TAKE NOTICE THAT A REGULAR MEETING OF THE PHARR INTERNATIONAL TOLL BRIDGE BOARD WILL BE HELD AT THE CITY COMMISSIONERS' ROOM 118 S. CAGE, 2ND FLOOR, PHARR, TX ON FRIDAY, NOVEMBER 16, 2018 AT 12:00 PM

At any time during the course of this meeting the Toll Bridge Board may retire to Executive Session under Texas Government Code § 551 to confer on any subject matter in accordance with the Texas Open Meetings Act.

Should any final action, decision, or vote be required in the opinion of the Board with regard to any item discussed during the closed meeting, then such final action, decision, or vote shall be made during the open meeting covered by this notice upon the reconvening of the public meeting pursuant to Section 551.101 government Code V.T.C.S.

1. CALL TO ORDER:

A) Roll call and possible action on the excusing of any absent member of the governing body.

B) Pledge of Allegiance/Invocation.

2. PUBLIC COMMENTS: *(The City of Pharr has called this meeting as allowed pursuant to Texas law, city charter, and Ordinance O-2015-28. The governing body may recess from day to day when it does not complete consideration of a particularly long subject as authorized by law. All persons desiring to address the governing body must register with the presiding clerk prior to the scheduled meeting)*

3. CONSENT AGENDA: *(All items listed under consent Agenda are considered to be routine and non-controversial by the Governing body and will be enacted by one motion. Any Board Member may remove items from the consent agenda by making such request prior to a motion and vote on the Consent Agenda)*

A) Approval of Minutes for October 17, 2018.

B) Consideration and action, if any, on 2019 United Fresh Membership dues renewal for $1,750.

C) Consideration and action, if any, on COMCE Noreste Membership for $1,420.

D) Consideration and action, if any, on Renewing the Rio Grande Valley Partnership -Chamber of Commerce Membership for $2,500.

4. **DIRECTOR'S ADMINISTRATIVE REPORT:** *(Director's Administrative Reports and discussion, if any, with Bridge Board. The Director may also assign a designated spokesperson for any particular listed topic)*

A) Crossings and Revenues Report for October 2018.

B) Finance Report for October 2018.

C) Engineer's Report.

D) Director's Report.

5. **ADMINISTRATIVE:**

A) Discussion and action, if any, on Viva Fresh Summit Platinum Level Sponsorship and booth for $15,000.

B) Discussion and action, if any, on World City Pharr Trade Numbers 2019 Proposal for $52,000.

C) Discussion and possible action, regarding the various options on the parking configuration of the proposed Truck Staging Site.

6. **CLOSED SESSION:** *In accordance with Chapter 551 of the Texas Gov't. Code, the International Toll Bridge Board hereby gives notice that it may meet in Executive session to discuss and deliberate any items listed on the public portion of the meeting agenda including items in accordance with the following:*

Pursuant to Section 551.071, the City may convene in a closed, non-public meeting with its attorney and discuss any matters related **to legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.072, the City may convene in a closed, non-public meeting to discuss any matters related to **real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.074, the City may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.076, the City may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices**. The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.084, the City may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.087, the City may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

7. RECONVENE: *into regular session, and consider action, if any, on item(s) discussed in executive session.*

8. ADJOURNMENT:

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

City Hall is a wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the Pharr Bridge Office at (956)402-4660 ext. 6106/6101 or FAX (956)223-2013 or E-Mail vanessa.guzman@pharr-tx.gov or cleo.salinas@pharr-tx.gov for further information. Braille is not available.

I, the undersigned authority, do certify that the above agenda of said meeting of the Pharr International Bridge Board is a true and correct copy and that said notice was posted on the bulletin board of City Hall and on the City's webpage at www.pharr-tx.gov. The Notice was posted at a place convenient and readily accessible to the general public at all times; that said Notice was posted on the 13th day of November 2018 at 11:30 a.m. and will remain posted continuously for 72 hours preceding the scheduled time of said meeting in compliance with Chapter 551 of the Texas Government Code (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 13th day of November 2018

HILDA PEDRAZA, TRMC, CMC
CITY CLERK

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.A.

DATE SUBMITTED: November 13, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: luis

Agenda Item: Approval of Minutes for October 17, 2018.

Classification: Consent

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation: Monthly Bridge Board Minutes for October 17, 2018.

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/13/2018

REGULAR MEETING
TOLL BRIDGE BOARD
HELD ON OCTOBER 17, 2018, AT 12:00 P.M.
CITY HALL, 118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS

On the 17th day of Octobber 2018, the Toll Bridge Board met in a regular Bridge Board Meeting. Following is the record of attendance.

MEMBERS PRESENT: Edgar Delgadillo, Chairman
Larry Hernandez, Vice-Chairman
Prajeres Gutierrez, Secretary
Tony Martinez, Member
Artemio Palacios, Member

MEMBER ABSENT: None

EX-OFFICIO MEMBER PRESENT: None

EX–OFFICIO MEMBER ABSENT: Mayor Ambrosio Hernandez
Mayor Pro-Tem Bobby Carrillo

STAFF PRESENT: Luis Bazan, Bridge Director
Fred Brouwen, Director of Operations
Vanessa Guzman, Administrative Assistant
Cleo Salinas, Administrative Assistant
Freddy Flores, Trade Liaison
Ezequiel Ordonez, Bridge Liaison

OTHER PRESENT: Ed Wylie, Deputy City Manager
Patricia Rigney, City Attorney
Carlos Montemayor, Finance Department
Omar Anzaldua, City Engineering
Sgt. Juan Sanchez, Bridge PD
David Moreno, CBP
David Gonzalez, CBP
Javier Cantu, CBP
Hollis Rutledge, Governmental Affairs

There being a quorum established Chairman Edgar Delgadillo called the meeting to order.

A. CALL TO ORDER:

ITEM "1": ROLL CALL-EXCUSE ABSENT MEMBERS.

Chairman Delgadillo called the meeting to order. All members were present during roll call. Chairman Delgadillo moved to the next item.

Canopy

ITEM "2": PLEDGE OF ALLEGIANCE/INVOCATIONS.

Chairman Delgadillo introduced the item. Mr. Luis Bazan, Bridge Director led them in the Pledge of Allegiance and in prayer. Chairman Delgadillo moved to the next item.

B. PUBLIC COMMENTS: ***(The City of Pharr has called this meeting as allowed pursuant to Texas law, city charter, and Ordinance O-2015-28. The governing body may recess from day to day when it does not complete consideration of a particularly long subject as authorized by law. All persons desiring to address the governing body must register with the presiding clerk prior to the scheduled meeting)***

ITEM "3": PUBLIC COMMENTS.

Chairman Delgadillo introduced the next item and stated there was no one registered for public comments. Chairman Delgadillo moved to the next item.

C. CONSENT AGENDA: ***(All items listed under consent Agenda are considered to be routine and non-controversial by the Governing body and will be enacted by one motion. Any Board Member may remove items from the consent agenda by making such request prior to a motion and vote on the Consent Agenda)***

ITEM "4": CONSIDERATION AND ACTION ON APPROVAL OF MINUTES- SEPTEMBER 19, 2018.

ITEM "5": CONSIDERATION AND ACTION, IF ANY, ON TEXAS WATERMELON ASSOCIATION 2018 CONVENTION SPONSORSHIP FOR $1,000.

ITEM "6": CONSIDERATION AND ACTION, IF ANY, ON MEXICO'S AUTO INDUSTRY SUMMIT FOR $5,500.

Chairman Delgadillo introduced the next item. Member Martinez made a motion to approve the Consent Agenda as presented. Secretary Gutierrez seconded the motion and was then carried on unanimously. Chairman Delgadillo moved to the next item.

C. DIRECTOR'S ADMINISTRATIVE REPORT: ***(Director's Administrative Reports and discussion, if any, with Bridge Board. The Director may also assign a designated spokesperson for any particular listed topic)***

ITEM "7": CROSSING AND REVENUES COMPARISON FOR SEPTEMBER 2018.

Chairman Delgadillo introduced the next item. Mr. Brouwen, Director of Operations stated that for the month of September total crossings were 108,267, which shows a decrease of -6,641 vehicles or -5.78% compared to last year. Mr. Brouwen

stated that total crossing for cars were 62,054 cars, which shows a decrease of -5,525 cars or -8.18%. Mr. Brouwen then showed a car crossing compassion from other bridges across the board. Mr. Brouwen reported that total truck crossings for the month of September were 46,213, which shows a decrease of -1,116 trucks or -2.36% decrease in trucks. Mr. Brouwen then showed a truck crossing compassion from other bridges across the board. Mr. Brouwen reported that northbound crossings for the month of September were 50,725, which shows a decrease of -7 trucks or -0.01% decrease in trucks. Mr. Brouwen stated that for the Agriculture for the month of September they had 12,699 trucks, which represents a 27% of all imports from Mexico to the U.S. Several discussions then took place regarding crossings. Mr. Brouwen stated that total revenue collected for the month of September were $989,616, which shows a decrease of -$135,101 or -12.01% in revenues. Several discussions then took place regarding the crossing and the Mexican Aduana construction. Chairman Delgadillo moved to the next item.

ITEM "8": EXPENDITURES REPORT FOR SEPTEMBER 2018.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that they do have Carlos Montemayor there in representation of Karla Moya, Finance Director if they have any questions. He added that they just kicked off the fiscal year as of October 1st and one of the things that they need to consider is for this year is how much they put in to the product in comparison as to how much they put in on the marketing side. He added that they do have some marketing already lined up for the entire fiscal year, but they might need to make some adjustments along the way and that was a given from the beginning so he just wanted to make everyone aware of how the budget is going to be laid out for this year. Mr. Bazan stated that it is pretty much what they had for last fiscal year but they do have some wiggle room in there to make adjustments as needed, but one of the things that he was discussing with staff this morning is to have some type of internal meeting. He added that first with staff and even bring a couple of board members, maybe someone from the trade to discuss marketing going forward. He added that because one of the things that they need to consider is how much do they want to put in to that in comparison to the product, and by product, he means their infrastructure and things of that nature. He stated that they are already putting a lot of money in to that, which is good so it kind of evens out but at the end of the day his thing has always been about promoting that infrastructure once they get it built. Mr. Bazan stated that they will have that discussion further along the way and they can entertain questions in executive session regarding that. Chairman Delgadillo stated that he knows that Karla is not there, but they can relay the message and this is something that he has told Luis and he has told Fred that the bridge is handled as a business, it creates a lot of revenue for the city and its budget should be treated as a business. He added that most businesses, they have to invest in it to generate new customers and maintain the customers they already have and recuperate the ones they have lost and sometimes those are the ones that cost you the most. He stated that just make sure that they have room for them to work and do their job the way they expect them to get results for the bridge. Member Martinez stated that to add on to what the Chairman said, they all have handled budgets at one level or another, but what

percentage of their total budget are they actually allocating to marketing. He added that not only do they have to keep it, but also they have to retain the market share because the reality is that the region is booming and everyone is fighting for the same customer. He stated that it is going to take some innovation, and realistically if they look at the staff, everybody wears different hats and his respects to the team because they have not added any personnel. He added that yet they have increased 6% in just cargo trucks for the fiscal year, so that is huge with the same staff and he can easily say that hats off to everybody because they do so much work. Member Martinez stated that now they have more trade shows, BridgeConnect every month, it is on the road, so these are all things that they have to look at, and they should do that meeting on a more consistence bases just to be aligned with the city's overall vision. Several discussion then took place regarding peak hours at the bridge with the new system. Chairman Delgadillo moved to the next item.

