shipping of the water from to Mexico, and hand delivered the water to our friends in Mexico. In addition, to these new initiatives McAllen proudly welcomed thousands of artisans, dancers, educators, chefs and guests to be part of our full calendar of events.

WELCOME HOME RGV

Each winter more than 100,000 Winter Texans converge on South Texas. Winter Texans are seasonal visitors who come to the Rio Grande Valley to escape the cold winters up north, enjoy the unique South Texas hospitality, low cost of living and the many events and activities that are offered. The majority of these visitors stay between 1-5 months with that majority coming each season for the past 6-20 years. The economic impact of this unique demographic and their visiting friends and family is \$1.2 billion each season. In addition to the boost in the economy, the Winter Texans solidify their importance to the region through their volunteer and philanthropic efforts. Hundreds of thousands of dollars are raised through their fundraising drives and thousands of hours of volunteer time is given to non-profits like the Salvation Army, Food Bank of the RGV, local animal shelters and Toys for Tots just to name a few. These dedicated people also use their time and talent to create in-kind donations such as handmade quilts, blankets, and knitted items.

Welcome Home RGV partners with the City of McAllen in a variety of ways to help promote McAllen as the premier South Texas destination for events, shopping, dining, nature and travel from the McAllen International Airport. Marketing efforts include print advertising in the Welcome Home Winter Texan newspaper. This weekly newspaper is printed for 22 weeks during the Winter Texan season with a weekly publication of 18,000. City of McAllen ads also run in the annual lifestyle magazine Winter Texan Living. 40,000 copies of this publication are distributed throughout the Rio Grande Valley, Texas Travel Information Centers and are sent to prospective Winter Texans in the Mid-west. All City of McAllen events are added to our calendar, shared across our social media channels, and included in our weekly e-blasts.

In order to stay engaged with these visitors, Welcome Home RGV hosts 42 different events to improve their visitor experience and keep them wanting to come back to South Texas. Our most significant events are hosted in McAllen. Each January the Winter Texan Expo is held at the McAllen Convention Center and attracts 10,000 attendees that come to get free medical screenings, find new service providers, hear great music and much more. The Activities Director Boot Camp is also hosted in McAllen. A full day is devoted to showcasing McAllen's attractions, destinations and informing this important group on the city's special events.

Continuing the efforts to keep McAllen and South Texas top of mind with Winter visitors, Welcome Home RGV travels to conferences and expos to highlight the area. The Texas Travel Alliance Unity Conference and the Texas Travel Expo have allowed networking and showcasing opportunities. In addition, Welcome Home RGV hosts the Reunion Tour which focuses on promoting South Texas to prospective Winter Texans in the Mid-West. The City of McAllen has been an important partner for this event, understanding that 76% of Winter Texans feel that word of mouth is still the most effective way to market to Winter Texans.

6G.) (Continued)

EXPLORE HIDALGO COUNTY

City of McAllen is working with Hidalgo County, Judge Richard F. Cortez, to promote and highlight our national destinations with the launch of www.explorehidalgocounty.com. Hidalgo County is often cited as one of the best bird-watching destinations in North America. Our 4-county region has record over 500 unique bird species. Our warm climate, unique ecosystem, and geographical location creates an environment that allows for a wide variety of plants, birds and other wildlife to flourish, rarely seen in one location. This unique ecosystem attracts visitors from around the world, resulting in an estimated \$300 million coming into South Texas every year.

McAllen is playing an important role in helping to market the entire region, including two nature destinations in our backyard---Quinta Mazatlan World Birding Center and McAllen Nature Center. The Manager of Quinta Mazatlan, Colleen Hook, serves on the committee to promote our natural destinations and special events in South Texas.

MAYORS MONARCH CITY PLEDGE IN PARTERSHIP WITH NATIONAL WILDLIFE FEDERATION

Proclamation on March 28, 2022 to participate in conservation projects and educational events that celebrate the longest migration of an insect—the epic flight of the monarch. City of McAllen-Quinta Mazatlan hosted the annual MONARCH FEST on Saturday April 2nd, 2022 in partnership with the National Wildlife Federation.