ITEM "9": PROJECT ENGINEER REPORT.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that they do have Omar Anzaldua, City Engineer is there if they have any questions regarding their projects. He added that he would like to say a few things regarding these projects, but will not go in to full detail because they are pretty much standing where they stood last month as far as the percentage of completion on the design. He added that one of the things that they got done this week with the help of Omar and last week with Karla was Exhibit F for the Donations Acceptance Agreement. He added that Exhibit F is something that they needed to submit to CBP & GSA, and what it was is a financial plan and statement. He stated that basically financial capability of the city, so they were able to coordinate efforts with finance to ensure that they gave them the information that they needed. He added that they are secured funding on the federal side for most of these projects and they already have some federal funds lined up for next fiscal year's projects, so with that he will leave it for Omar if he has anything to add. Mr. Omar Anzaldua, City Engineer stated that just to add on to that the FY15, which is the northbound lanes and the second BSIF exit project with CBP, like Luis mentioned that have gotten pretty much all the Exhibits for the Donations Acceptance Agreement, so now GSA & CBP will be routing all that up to Washington for signatures. He added until the federal government signs that, they will not be able to go out for bids, which they expect to go out for bids in December or January. He stated that that is the time line and all the paperwork is pretty much done so they are just waiting. Mr. Omar Anzaldua, City Engineer stated that on FY16, which is the Dry Dock, Cold Inspection Facility and Regional Ag Lab & Training Center, they should be at about 100% by the end of the month with the plans. He stated like Luis mentioned they did get some funding from TX-DOT on some of those projects, so they are going to be looking at staggering that project. He added that they cannot be going through construction with the other projects in place, so they are looking at staggering that until probably mid-year next year June 2019 to start that project just to let the other projects get on the ground. He added that there is going to be a lot of activity coming up at the bridge here at the beginning of the year. Mr. Omar Anzaldua, City Engineer stated that lastly the bridge office expansion project they did do some modifications with some stainability issues to

go out for bids, that is a million dollar budget for that project to renovate the bridge where Luis is at and some of the toll facilities. He added that that one should be going out for bids by the end of October and bid it out for three weeks and maybe start construction also in December, so that is the time line for the projects that they have going on with the bridge. Mr. Luis Bazan, Bridge Director stated that there is a lot of construction coming up and they did secure Rider11B Funds. He added that that is the federal funds that they secured, which is about twelve million dollars for the FY16 projects as Omar mentioned. Several discussions then took place regarding the bridge office expansion project. Chairman Delgadillo moved to the next item.

ITEM "10": DIRECTORS ADMINISTRATIVE REPORT.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that he wants to give a quick update on what is going on with NAFTA. He added that as they are aware they are members of the North American Strategy for Competitiveness otherwise known as NASCO, they are also members of the Border Trade Alliance, Border Trade Advisory Committee and many of these conversations come up. He then began to give a brief update on the US timeline for NAFTA. Some discussions then took place regarding NAFTA.

Mr. Bazan, Bridge Director Stated that the other thing he wanted to share with them is that last month they held their BridgeConnect Trade Session, which they hold once a month and this one was specifically on NAFTA 2.0 and it's impact on the border region particularly in the Rio Grande Valley mostly affecting Pharr. He added that they brought in the Trade For America Director Mr. Bill Lane from Washington, D.C. and they also had Ken Roberts from World City who publishes their Trade Numbers every couple of years and now they have an agreement with them to publish it for the next two years. He added that they were able to come in there and paint the overall picture and they had about 95 people in attendance and most of them are their customers and some of them are not their customers but they are looking at Pharr or they are just using them as a platform for information. He stated that these are small conferences and this was the new face of BridgeConnect and as they can see they went all out on this one and people appreciated the fact that they are putting some money in to it because they become dependent on the information that they share with them. He added that it was good to have people from Miami the State of Florida and then from Washington D.C. to be present here in Pharr. He then showed the board pictures from the BridgeConnect Trade Session. Some discussion then took place regarding the BridgeConnect Trade Session.

Mr. Bazan, Bridge Director Stated that just last week they had their Start of the Produce Season, and they had a tremendous amount of people. He added that they had over 150 people that attended and this is the largest event that they have held to date when it comes to this. He stated that that was Edgar Delgadillo's truck in the picture, a very beautiful truck and our Ag Commissioner wanted to buy it on the spot. He added that they had Sid Miller, Texas Agriculture Commissioner present and showed photos of the event. Several discussions then took place regarding the Start of the Produce Season celebration and a video was shown to the board that was created from the event. Chairman Delgadillo moved on to the next item.

D. ADMINISTRATIVE:

ITEM "11": DISCUSSION AND ACTION, IF ANY, ON VIVA FRESH SUMMIT SPONSORSHIP AND BOOTH.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that this is something that they have done for 6 years. He added that Viva Fresh is a regional event and this will take place in San Antonio this coming year, but this is just a commitment that they do through the Texas International Produce Association (TIPA), so he just wanted to open it up and next month he will bring in Dante Galeazzi the President/CEO for TIPA to give them more details on that but everyone who has participated in it are very familiar with what goes on there. Several discussions then took place regarding this item. No motion was made, item was only discussed. Chairman Delgadillo moved on to the next item

E. ADJOURNMENT:

ITEM "12": ADJOURNMENT

Chairman Delgadillo introduced the next item. Member Palacios made a motion to adjourn the meeting. Vice-Chairman Hernandez seconded the motion and was then carried on unanimously.

APPROVED AS SUBMITTED:

_____

EDGAR DELGADILLO, CHAIRMAN

ATTEST:

_____

PRAJERES GUTIERREZ, SECRETARY

STATE OF TEXAS §
COUNTY OF HIDALGO §
CITY OF PHARR §

ON THE 17th DAY OF OCTOBER 2018, the Toll Bridge Board convened in a Regular Meeting at the Pharr International Bridge, the meeting being open to the public and notice of said meeting, giving the date, place and subject thereof, having been posted to the public and notice of said meeting, given in accordance to Chapter 551, of the Texas Government Code, (Open Meetings Act) and their being present a quorum, **I, VANESSA GUZMAN, BRIDGE ADMINISTRATIVE ASSISTANT**, of the City of Pharr, Texas, certify that this is a true and correct copy of the minutes.

_____

VANESSA GUZMAN, BRIDGE
ADMINISTRATIVE ASSISTANT

DATE APPROVED: _____

Word/C:BoardMeetings/BoardMtgMinutes10-17-18

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.B.

DATE SUBMITTED: November 13, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Consideration and action, if any, on 2019 United Fresh Membership dues renewal for $1,750.

Classification: Consent

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration: $1,750.

Staff Recommendation: Authorization to renew the United Fresh membership. The Pharr International Bridge has been a member since 2017.

Alternatives: N/A

ROUTING:

Vanessa Guzman Created/Initiated - 11/13/2018

2019 Membership Dues Renewal

October 26, 2018

INVOICE

UNITED FRESH
PRODUCE ASSOCIATION

Pharr International Bridge
Roberto Martinez
9900 S Cage
Pharr, TX 78577

Company ID#: 5061

REMIT PAYMENT TO
United Fresh Produce Association

P.O. Box 409263
Atlanta, GA 30384-9263
(202) 303-3400 Fax (202) 303-3433

2019 MEMBERSHIP DUES

Government Member — **Dues**

Government membership is an individual membership limited to individuals employed by the government. — $250

SPECIAL CONTRIBUTIONS

Join fellow industry leaders in helping grow the produce business for the future!

CHAIRMAN'S ROUNDTABLE UNITED FRESH

Chairman's Roundtable

Chairman's Roundtable members enhance our industry's public policy impact, helping us educate government leaders on food safety, nutrition policy, labor and immigration, and more. Your support helps create the best possible business environment for the fresh produce industry.

_____$1,500

Growing up Fresh! UNITED FRESH START FOUNDATION

United Fresh Start Foundation

The United Fresh Start Foundation is focused exclusively on increasing children's access to fresh fruits and vegetables. Your contribution will help continue our successful school salad bar program, provide a platform to engage with school foodservice leaders and make available opportunities for future engagement with innovative programs that are increasing access to fresh produce for children and families. Help make a difference today!

_____$500 _____$1,000 _____$1,500

Please add dues and contributions: $_____

Return yellow copy with payment. Thank you!

Method of Payment: ☐ **Check** ☐ **Visa** ☐ **MC** ☐ **Amex**

Make check payable in U.S. funds drawn on U.S. bank to: **United Fresh Produce Association**

Credit Card # _____ **Exp.** _____ **CVV#** _____

Cardholder Name _____

Signature _____

Dues may be paid online at www.unitedfresh.org

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.C.

DATE SUBMITTED: November 13, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Consideration and action, if any, on COMCE Noreste Membership for $1,420.

Classification: Consent

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration: $1,420.

Staff Recommendation: Authorization to become members of the Consejo Mexicano de Comercio Exterior del Noreste (COMCE). This is a private non-profit association that promotes foreign trade, logistics and security in the supply chain of companies of the northeast states of Mexico.

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/13/2018

COMCE
NORESTE

Monterrey, N.L. Mexico, November 5, 2018

Mr. Luis A. Bazan
PHARR International Bridge

Dear Mr. Bazan:

Thank you in advance for the opportunity to present this proposal of affiliation to COMCE Noreste (Northeast Chapter):

Membership Type	Annual Fee
Small Service Company	$1,420 USD
NOTE: Tax Included	

In advance, we would like to offer PHARR INTERNATIONAL BRIDGE the following:

- Linking service with our membership.
- Recommend your company in our Program "You Can Export" (Tu Puedes Exportar), a service to promote small and medium companies to get involved in international business.
- Invitation and promotion of a conference or seminar organized by your company.

SERVICE PORTFOLIO

COMCE Noreste is a private non-profit association, with more than 56 years promoting foreign trade, logistics and security in the supply chain of companies of the northeast states of Mexico: Nuevo León, Coahuila, Durango and Tamaulipas. Below are some of the services and benefits of our membership:

REPRESENTATION

Advocate, support and representation of Members at a national and international level before authorities, agencies and institutions in all activities related to foreign trade.

Consejo Mexicano de Comercio Exterior del Noreste, A.C.
Mexican Foreign Trade Council Northeast Region

www.comcenoreste.org.mx
Av. Parque Fundidora 501-95E Col. Obrera, Edif. Cintermex 1er Piso
Monterrey, N.L. México 64010 Ph. +52 (81) 8130 5360

COMCE
NORESTE

DIAGNOSIS OF FOREIGN TRADE
Physical, detailed and confidential analysis of a company´s Foreign Trade operations.

CONSUTANCY AND ADVICE ON FOREIGN TRADE
Advice on laws, regulations, logistics and transportation, customs and fiscal procedures, as well as in programs to support exports such as IMMEX, PROSEC and Regla 8ª, among others.

MANAGEMENT AND SUPPORT IN FOREIGN TRADE SERVICES
Management of procedures and paperwork related to Foreign Trade before government agencies, customs, consulates, embassies and international organizations.

CERTIFICATION WITH REGARD TO IVA & IEPS (VAT / Special tax for products and services).
Allows companies to exempt the payment of IVA and IEPS (100% tax credit) in their temporary import operations under the IMMEX program.

MARKET INTELLIGENCE
Competitive market information to facilitate decision making with real and prompt data.

MEXICAN SECURITY SUPPLY CHAIN PROGRAM (CASCEM)
This Program offers experience in the compliance and maintenance of the official OEA and CTPAT programs in Mexico and the United States.

TRAINING AND CERTIFICATION
Extensive program of courses, seminars, workshops and certifications in Foreign Trade.

BUSINESS MEETINGS (B2B)
Strategic alliances with Authorities and Business Organizations. Linking services among members to promote and strengthen international business.

JOB CENTER
Recruitment of specialized personnel in all areas of Foreign Trade. Psychometric tests, socioeconomic studies and labor research, medical examinations and anti-doping tests.

Consejo Mexicano de Comercio Exterior del Noreste, A.C.
Mexican Foreign Trade Council Northeast Region

www.comcenoreste.org.mx
Av. Parque Fundidora 501-95E Col. Obrera, Edif. Cintermex 1er Piso
Monterrey, N.L. México 64010 Ph. +52 (81) 8130 5360

COMCE
NORESTE

BENEFITS OF COMCE NORESTE´S MEMBERSHIP

- Unlimited advice on Foreign Trade issues, with our specialized consultants by personal contact, e-mail or telephone.
- Diagnosis: Foreign Trade preventive audit.
- Preliminary analysis for OEA and CTPAT Certifications.
- Participation in Working Committees:

  - ✓ Logistics and Customs
  - ✓ International Sales
  - ✓ CASCEM and Security
  - ✓ Strategic Planning
  - ✓ Institutional Relations
  - ✓ Affiliation and Membership

We appreciate your kind attention, for us it is a pleasure to serve you.

Sincerely,

Héctor Villarreal Muraira
C.E.O.

Consejo Mexicano de Comercio Exterior del Noreste, A.C.
Mexican Foreign Trade Council Northeast Region

www.comcenoreste.org.mx
Av. Parque Fundidora 501-95E Col. Obrera, Edif. Cintermex 1er Piso
Monterrey, N.L. México 64010 Ph. +52 (81) 8130 5360

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.D.

DATE SUBMITTED: November 13, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Consideration and action, if any, on Renewing the Rio Grande Valley Partnership -Chamber of Commerce Membership for $2,500.

Classification: Consent

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration: $2,500.

Staff Recommendation: Authorization to renew the membership with the Rio Grande Valley Partnership-Chamber of Commerce. The Pharr International Bridge has been a member for over 12 years.

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/13/2018

RGV PARTNERSHIP

www.RGVPartnership.com
Phone: 956-968-3141
Fax: 956-968-0210

2018 Executive Committee

Danny Gurwitz
Chairman
Atlas, Hall & Rodriguez, LLP

Lee Reed
Chair Elect
International Bank of Commerce

Brent Baldree
Immediate Past Chair
Texas Regional Bank

Larry Gonzalez
Treasurer
Plains Capital Bank

Deborah Cordova
Secretary
Walsh McGurk Cordova Nixon, PLLC

Billy Canales
Vice-Chairman
Rio Motor Company

Lew Brownfield
Vice-Chairman
VTX1

Anabell Cardona
Vice-Chairman
Valley Grande Institute

Arlene Garza
Vice-Chairman
Gulf Aviation

2018 Board of Directors

Thomas Aguillon - Charter Communications
Ruben Bosquez - Frost Bank
Kevin Campbell - SR Campbell Properties
Naomi Perales - Texas Gas Service
Rene Capistran - Noble Texas Builders, LLC
Ruben Cardenas - State Farm Insurance
Ralph Cowen - Port of Brownsville
Javier De Leon- Texas State Technical College
Arlene Garza - Gulf Aviation
Ramiro Garza - NTB Development
Atanacio Hinojosa - Magic Valley Electric Coop
Brenda Ivory - Harlingen Medical Center
Matthew Jones - Jones, Galligan, Key & Lozano
Dr. Mark Kroll - University Texas RGV
Daniel Lucio - AEP Texas
Jose Munoz - Guzman & Munoz Engineering
Trey Pebley - Foremost Paving
Jon Rebello - BBVA Compass
J.D. Salinas - AT&T
Kent Shepard - Shepard Insurance Agency
Tom Torkelson - IDEA Public Schools
Joey Trevino – Edinburg EDC
Rigo Villarreal - City of Mcallen Bridge Dept
Matt Wolthoff - Rio Grande Regional Hospital
David Allex - Cameron County RMA
Francisco Davila - Lone Star National Bank
Linda Declia - KGBT-TV CBS4 News
Raudel Garza - Harlingen EDC
Roxanne Ray - SPI Chamber of Commerce
Roberto Haddad - Doctors Hospital at Renaissance
Danny Rios - S&B Infrastructure
Dr. Ramiro Caballero – Pharr EDC
Krys Weyand - Santa Cruz Properties
David Vega – Killam Development, LTD
Miles Bullion – Halff Associates, Inc.
Michelle Zamora – Inter National Bank

Dear Fred Brouwen,

Thank you for your continued support of the Rio Grande Valley Partnership and for your dedication to enhance the economic prosperity of the Rio Grande Valley.

Your membership provides us the opportunity to drive collaboration along our four-county region and the opportunity to promote our region- THANK YOU!

In addition to the membership invoice, you will also find our "Program of Work". Please reach out to us if you'd like to engage in any of our initiatives.

Thanks to your support, we've hosted the following:

- Women's Entrepreneurs Small Business Boot Camp
- Thank You Reception of Valley Legislators
- RGV Partnership Meet and Greet in Brownsville and in McAllen
- RGV's Advanced Manufacturing Summit with Congressman Filemon Vela
- Meet & Greet of Pete Alvarez; TxDOT Pharr District Engineer
- Governor's Small Business Forum in Pharr
- State of the Congress Address with U.S. Senator John Cornyn
- State of the Valley Address by our Four- County Judges
- Tour of the RGV by the Border Trade Alliance on the benefits of NAFTA in our region
- Joint Hearing of the Texas House Committee on Transportation and International Trade & Intergovernmental Affairs
- Small Business Awards Luncheon
- 29th Annual Valley Proud Honors Banquet
- Texas Senate Welcome Reception of Intergovernmental Relations Committee
- RGV to DC (2nd Annual event)
- November 2nd Annual Golf Tournament at Tierra Santa, Weslaco

Upcoming Events

- 4th Annual RGVP Foundation Scholarship Reception
- TxDOT State of the District Luncheon
- November 9th, Debrief on Mexican Elections by Duncan Wood with the Wilson Center
- December 5th, RGV Energy Summit

For more details, please visit www.rgvpartnership.com

We are at your service to take input and direction.

Thank you for your continued support.

Sincerely,

Sergio Contreras
President/CEO

RGV PARTNERSHIP

Programs and Services
Rio Grande Valley Partnership

RGV Leadership

We offer a unique 9-month program that showcases the many industries that make-up the Rio Grande Valley. The RGV Leadership program provides an opportunity to cultivate a relationship with leaders from across our four-county region while addressing our challenges and opportunities.

RGV FIRST

We are working with Architects, Engineers and Construction firms to help drive the message of showcasing our local talent and hiring local to help drive our regional economy.

Business Workshops and Seminars

Collaborate with subject matter experts to host small business forums, seminars and meetings, designed to help small businesses understand and fulfill their HR/Tax responsibilities and to also provide the tools necessary to excel in their industry.

Congressional Hearings

We collaborate with organizations across our four-county region to advocate for policies that positively influence the regional economy.

Legislative Tour of the RGV (Biennial)

Host out of the area legislators on a 4-day legislative tour of the Rio Grande Valley to showcase the challenges and opportunities of our region.

RGV Day in Austin (Biennial)

Collaborate with organizations across our four-county region and our local State Legislators to present legislative priorities in Austin as one influential voice.

South Texas Legislators Appreciation Reception (Biennial)

Recognize our local State Legislators at the end of the legislative session for their commitment to our region and for advocating our legislative priorities.

RGV to DC

Collaborate with organizations across our four-county region and our local Congressional members to present legislative priorities in DC as one influential voice.

RGV PARTNERSHIP

Any additional contacts you would like to be added to our mailing list

Display contact's information on online directory ☐

Name

Title

Phone

Fax

Email

Display contact's information on online directory ☐

Name

Title

Phone

Fax

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Display contact's information on online directory ☐

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Name

Title

Phone

Fax

Email

Display contact's information on online directory ☐

Name

Title

Phone

Fax

Email

P.O. Box 1499 • 322 South Missouri • Weslaco, TX 78599
956-968-3141 • 956-968-0210 (F) • www.rgvpartnership.com/
monica@rgvpartnership.com

Rio Grande Valley Partnership - Chamber of Commerce
P.O. Box 1499
Weslaco, TX 78599
(956) 968-3141 | fax: (956) 968-0210
monica@rgvpartnership.com

Invoice

Invoice Date: 11/1/18
Invoice Number: 4893

City of Pharr International Bridge
Fred Brouwen
9900 South Cage
Pharr, TX 78577

Membership Investment 12/1/2018 - 11/30/2019

Terms	Due Date
Due on receipt	11/30/18

Description	Quantity	Rate	Amount
Membership investment	**1**	**$2,500.00**	**$2,500.00**
		Subtotal:	**$2,500.00**
		Tax:	**$0.00**
		Total:	**$2,500.00**
		Payment/Credit Applied:	**$0.00**
		Balance:	**$2,500.00**

Thank you for your support of the **Rio Grande Valley Partnership - Chamber of Commerce**

Please return this portion with your payment.

Member Name: City of Pharr International Bridge **Invoice #:** 4893
Payment Amount: $_____

Payment Method: ☐ Check #_____ ☐ Credit Card
Make all checks payable to **Rio Grande Valley Partnership - Chamber of Commerce** or enter credit card information below.

Enter Credit Card Billing Address (inc. zip code)

Address _____
City/State/Zip _____
Credit Card #: _____ Exp. Date: _____ CVV Code (3 or 4 digits on back of card) _____
Name on Card: _____ Signature: _____

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 4.A.

DATE SUBMITTED: November 13, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Crossings and Revenues Report for October 2018.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/13/2018

CROSSINGS AND REVENUES
FOR THE MONTH OF OCTOBER
FISCAL YEAR 2018 – 2019

a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled *117,523* vehicles for the month of October F.Y. 2018-2019, which showed an increase of 4,551 vehicles or 4.03% over The same month in F.Y. 2017-2018.

b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled *65,395* cars for the month of October F.Y. 2018 – 2019, showing an increase of *2,311* cars or *3.66%* over the same month in F.Y. 2017 – 2018.

c) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled *52,128* trucks for the month of October F.Y. 2018-2019, showing an increase of *2,240* trucks or *4.49%* over the same month in F.Y. 2017 - 2018.

d) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled, *$1,218,069 dollars* for the month of October F.Y. 2018 – 2019

$ 228,427 Autos & other
$ 981,975 Trucks
$ 7,667 Profit on pesos
$ 1,218,069 TOTAL

Revenues showed an increase of *$66,855* or *5.81%* over the same month in F.Y. 2017 – 2018

e) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled *56,847* trucks for the month of October F.Y. 2018-2019, showing a decrease of *3,283* trucks or *6.13%* over the same month in F.Y. 2017-2018.

SOUTHBOUND TRUCK CROSSINGS SHOWED A DECREASE OF -4,719 TRUCKS FOR THE MONTH OF OCTOBER, COMPARED TO NORTHBOUND TRUCK CROSSINGS.