ITT Texas Partnership with McAllen ISD

2021Community Challenge: Taking Action to Support Health for All

Mexican Consul Dia De Los Muertos exhibit at McAllen Airport

Nuevo Leon Tourism Cluster

Strategic alliance between Nuevo Leon Tourism Cluster and McAllen International Airport to reciprocate destination promotion through

Luztopia festival in Monterey, Nuevo Leon, Mexico, Mexico’s largest Christmas light festival

INDEX Tamaulipas City’s to Vaccinate Workers

of McAllen, Mission, Hidalgo, Mexican State of Nuevo Leon initiative to vaccinate essential workers of the maquila industry from the Tamaulipas, Mexico

2021 Vaccination of Workers

City’s of McAllen, Mission, Hidalgo, Mexican State of Nuevo Leon initiative to vaccinate essential workers of the maquila industry from the State of Nuevo Leon, Mexico. Vaccination events were held at the McAllen Convention Center and other areas.

Texas Association of Fairs & Events

Mr. Mike Hernandez, President 2019-Present

TEXAS FESTIVALS AND EVENTS ASSOCIATION (TFEA)

City of McAllen supports and participates in TFEA activities supporting their core values of excellence, sharing and community.

McAllen serves in TFEA Leadership Positions

Mr. Joe Vera, Chair 8/11/2019 – 11/14/21

Carina Jimenez, Board Member 2022 – Present

McAllen supports the annual TFEA Conference & Trade Show with time, talent and money. In 2020 the event was held at the McAllen Convention Center and was underwritten by the city at a more than \$20,000 value (CVB to provide value). In addition to sponsorship support, staff and leadership support.

McAllen annually participates in the Marketing Awards. In 2021, City of McAllen received over 30 Marketing Awards from the state event organization.

6G.) (Continued)

TFEA—2019

- Underwriting value of gifting the MCC
- Sponsorship
- Staff gift in kind—from teaching to event support

TFEA --2020

- Dollar value/sponsorship/other?
- Staff gift in kind—from teaching to event support

TFEA—2021

President of TFEA—Joe Vera, Asst. City Mgr of McAllen
Dollar value/sponsorship/other
Staff gift in-kind—from staff/equipment/teaching/other

INTERNATIONAL FESTIVAL & EVENTS ASSOC. (IFEA)

City of McAllen believes in the IFEA mission to inspire and enable those in our industry to realize their dreams, build community and sustain success through celebration.

City of McAllen supports the IFEA Mission by...

- McAllen serves in IFEA Leadership Positions...
Joe Vera, Secretary Treasurer
- McAllen supported the 2022 annual IFEA Convention, Expo, and Retreat for approximately \$29,000. The city is excited to welcome back the convention in 2023 and will be providing over \$30,000 in assistance to support this wonderful organization.

UNIVERSITY: UTRGV



EVENT MARKETING COURSE:

City of McAllen gives back to students and the people in the industry.

The University of Texas Rio Grande Valley (UTRGV) offers an Event Marketing Course #3392L taught by the Director of the McAllen Convention Center, Yajaira Flores (Yajaira.flores@utrgv.edu).

When possible, the course incorporates a hands-on project providing students to participate in McAllen events such as the McAllen Holiday Parade, Fiesta de Palmas and the South Pole

Library's Health Fair community partners

McAllen Library works with various

hospitals to host the Community Health Fair.

- Endeavors
- Valley Aids Council
- Behavioral Health Solutions – Youth Prevention
- McAllen Parks and Recreation Department
- Mexican Consulate
- Outcry in the Barrio
- Unidos Contra La Diabetes
- Texas A&M Healthy South Texas
- Texas A&M AgriLife Extension
- Area Agency on Aging
- Rio Grande Regional Hospital
- South Texas Health System
- WIC
- McAllen Veterans Suicide Prevention



6G.) (Continued)

- TX Serves RGV
- US Veterans Outreach Center
- Ambu – Med EMS
- Heroes Dental
- DHR-RGV
-

DESIGNATIONS

2022 MUSIC FRIENDLY COMMUNITY

2022 McAllen designated a Music Friendly Community by Texas Governor Greg Abbott. Governor today announced that the City of McAllen, having completed the multi-step certification process, has been designated as a Music Friendly Community by the Texas Music Office (TMO). The Music Friendly Community program seeks to foster music business-related economic development in Texas cities and communities.