PHARR INTERNATIONAL BRIDGE
TOTAL CROSSINGS COMPARISON BY FISCAL YEAR (CARS & TRUCKS)

	F.Y. 2017–2018	F.Y. 2018-2019	GAIN LOSS
OCTOBER	112,972	117,523	4,551
NOVEMBER	109,151		
DECEMBER	111,883		
JANUARY	111,544		
FEBRUARY	103,602		
MARCH	113,577		
APRIL	110,588		
MAY	114,699		
JUNE	107,410		
JULY	112,535		
AUGUST	116,584		
SEPTEMBER	108,267		
TOTAL CROSS.	1,332,812		

a) VEHICLE CROSSINGS SHOWED AN INCREASE OF 4,551 VEHICLES OR 4.03% OVER THE SAME MONTH IN F.Y. 2017-2018.

b) VEHICLE CROSSING SHOWED A DECREASED OF (,***) VEHICLES OR (**.**%) OVER THE SAME MONTH (**) MONTHS IN FY.Y.2017- 2018**

PHARR INTERNATIONAL BRIDGE
CAR CROSSING COMPARISON BY FISCAL YEAR

	F.Y. 2017-2018	F.Y. 2018-2019	GAIN LOSS
OCTOBER	63,084	65,395	2,311
NOVEMBER	59,545		
DECEMBER	65,516		
JANUARY	59,600		
FEBRUARY	55,506		
MARCH	62,233		
APRIL	60,018		
MAY	62.272		
JUNE	58,465		
JULY	64,011		
AUGUST	66,382		
SEPTEMBER	62,054		
TOTAL CAR CROSS.	738,686		

a) CAR CROSSINGS SHOWED AN INCREASE OF 2,311 CARS OR 3.66% OVER THE SAME MONTH IN F.Y. 2017-2018.

b) CAR CROSSING SHOWED A DECREASED OF (*,) CARS OR (*.**%) OVER THE MONTH (**) MONTHS IN F.Y.2017 – 2018**

PHARR INTERNATIONAL BRIDGE
TRUCK CROSSING COMPARISON BY FISCAL YEAR

	F.Y. 2016-2017	F.Y. 2017-2018	GAIN LOSS
OCTOBER	49,888	52,128	2,240
NOVEMBER	49,606		
DECEMBER	46,367		
JANUARY	51,944		
FEBRUARY	48,096		
MARCH	51,344		
APRIL	50,570		
MAY	52,427		
JUNE	48,945		
JULY	48,524		
AUGUST	50,202		
SEPTEMBER	46,213		
TOTAL TRUCK CROSSING	594,126		

a) **TRUCK CROSSINGS SHOWED AN INCREASE OF 2,240 TRUCKS OR 4.49% OVER THE SAME MONTH IN F.Y. 2017-2018.**

b) **TRUCK CROSSING SHOWED AN INCREASE OF **,** TRUCKS OR *.**% OVER THE MONTH (**) MONTH IN F.Y. 2017-2018**

PHARR INTERNATIONAL BRIDGE
NORTHBOUND TRUCK CROSSINGS (FULL, EMPTY & AG.)

	F.Y. 2017-2018	F.Y. 2018-2019	GAIN LOSS	full TRUCKS	EMPT	AG TRUCKS	NARP NO INSP.
OCTOBER	53,564	56,847	3,283	39,935	16,912	14,427	7,410
NOVEMBER	52,586						
DECEMBER	49,245						
JANUARY	55,097						
FEBRUARY	51,612						
MARCH	56,001						
APRIL	55,151						
MAY	57,754						
JUNE	53,593						
JULY	52,434						
AUGUST	55,551						
SEPTEMBER	50,725						
TOTAL NORTHBOUND	643,313						

Northbound trucks at the Pharr International Bridge totaled 56,847 trucks for the month of October F.Y. 2018-2019, showing an increase of 3,283 trucks or 6.13% over the same month in F.Y. 2017-2018.

TRUCK CROSSING SHOWED AN INCREASE OF **,* TRUCKS OR *.**% OVER THE SAME MONTH (**) MONTH IN F.Y. 2017-2018.**

Agriculture trucks at the Pharr International Bridge totaled 14,427 crossings for the month of October representing a 26% of the imports from Mexico.

Agriculture trucks at the Pharr International Bridge Import Lot showed an increase of 1,135 or 9% over the same month in F.Y. 2017-2018.

PHARR INTERNATIONAL BRIDGE
REVENUE COMPARISON BY FISCAL YEAR

	F.Y. 2017-2018	F.Y. 2018-2019	GAIN (LOSS)
OCTOBER	$ 1,151,213	$ 1,218,069	$ 66,855
NOVEMBER	$ 1,158,692		
DECEMBER	$ 1,116,645		
JANUARY	$ 1,126,326		
FEBRUARY	$ 1,100,912		
MARCH	$ 1,184,114		
APRIL	$ 1,150,980		
MAY	$ 1,190,182		
JUNE	$ 1,123,395		
JULY	$ 1,135,255		
AUGUST	$ 1,140,048		
SEPTEMBER	$ 989,616		
TOTAL REV.	$ 13,567,378		

a) REVENUES SHOWED AN INCREASE OF $66,855 OR 5.81% OVER THE SAME MONTH IN F.Y. 2017-2018.

b) REVENUES SHOWED A DECREASE OF $,*** OR *.**% OVER THE SAME MONTH (**) MONTHS IN F.Y. 2017 – 2018.**

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 4.B.

DATE SUBMITTED: November 13, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Finance Report for October 2018.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation: No information at this time.

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/13/2018

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 4.C.
DATE SUBMITTED: November 6, 2018
MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Engineer's Report.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No
Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/06/2018

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 4.D.
DATE SUBMITTED: November 6, 2018
MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Director's Report.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No
Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/06/2018

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 5.A.

DATE SUBMITTED: November 13, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Discussion and action, if any, on Viva Fresh Summit Platinum Level Sponsorship and booth for $15,000.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration: $15,000

Staff Recommendation: Authorization to participate in the 2019 Viva Fresh Summit with a Platinum Level Sponsorship and booth. The Pharr International has participated in this expo since 2015.

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/13/2018

Vanessa Guzman

From: Lilly Garcia <lilly.garcia@texipa.org>
Sent: Wednesday, October 31, 2018 7:29 PM
To: Luis Bazan
Cc: Freddy Flores; Vanessa Guzman; Cleo Salinas
Subject: VF Sponsorship
Attachments: VivaFresh2019 Sponsorship Brochure.pdf

Hello Luis,

I wanted to follow up with you on the sponsorship and where you would like to be listed. Take a moment to review the attached form and let us know where you want to spend. I also wanted to let you know that we will need to know ASAP since the Sponsorship Committee wants to move forward with the rest of the sponsors.

Founders have 1st right of refusal on all items that they have sponsored in the past.

Last year you did the following:
Gold Level $10,000
GT Golf/Caddy Towels
Welcome Reception
Aggies For Fresh Reception

Look forward to hearing from you soon on this.

Thanks,

Lilly Garcia

P- 956-581-8632

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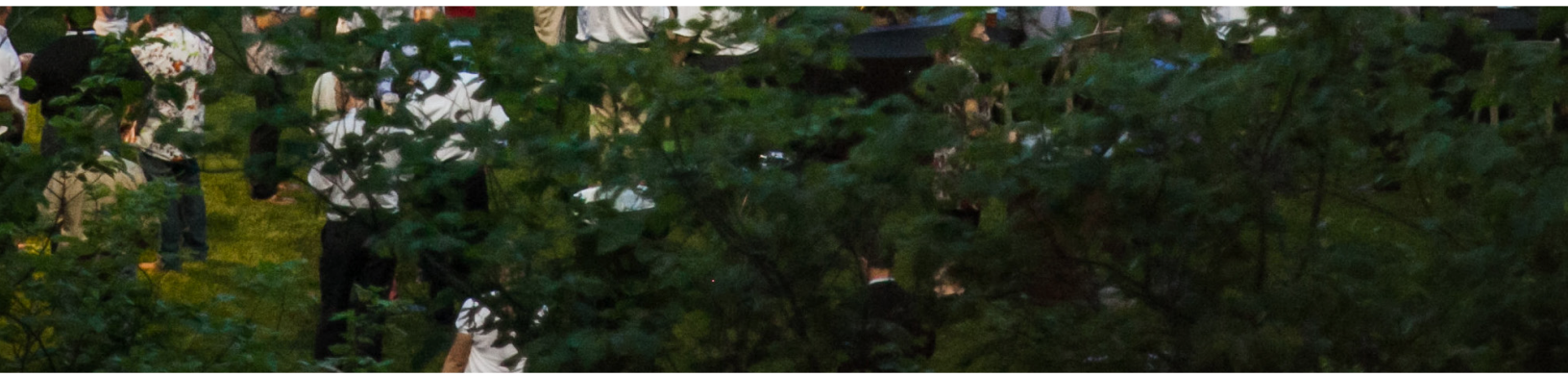
2019 SPONSORSHIP OPPORTUNITIES

SAN ANTONIO TEXAS

JW MARRIOTT HILL COUNTRY RESORT AND SPA

APRIL 25-27, 2019



VIVAFRESHEXPO.COM

BENEFITS OF SPONSORSHIP

Hosted by the Texas International Produce Association (TIPA), the fifth annual Viva Fresh Produce Expo is returning to San Antonio on April 25-27, 2019 at the luxurious JW Marriott Hill Country Resort and Spa.

Since the first Viva Fresh Expo launched in 2015, the retail and foodservice attendance has increased by 110%. Sponsoring an event at the Viva Fresh Expo provides great marketing opportunities to build brand awareness with retail and foodservice attendees who are ready to do business. Your sponsorship will put your brand directly in front of a captive audience composed of current and potential customers. There are multiple levels and benefits to sponsorship to fit any budget.

BENEFITS OF SPONSORSHIP INCLUDE:

- Reach a captive audience of retail and foodservice buyers
- Position your company as an industry leader
- Increase your company's exposure and awareness with highly visible recognition
- Attract more visitors to your booth
- Provides opportunity to increase sales

ALL SPONSOR COMPANIES WILL RECEIVE:

- Company logo/name featured on the Viva Fresh website
- Listing on the sponsorship page in the Viva Fresh program
- Invitation to attend special VIP reception with retail and foodservice attendees

READY TO MAKE YOUR COMMITMENT? CONTACT TOMMY WILKINS TODAY!

SPONSORSHIP COMMITTEE CHAIR | 956-377-5301 | TOMMY@GROWFARMSTX.COM

SPONSORSHIP LEVELS

DIAMOND LEVEL: **$20,000 AND UP**

- Company logo included on entrance signage at main Exhibit Hall doors
- Company logo included on monthly e-newsletters distributed to expansive list of retail/foodservice contacts and exhibitors
- Company listed as Diamond Level Sponsor in the Viva Fresh program
- Complimentary full-page advertisement in the Viva Fresh program
- Use of TIPA/Viva Fresh logo throughout the year
  - with approval by TIPA Executive Board
- Company logo on homepage and sponsors page of Viva Fresh website
- First chance to reserve premium exhibit space in central aisle
  - applicable for those companies eligible to reserve a booth
- 7 booth badges in addition to the 5 received with the booth space (12 total) that include:
  - Entry to the VIP Reception
  - Entry to the VIP Welcome Reception
  - Entry to the VIP Keynote Luncheon
- Reserved table seating at all Viva Fresh events
- Company logo/name on select Viva Fresh signage
- Company logo/name included on presentations throughout Viva Fresh events
- Guarantee a block of up to 10 hotel rooms in the conference hotel up to 60 days before the Expo
- 4 complimentary rounds of golf at the Viva Fresh Open

PLATINUM LEVEL: **$15,000 - $19,999**

- Company listed as a Platinum Level Sponsor in Viva Fresh program
- Complimentary full-page advertisement in the Viva Fresh program
- Use of TIPA/VIVA Fresh logo throughout the year
  - with approval by TIPA Executive Board
- Company logo on homepage and sponsors page of Viva Fresh website
- Preferred priority for premium exhibit space in central aisle
  - applicable for those companies eligible to reserve a booth
- 5 booth badges in addition to the 5 received with the booth space (10 total) that includes:
  - Entry to the VIP Reception
  - Entry to the VIP Welcome Reception
  - Entry to the VIP Keynote Luncheon
- Reserved table seating at all Viva Fresh events
- Company logo/name on select Viva Fresh signage
- Company logo/name included on presentations throughout Viva Fresh events
- Guarantee a block of up to 10 hotel rooms in the conference hotel up to 60 days before the Expo
- 2 complimentary rounds of golf at the Viva Fresh Open

GOLD LEVEL: **$10,000 - $14,999**

- Company listed as a Gold Level Sponsor in Viva Fresh program
- Complimentary full-page advertisement in the Viva Fresh program
- Use of TIPA/VIVA Fresh logo throughout the year
  - with approval by TIPA Executive Board
- Company logo on sponsors page of Viva Fresh website
- Premium exhibit space on either sponsors' row (space permitting) or premium end caps
  - applicable for those companies eligible to reserve a booth
- 3 booth badges in addition to the 5 received with the booth space (8 total) that includes:
  - Entry to the VIP Reception
  - Entry to the VIP Welcome Reception
  - Entry to the VIP Keynote Luncheon
- Reserved table seating at Keynote luncheon
- Company logo/name on select Viva Fresh signage
- Company logo/name included on select presentations throughout Viva Fresh events

SILVER LEVEL: **$5,000 - $9,999**

- Company listed as a Silver Level Sponsor in Viva Fresh program
- Complimentary half-page advertisement in the Viva Fresh program
- Use of TIPA/VIVA Fresh logo throughout the year
  - with approval by TIPA Executive Board
- Company logo on sponsors page of Viva Fresh website
- Prime exhibit space, if available
  - applicable for those companies eligible to reserve a booth
- Does not include additional booth badges
- Company logo/name on select Viva Fresh signage
- 2 complimentary VIP Reception tickets

BRONZE LEVEL: **$4,999 AND BELOW**

- Company listed as a Bronze Level Sponsor in Viva Fresh program
- Company logo on sponsors page of Viva Fresh website
- Company logo/name on select Viva Fresh signage
- Does not include additional booth badges
- 1 complimentary VIP Reception ticket

READY TO MAKE YOUR COMMITMENT? CONTACT TOMMY WILKINS TODAY!

SPONSORSHIP COMMITTEE CHAIR | 956-377-5301 | TOMMY@GROWFARMSTX.COM

SPONSORSHIP OPPORTUNITIES

Once you choose a sponsorship level, you can determine from the list below which event(s) you'd like to sponsor.

KEYNOTE SPEAKER SPONSOR: **$30,000**

(1 SPONSOR OR 2 SPONSORS AT $15,000 EACH)

- Company name and logo featured on Keynote Luncheon Session signage at the larger, middle panel of the entrance doors as shown in this mockup and on the Powerpoint presentation at the luncheon
- Company name will be introduced at the Friday Luncheon
- Representative from the company can introduce the speaker
- Reserved seating at Keynote Session
- Also qualifies for Platinum Level Sponsorship Benefits (see page 2)

Keynote Speaker & Keynote Luncheon Meal Sponsor

KEYNOTE LUNCHEON MEAL SPONSOR: **$7,500 PER SPONSOR**

(10 SPONSORS)

- Company logo will be featured on luncheon signage at the top level of the entrance doors as shown in this mockup and on the Powerpoint presentation at the luncheon
- Company name will be introduced at the Friday Luncheon
- Sponsor can provide a 4" x 5" table tent for each luncheon table (1 per table)
- Sponsor is responsible for design, printing and shipping costs
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

ATTENDEE NAME BADGE LANYARD: **$15,000 PER SPONSOR**

(2 SPONSORS)

- Company name/logo featured on lanyard given to all attendees and exhibitors
- Also qualifies for Platinum Level Sponsorship Benefits (see page 2)

~~HOTEL KEY CARD: **$15,000**~~

~~(1 SPONSOR)~~

- ~~Sponsor logo and graphics printed on front of key card~~
- ~~Key card will be handed out to all expo hotel guests including exhibitors and retail/foodservice attendees~~
- ~~Also qualifies for Platinum Level Sponsorship Benefits (see details on page 2)~~

READY TO MAKE YOUR COMMITMENT? CONTACT TOMMY WILKINS TODAY!

SPONSORSHIP COMMITTEE CHAIR | 956-377-5301 | TOMMY@GROWFARMSTX.COM

SPONSORSHIP OPPORTUNITIES

VIP RETAILER/FOODSERVICE GIFT: **$12,000 PER SPONSOR**

(~~2~~ SPONSORS) 1 left

- Company name and logo will be featured on card included with the gift
- Sponsor will cover the cost of the gift and/or additional contributed items as part of this sponsorship fee
- Also qualifies for Gold Level Sponsorship Benefits (see page 2)

HOTEL ROOM DOOR HANGERS: **$12,000**

(1 SPONSOR)

- Sponsor logo, messaging, artwork and contact information will be featured on hotel door hangers to be hung on all attendee hotel doors
- Also qualifies for Gold Level Sponsorship benefits (see page 2)

Exhibit Hall Banner: Typical Door Photo

EXHIBIT HALL AREA BANNER 11E: **$10,000**

(1 SPONSOR)

- Banner Size: 20' W x 6' H
- Banner Location: located above side entry doors into exhibit hall
- Sponsor will be allowed to either provide branded design or work with the expo designer to create banner design featuring company logo, product photography and messaging (following specific design parameters)
- Also qualifies for Gold Level Sponsorship benefits (see page 2)

  Note: Mockup does not display final layout

Exhibit Hall Banner: Typical Door Photo

EXHIBIT HALL AREA BANNER 11G: **$10,000**

(1 SPONSOR)

- Banner Size: 20' W x 6' H
- Banner Location: located above side entry doors into exhibit hall
- Sponsor will be allowed to either provide branded design or work with the expo designer to create banner design featuring company logo, product photography and messaging (following specific design parameters)
- Also qualifies for Gold Level Sponsorship benefits (see page 2)

  Note: Mockup does not display final layout

COMMEMORATIVE BAG**: $10,000 PER SPONSOR**

(6 SPONSORS)

- Company logo will be featured on the commemorative bag handed out to all attendees and exhibitors
- Company flyer can be included in commemorative bag

  Sponsor is responsible for design, printing and shipping costs
- Also qualifies for Gold Level Sponsorship Benefits (see page 2)

READY TO MAKE YOUR COMMITMENT? CONTACT TOMMY WILKINS TODAY!

SPONSORSHIP COMMITTEE CHAIR | 956-377-5301 | TOMMY@GROWFARMSTX.COM

SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION: **$7,500 PER SPONSOR**

(12 SPONSORS)

- Company name will be introduced at the Welcome Reception
- Company logo will be featured on Welcome Reception signage throughout the venue
  - Companies may select the element of the evening that they would like to sponsor
    - Bar sponsors (5)
      - Sponsor can provide coasters or koozies imprinted with their logo
        Sponsor is responsible for design, printing and shipping costs
    - Food station sponsors (5)
      - Company logo will be included on Foodstation signage
      - When possible the menu will reflect sponsor products (not guaranteed)
      - Company is allowed to supply hotel chef with featured product to be used in recipes
    - Music sponsors (2)
      - Sponsor logo will be included on banner either on the stage or next to it
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

EXPO HALL LUNCHEON: **$6,000 PER SPONSOR**

(10 SPONSORS)

- Company name will be introduced during expo
- Company logo will be featured on Luncheon tables and posters
- Company will have the opportunity to provide branded boxes of produce for display
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

EXPO CLOSING HAPPY HOUR: **$6,000 PER SPONSOR**

(6 SPONSORS)

- Company logo will be featured on happy hour signage and bar napkins
- Sponsor can provide coasters or koozies imprinted with their logo
  Sponsor is responsible for design, printing and shipping costs
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

SPONSOR'S VIP RECEPTION: **$7,500 PER SPONSOR**

(8 SPONSORS)

- Company name will be introduced at the Sponsor's VIP Reception
- Company logo will be featured on event signage
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

READY TO MAKE YOUR COMMITMENT? CONTACT TOMMY WILKINS TODAY!

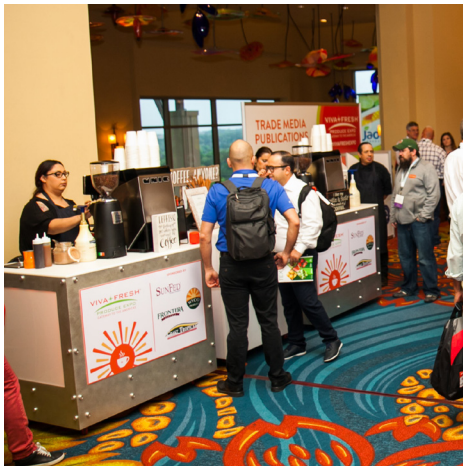
SPONSORSHIP COMMITTEE CHAIR | 956-377-5301 | TOMMY@GROWFARMSTX.COM

SPONSORSHIP OPPORTUNITIES

FRIDAY "MEET & GREET" BREAKFAST STATIONS: **$6,000 PER SPONSOR**

(5 SPONSORS)

- Each sponsor will be featured at a breakfast station
- Company is allowed to supply hotel chef with featured product to be used in breakfast recipe
- Company logo featured on poster and tabletop signage
- Breakfast stations will be located near educational sessions
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)



FRIDAY "MEET & GREET" BREAKFAST ESPRESSO STATION: **$5,000 PER SPONSOR**

(4 SPONSORS)

- Company logo featured on espresso counter signage
- Company logo featured on coffee cup sleeves
- Espresso station will be located near educational sessions in high traffic area on Friday morning
- Also qualifies for Sliver Level Sponsorship benefits (see page 2)

EXPO PRODUCT HANDLING, COLD STORAGE & TRANSPORTATION: **$10,000**

(1 SPONSOR)

- Sponsor will provide refrigeration to store exhibitor's product in advance of show and deliver product to the expo before the show on Friday and Saturday as a trade-out value for sponsorship
- Also qualifies for Gold Level Sponsorship Benefits (see page 2)

REGIONAL SHOWCASE INFOGRAPHIC WALLS: **$10,000 PER SPONSOR**

(2 SPONSORS)

- Sponsor logo will be featured on walk-through infographic panels showcasing information about this region
- Sponsor products will be highlighted in the infographic panels
- Sponsor will have the opportunity to provide company facts and figures for inclusion in the infographic panel data
- Also qualifies for Gold Level Sponsorship Benefits (see page 2)

INNOVATION SHOWCASE: **$7,500 PER SPONSOR**

(3 SPONSORS)

- Sponsor logo featured on the Innovation Showcase display unit
  Note: Display case format subject to change. Mockup shows a sample unit, not exact format.
- Sponsor logo featured on press releases about the Innovation Showcase
- Sponsor logo featured on website for Innovation Showcase voting
- Sponsor logo featured in emails prompting the Innovation Showcase voting
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

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SPONSORSHIP OPPORTUNITIES

SHOW FLOOR WIFI: **$15,000**

(ONE SPONSOR OR 2 SPONSORS AT $7,500 EACH)

- Company branding will appear on default homepage when wifi is connected
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

WINDOW CLING 15: **$7,500 PER SPONSOR**

(2 SPONSORS)

- Window Cling Size: approximately 6' W x 8' H
- Window Location: Level 1, near exhibit hall
- Sponsor will be allowed to either provide branded design or work with the expo designer to create (1) window cling design featuring company logo, product photography and messaging (following specific design parameters)
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