“Music is a big part of the Texas brand and is deeply rooted in the cultural traditions of our great state,” said Governor Abbott. “With support from the Texas Music Office, the music industry in Texas created more than 210,000 direct and indirect permanent jobs in communities all across the Lone Star State and generated \$27.3 billion in economic activity in the pre-pandemic year of 2019. Music Friendly Communities certified by the Texas Music Office are serious about attracting and developing the local music industry to spur job creation and economic growth. I congratulate the City of McAllen on earning the Music Friendly Community designation, and I look forward to amplifying their continued success.”

“Music not only unites us, it also brings joy, reflects different cultures, and is good for the soul,” said Senator Juan “Chuy” Hinojosa. “Music is also a great economic development tool that improves our communities and enhances our quality of life. I appreciate Governor Abbott’s leadership in promoting music in Texas and congratulate the City of McAllen for earning this designation that will benefit both the businesses and residents in our community.”



6G.) (Continued)

May 8-12, 2023: Celebrate as Top Destination

City & McAllen CVB celebration of National Tourism Week, McAllen as Top Destination, week of events to celebrate tourism, hospitality, and economy. The city says while the pandemic created challenges in the last two years for the tourism industry, they experienced record-breaking numbers.

“Throughout 2022 and 2023 McAllen continues to have one of the highest hotel occupancies in the nation,” said Alex Arevalo, who is the Interim Vice President for Visit McAllen. Arevalo says their city was an anomaly in the world of tourism. “Numbers continue to be record-breaking and in 2022 McAllen had the highest hotel occupancy it has ever had,” said Arevalo.

The growth wasn’t a surprise to city manager Roy Rodriguez. “It’s an anomaly to the industry because the truth is that McAllen is always ahead of the curve, we’re always thinking ways to improve our community including the experience from our visitors this has been a deliberate effort on our part for the last eight years to really become a Destination city,” said Rodriguez.

He states tourism is a large part of the city’s economy. He adds, “the revenue of the city of McAllen hotel industry will support the creation of 1578 jobs, generating \$33.7 million dollars in labor income.” Mayor Javier Villalobos notes one of the ways they became a destination city. “The hotel and motel tax helps us promote different activities which in essence makes other people want to come. People come from Mexico, from Canada,” said Villalobos.

The city and Visit McAllen are collaborating for a weeklong event called destination celebration. In the hopes of further showcase tourism in the city and grow their economy.





6G.) (Continued)

#1 Best Place to Live for Retirees (who rely on Social Security)

Taking the No. 1 spot is McAllen, Texas, which has a place among the three lowest average rents -- \$613 per month -- and a place among the three cities with the lowest living costs. At 81, it has the best livability score of the bunch and the only one over 80.

#3 – Most Affordable Cities in America (Kiplinger 2022)

#19 – Best Cities for Remote Workers (Ownerly.com – 2021)

#3 – Safest City in America (SmartAsset – 2022)

#3 - Most Affordable Places to Snowbird This Winter (55 Places – 2021)

McAllen Tops List of Best Places to Live for Workers with a College Degree (npr.org 2021)

2021 #1 Cities Where Your Dollar Goes the Furthest (assemble.inc – 2021)

2021 McAllen Ranked #3 in the US Among Least Expensive Areas to Live (coli.org – 2021)

2021 Its Time Texas, McAllen ranked #1 (globalnewswire.com – 2022)

2021 #3 in the US among least expensive urban areas to live (kiplinger.com)

2022 McAllen Ranked #1 Best Medium Sized City for Remote Workers (Ownerly.Com)

2019 South Pole of Texas

Rep. Bobby Guerra Remarks--Governor Abbot asked me to share this: To all to whom these presents shall come, Greetings: Know ye that this official certificate is presented to The City of McAllen in honor of being recognized as The South Pole of Texas Under the laws of the State of Texas with all rights, privileges, and emoluments appertaining to said office, I grant this official recognition. In testimony whereof, I have signed my name and caused the Seal of the State to be affixed at the City of Austin, this the 26th day of July, 2019. Greg Abbott, Governor of Texas.

Mayor Darling, congratulations and Santa Claus, welcome to McAllen! I know like all of us, you are going to love it here and may never want to leave.



CITY OF
McALLEN

2023

**IFEA World Festival &
Event City Award**