Window Cling 15

WINDOW CLING 16: **$7,500 PER SPONSOR**

(2 SPONSORS)

- Window Cling Size: approximately 6' W x 8' H
- Window Location: Level 1, near exhibit hall
- Sponsor will be allowed to either provide branded design or work with the expo designer to create (1) window cling design featuring company logo, product photography and messaging (following specific design parameters)
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

Window Cling 16

WINDOW CLING 4B: **$10,000 PER SPONSOR**

(4 SPONSORS) 2 left

- Window Cling Size: approximately 3' W x 8' H
- Window Location: Level 2, near registration and educational sessions area
- Sponsor will be allowed to either provide branded design or work with the expo designer to create (1) window cling design featuring company logo, product photography and messaging (following specific design parameters)
- Also qualifies for Gold Level Sponsorship benefits (see page 2)

Window Cling 4B

EDUCATION SESSIONS SPONSOR: **$10,000**

(1 SPONSOR)

- Company name and logo included on banner at entrance to Education Session area
- Also qualifies for Gold Level Sponsorship benefits (see page 2)

Education Sessions Sponsor

AGGIES FOR FRESH RECEPTION: **$3,500 PER SPONSOR**

(8 SPONSORS)

- Company name will be introduced at the reception
- Company logo will be included on reception signage and presentation
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

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SPONSORSHIP OPPORTUNITIES

SATURDAY POP-UP DEMO EVENT: **$3,500**

(1 SPONSOR)

- Sponsor company will work with chef to create unique food dish featuring sponsor product to distribute to expo participants during a 1-2 hour demo
- Demo station will happen on Saturday morning and placed in a high-traffic area
- Sponsor will be allowed to hand out brochures and sales materials during demo
  Sponsor is responsible for design, printing and shipping costs
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

Exhibit Hall Area Banner 14

EXHIBIT HALL AREA BANNER 14: **$7,500**

(1 SPONSOR)

- Company logo will be featured on banner located near exhibit hall above entryway doors
- Sponsor will be allowed to either provide branded design or work with the expo designer to create (1) banner design featuring company logo, product photography and messaging (following specific design parameters)
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

Exhibit Hall Area Banner 13

EXHIBIT HALL AREA BANNER 13: **$7,500**

(1 SPONSOR)

- Company logo will be featured on banner located near exhibit hall above entryway doors
- Sponsor will be allowed to either provide branded design or work with the expo designer to create (1) banner design featuring company logo, product photography and messaging (following specific design parameters)
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

Registration Desk Banners

REGISTRATION DESK BANNERS: **$5,000 PER SPONSOR**

(6 SPONSORS)

- Company logo will be featured on banner located by registration desks for duration of expo
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

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SPONSORSHIP OPPORTUNITIES

CONFERENCE AUDIO VISUAL: **$3,500 PER SPONSOR**

(3 SPONSORS)

- Company logo featured on expo signage
- Company name introduced at expo Educational Sessions
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

SATURDAY CONTINENTAL BREAKFAST: **$2,500 PER SPONSOR**

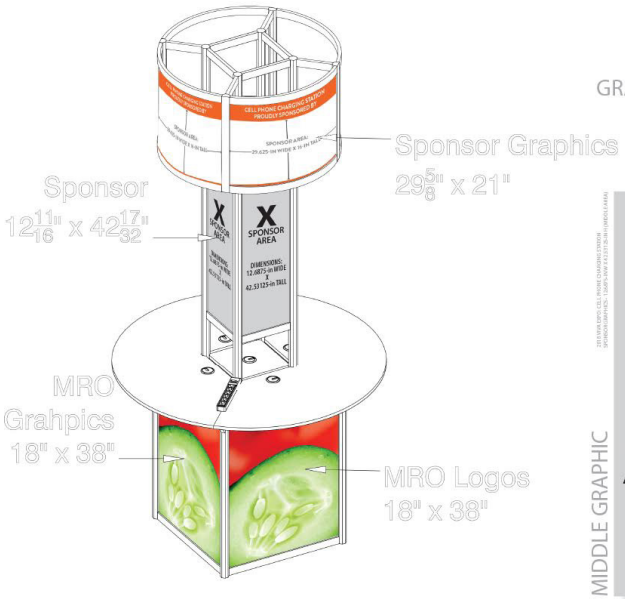
(4 SPONSORS)

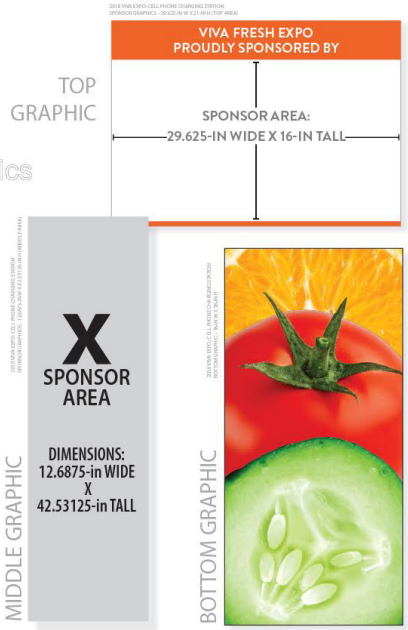
- Company logo featured on signage near "grab & go" Continental Breakfast stations
- Breakfast stations will be located near Retailer/Foodservice Speed Meetings
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

CELL PHONE CHARGING STATION: **$2,500 PER SPONSOR**

(12 SPONSORS)

- Company logo will be featured on top panel and company branding allowed on middle panel
- Sponsor will be allowed to either provide branded design for middle panel or work with the expo designer to create (1) panel design featuring company logo, product photography and messaging (following specific design parameters)
- Cell phone charging stations will be placed in high-traffic areas of the expo on both Friday and Saturday
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)





PUBLICATION BIN: **$2,500 PER SPONSOR**

(6 SPONSORS)

- Company logo will be featured on Publication Bin front panel
- Publication Bin will be displayed in high-traffic areas of the expo on both Friday and Saturday
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

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VIVA FRESH OPEN GOLF TOURNAMENT SPONSORSHIPS

GOLF TOURNAMENT TITLE SPONSOR: **$7,500 PER SPONSOR**

(2 SPONSORS)

- Golf Tournament Title Sponsor: $7,500 per sponsor (2 sponsors)
- Company name will be introduced at all tournament events
- Company logos will be included on golf tournament bags
- Company logo will be featured on event banners and other select signage
- Company will be listed as Title Sponsor in all tournament communications and press/media
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

GOLF TOURNAMENT 19TH HOLE ENTERTAINMENT: **$5,000**

(1 SPONSORS)

- Company logo/name will be featured on 19th Hole Celebration signage
- Company logo/name will be highlighted on other select tournament signage
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

GOLF TOURNAMENT SHIRTS: **$5,000 PER SPONSOR**

(2 SPONSORS)

- Company logo will be featured on golf tournament shirts that are provided to all players
- Company logo/name will be highlighted on select tournament signage
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

GOLF TOURNAMENT GOLF CART/SCORECARDS: **$3,500 PER SPONSOR**

(2 SPONSORS)

- Company logo will be featured on scorecards and golf cart signage
- Company logo/name will be highlighted on other select tournament signage
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

GOLF TOURNAMENT AWARDS CEREMONY: **$2,000 PER SPONSOR**

(3 SPONSORS)

- Company name will be introduced during the Awards Ceremony
- Company logo/name will be highlighted on select tournament signage
- Also qualifies for Bronze Level Sponsorship benefits (see page 2)

GOLF TOURNAMENT 19TH HOLE BEVERAGE TICKETS: **$2,500 PER SPONSOR**

(2 SPONSORS)

- Company logo/name will be included on individual beverage tickets that are provided to all players
- Company logo/name will be highlighted on select tournament signage
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

SWING FOR THE FUTURE

VIVA FRESH OPEN

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VIVA FRESH OPEN GOLF TOURNAMENT SPONSORSHIPS

GOLF TOURNAMENT HOLE-IN-ONE: **$2,500 PER SPONSOR**

(2 SPONSORS)

- Company name will be announced during Awards Ceremony
- Company logo/name will be highlighted on select tournament signage
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

GOLF TOURNAMENT BEVERAGE CART: **$3,500 PER SPONSOR**

(4 SPONSORS)

- Company logo will be featured on beverage cart signage
- Company logo/name will be highlighted on other select tournament signage
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

GOLF TOURNAMENT CAP SPONSOR: **$3,500 PER SPONSOR**

(3 SPONSORS)

- Company logo will be featured on tournament hat that are provided to all players
- Company logo/name will be highlighted on select tournament signage
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

GOLF TOURNAMENT INDIVIDUAL HOLE: **$500 PER SPONSOR**

(36 SPONSORS)

- Company logo/name will be featured on signs at sponsored hole
- Company logo/name will be highlighted on other select tournament signage
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

GOLF TOURNAMENT LONGEST DRIVE: **$1,000 PER SPONSOR**

(4 SPONSORS)

- Company name will be announced during Awards Ceremony
- Company logo/name will be highlighted on select tournament signage
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

GOLF TOURNAMENT CLOSEST TO THE PIN: **$1,000 PER SPONSOR**

(4 SPONSORS)

- Company name will be announced during Awards Ceremony
- Company logo/name will be highlighted on select tournament signage
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

GOLF TOURNAMENT GOLF BALLS: **$4,000**

(1 SPONSORS)

- Company logo will be featured on tournament golf balls
- Company logo/name will be highlighted on select tournament signage
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

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AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 5.B.

DATE SUBMITTED: November 13, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Discussion and action, if any, on World City Pharr Trade Numbers 2019 Proposal for $52,000.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration: $52,000

Staff Recommendation: Authorization to approval the new proposal with World City for the 2019 Pharr Trade Numbers. The Pharr International Bridge has worked with World City to produce the Pharr Trade Number for the 5 years and would like to continue as this book reports the latest on how the Pharr International Bridge ranks amongst our land ports of entry and sea ports.

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/13/2018

From: Ken Roberts <kroberts@worldcityweb.com>
To: Luis Bazan <luis.bazan@pharr-tx.gov>
Subject: Re: Pharr TradeNumbers 2019

Luis,

I think this is a great package for Pharr and the International Bridge.

-- Pharr TradeNumbers annual publication, English and Spanish, 2.000 copies. $33,000. {Price is discounted $2,000, as per agreement last year; I am reducing copies 500, which will be part of the larger discount. We will work to better use colors consistent with Pharr's yellow and blue colors on the cover).

-- Pharr TradeNumbers Fold-Out Guide. This will be a pocket-sized guide to how Pharr trades with the world, with an overview of Pharr trade -- exports and imports, largely, with information on top trade partners. We will also focus on several key industries, including automotive, energy and perishables. 2,000 copies, $4,000.

-- Turn-Key Content Syndication for the Bridge website, updated monthly. Shows top exports, top imports by percentage of total, with calculation by YTD, monthly and latest annual. Shows top countries, with same time period data. Shows Pharr's rank and market share among all U.S. airports, seaports and border crossings. New auto-generated story each month. Available to any visitor to your website, excellent for presentations, great for social media promotions. $6,000.

-- 10-Million Page, Page View Access. Updated monthly. Allows individual users to determine competitive markets and opportunities by drilling down into specific exports, specific imports; compare trade with other "ports" that export or import similar products. $9,000. (I said $6,000 here so your value-added package will be even better.)

The total for all these is $52,000. If I deduct 15%, that comes to $44,000, or $8,000 off the package. Would that work for you?

Let me know if you have questions. I attached the media kit again, in case it's helpful.

Look forward to speaking next Friday, probably later in the late if that's OK with you. (We have a large event until about 3 p.m.)

Ken

Ken Roberts
President | Forbes.com Contributor

305.441.2244
kroberts@worldcityweb.com
1200 Anastasia Ave. Suite 200 Coral Gables, FL 33134

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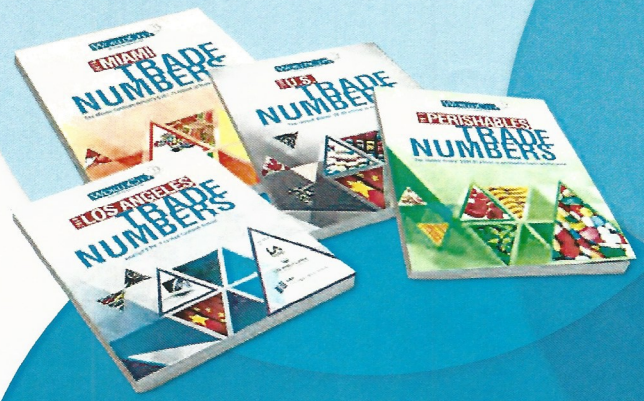
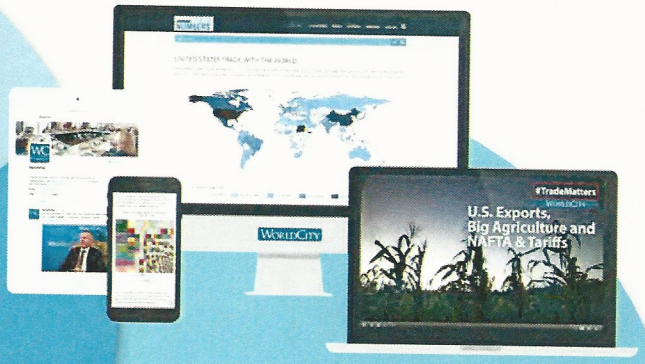
WorldCity has produced TradeNumbers publications and fold-out maps for leading airports, seaports, Customs districts and countries over the last 15 years.





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Trade data presented like never before. Both turn-key content and in-depth analytics are available on ustradenumbers.com, our TradeMatters series on WorldCityTV and on social media platforms.

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Bringing together leading trade executives at regular Trade Connections events in South Florida and at publication launch events in Los Angeles, Washington, D.C., Dallas-Fort Worth and elsewhere.

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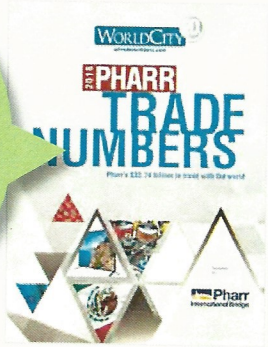
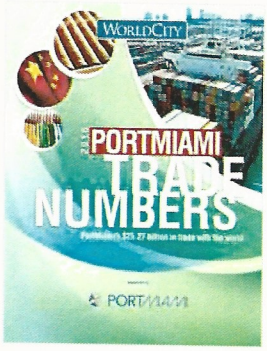
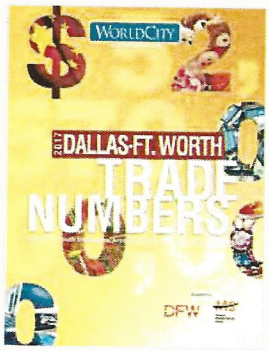
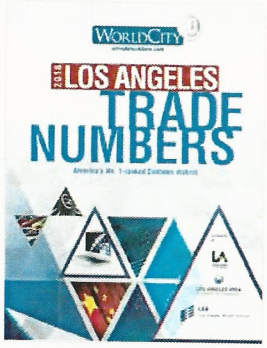
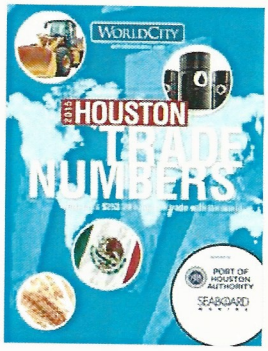
Publications by Port

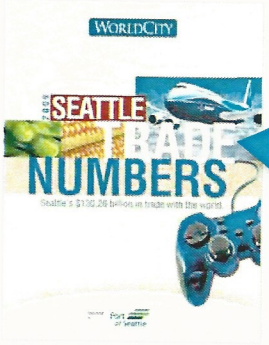






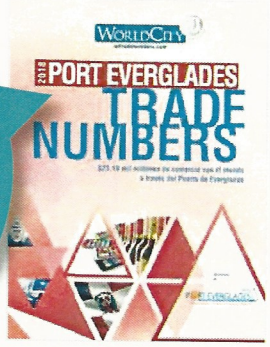


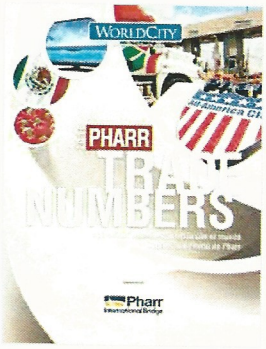




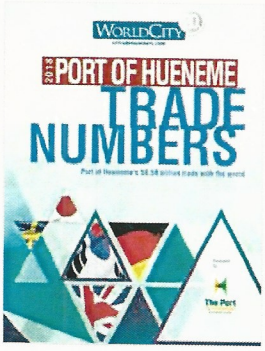
Publications by Customs District

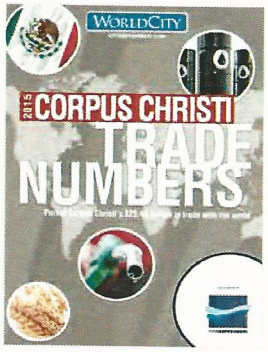
Bilingual Publications





Foldout Maps





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Support for WorldCity's TradeNumbers publications

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- Port of Los Angeles
- Port of Seattle
- Port Houston
- Port of New Orleans
- PortMiami
- Port Everglades
- Port of Savannah
- Massachusetts Port Authority
- Port of Corpus Christi
- Port Hueneme
- Port of South Lousiana

Airports

- Los Angeles International Airport
- Miami International Airport
- Dallas-Fort Worth International Airport
- Houston International Airport
- Atlanta International Airport
- Seattle-Tacoma International Airport
- Laredo International Airport

Border Crossings

- Laredo World Trade Bridge
- Pharr International Bridge

Shipping Lines

- Seaboard Marine
- Maersk
- Hamburg-Sud
- Crowley
- Seafreight

Logistics Companies

- UPS
- FedEx
- DHL
- Ryder
- American Airlines Cargo
- Hellmann
- Yusen

Financial Institutions

- TD Bank
- HSBC
- Banesco
- Commercebank
- International Bank of Commerce
- City National Bank

EconomicDevelopment Organizations

- International Trade Consortium of Miami-Dade County
- Laredo Convention and Visitors Bureau
- Los Angeles Area Chamber of Commerce
- Metro Atlanta Chamber of Commerce
- Greater Houston Partnership
- World Trade Center Miami

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Over the years,

WorldCity has hosted events to launch TradeNumbers publications in Miami; Los Angeles; Pharr, Texas; Atlanta; Fort Lauderdale; Houston; and Washington, D.C.

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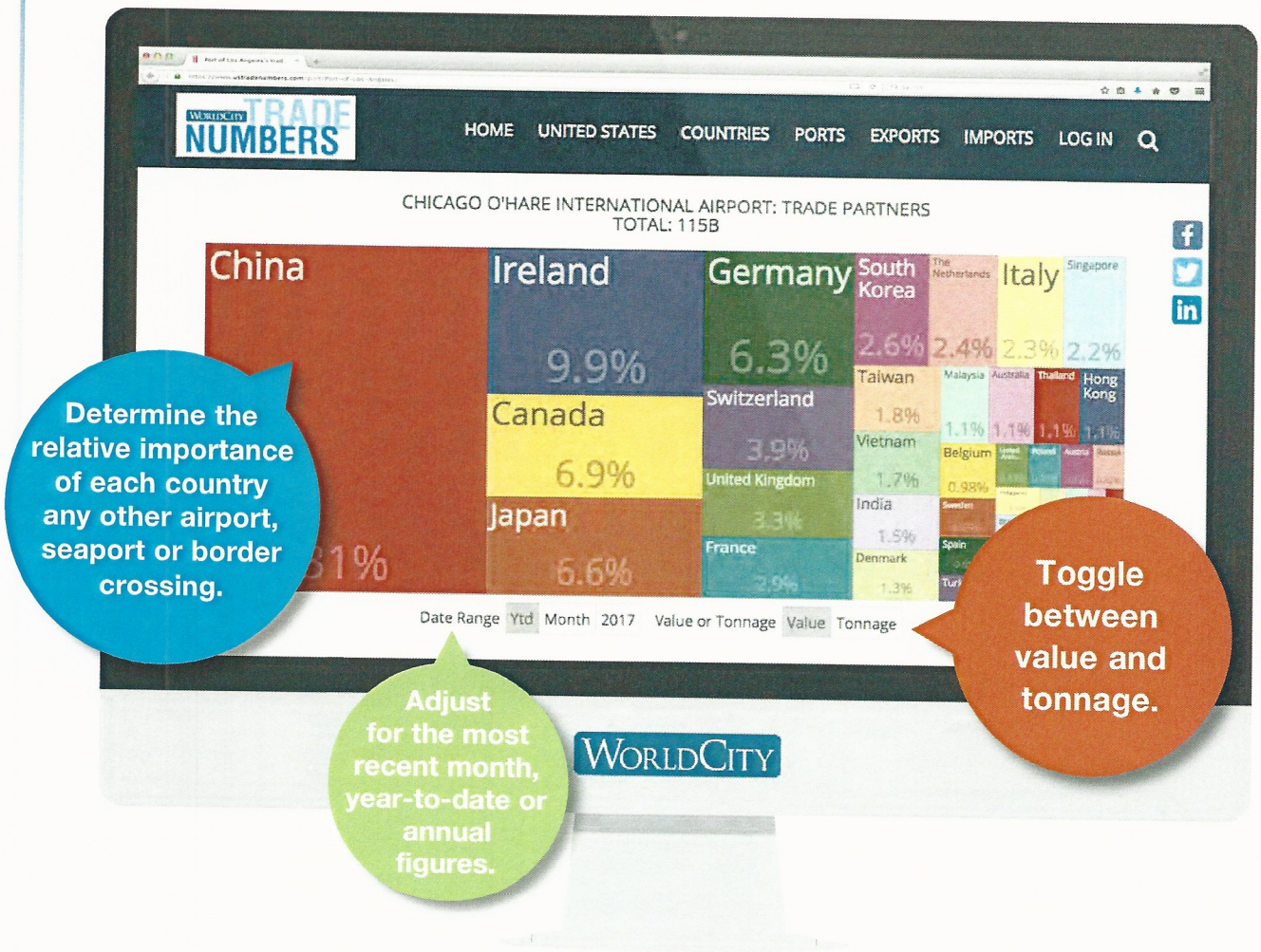

Determine the relative importance of each country any other airport, seaport or border crossing.

Adjust for the most recent month, year-to-date or annual figures.

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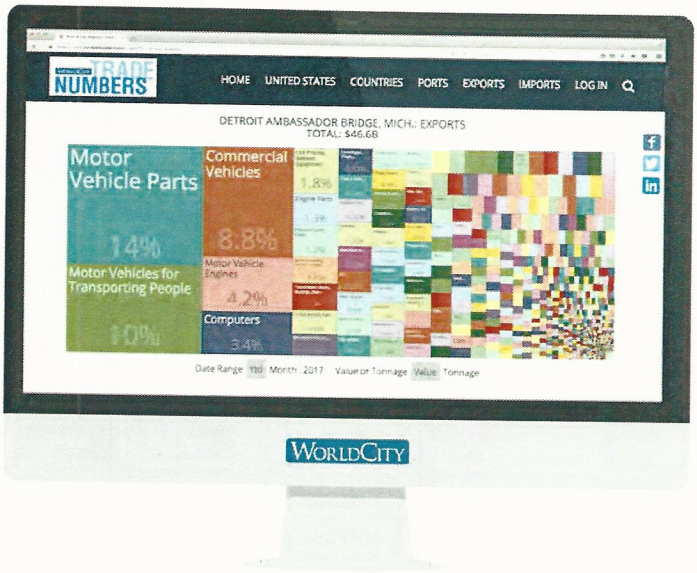


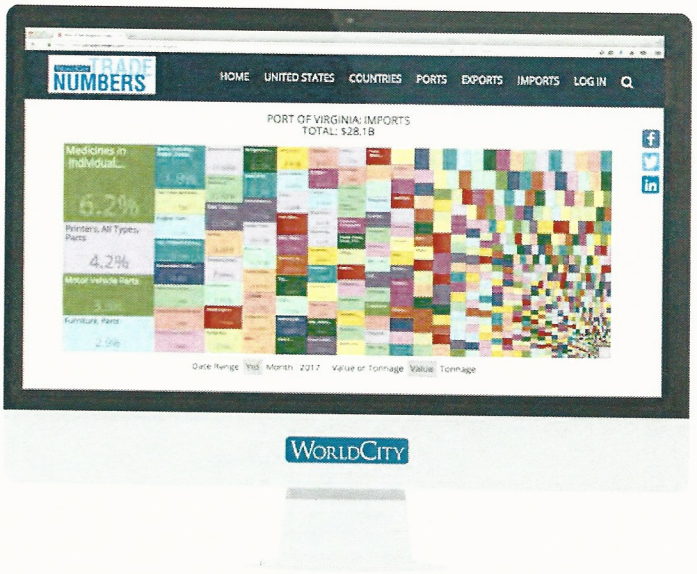
Fresh, "turn-key" content for your website

Support your trade community

with fresh, detailed and strategic content at your website. Solidify and strengthen ties with your followers through social and other channels. WorldCity automatically updates the content monthly, content specific to your airport, seaport or border crossing. A true turn-key solution.

Analytics to find new markets and maintain current ones

Identify new markets. Better understand the competitive landscape. Each month, WorldCity updates 10 million-plus pages and page views with U.S. Census Bureau data. Hundreds of trade partners, ports, exports, imports. Search by time period, value, tonnage.



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Trade Matters

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Compelling, succinct videos
for social platforms

WorldCity produces weekly Trade Matters videos with up-to-date analysis in a fast-paced, succinct format perfect for social channels, including LinkedIn, Facebook, twitter and Instagram. Written and narrated by President Ken Roberts, a regular forbes.com contributor, former Miami Herald columnist and two-term members of the Federal Reserve's Trade and Transportation advisory council, these one-minute videos are authoritative and rich with the latest trends and content. They offer great digital visibility for ports through their social channels.

Trade Solutions

In Print | In Person | Online

2019
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Pricing/Benefits	Frequency	Total	Benefits
GOLD STANDARD			
TradeNumbers Publication	Annual	$17,500	Detailed analysis of top trade partners, top exports, top imports. Logo on Front Cover, Full-Page Ad in Best Position Available, Up to 2,500 copies.
Trade Matters Monthly	Monthly	$12,000	Monthly video perfect for social media platforms, with content specific to your airport, seaport or border crossing.
Turn-Key Content Syndication	Monthly	$6,000	Monthly content automatically updated to your airports, seaport or order crossing website, with charts, graphs and story analyzing that trade.
10-Million Page Data Access	Annual	$9,000	The latest trade data for every port, every country, every export, every import, abilitiy to drill down, search by value or tonnage, more.
Trade Connections Publication Launch	Annual	$5,000	WorldCity President Ken Roberts launches your TradeNumbers publication at an event you host, providing key insights, answering questions, conducting press interviews as arranged.
SUBTOTAL		$49,500	
Gold Standard Discount		$9,900	
TOTAL		$39,600	
SILVER			
TradeNumbers Publication	Annual	$17,500	Detailed analysis of top trade partners, top exports, top imports. Logo on Front Cover, Full-Page Ad in Best Position Available, Up to 2,500 copies.
Turn-Key Content Syndication	Monthly	$6,000	Monthly content automatically updated to your airports, seaport or order crossing website, with charts, graphs and story analyzing that trade.
10-Million Page Data Access	Annual	$9,000	The latest trade data for every port, every country, every export, every import, abilitiy to drill down, search by value or tonnage, more.
SUBTOTAL		$32,500	
Silver Package Discount		$4,875	
TOTAL		$27,625	
A LA CARTE			
TradeNumbers Publication	Annual	$17,500	Detailed analysis of top trade partners, top exports, top imports. Logo on Front Cover, Full-Page Ad in Best Position Available, Up to 2,500 copies.
TradeNumbers Publication	Annual	$4,950	Full-page ad in publication, with 50 copies of publication
TradeNumbers Fold-Out Map	Annual	$7,500	Provides an excellent synopsis of a port's trade with the world in a convenient, fold-out version. Up to 2,500 copies.
Trade Matters Monthly	Monthly	$12,000	Monthly video perfect for social media platforms, with content specific to your airport, seaport or border crossing.
Turn-Key Content Syndication	Monthly	$6,000	Monthly content automatically updated to your airport, seaport or border crossing website, with charts, graphs and story analyzing that trade.
10-Million Page Data Access	Annual	$9,000	The latest trade data for every port, every country, every export, every import, abilitiy to drill down, search by value or tonnage, more.
Trade Connections Publication Launch	Annual	$5,000	WorldCity President Ken Roberts launches your TradeNumbers publication at an event you host, providing key insights, answering questions, conducting press interviews as arranged.

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 5.C.

DATE SUBMITTED: November 9, 2018
MEETING DATE: November 16, 2018

FROM: Omar Anzaldua, City Engineer

DEPARTMENT: Engineering

DIRECTOR:

Agenda Item: Disscusion and possible action, regarding the various options on the parking configuration of the proposed Truck Staging Site.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No
Reason:

Issue: The project consist of a 20 Acre site Truck Staging area. The consultant has developed 3 options for consideration.

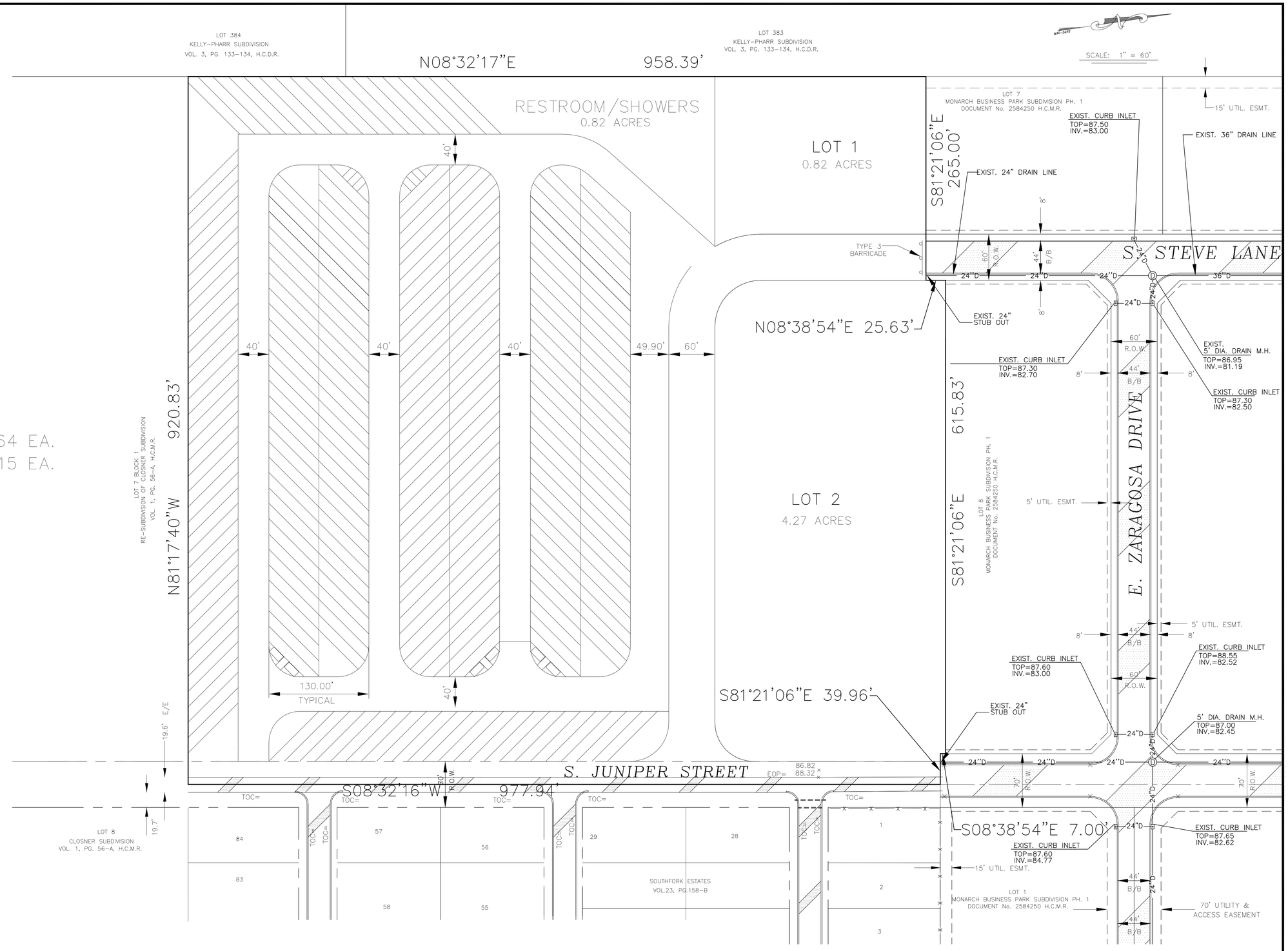
Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Omar Anzaldua	Created/Initiated - 11/09/2018
Luis Bazan	Final Approval - 11/09/2018



OPTION 1

TOTAL TRUCK SPACES: 264 EA.
TOTAL VEHICLE SPACES: 15 EA.

LEGEND:
- POWER POLE
- LIGHT POLE
- GUY WIRE
- ROAD SIGN
- FIBER OPTIC
- GAS LINE MARKER
- TRAFFIC CONTROL BOX
- TELEPHONE PEDESTAL
- WATER METER
- GAS METER
- SWB SOUTH WESTERN BELL MARKER
- SOUTH WESTERN BELL MANHOLE
- MAIL BOX
- EXISTING FIRE HYDRANT
- EXISTING WATER VALVE
- IRRIGATION VENT
- x FENCE
- OH OVER HEAD POWER LINE
- BD= BAR DITCH
- TOD= TOP OF DITCH
- FL= FLOW LINE DITCH
- TOC= TOP OF CURB
- CL= CENTERLINE PAVING
- EOP= EDGE OF PAVING

REVISIONS	

PROJECT No. 180702
JULY, 2018
DATE:
A.M.G.
DRAWN BY
JHE
CHK. BY

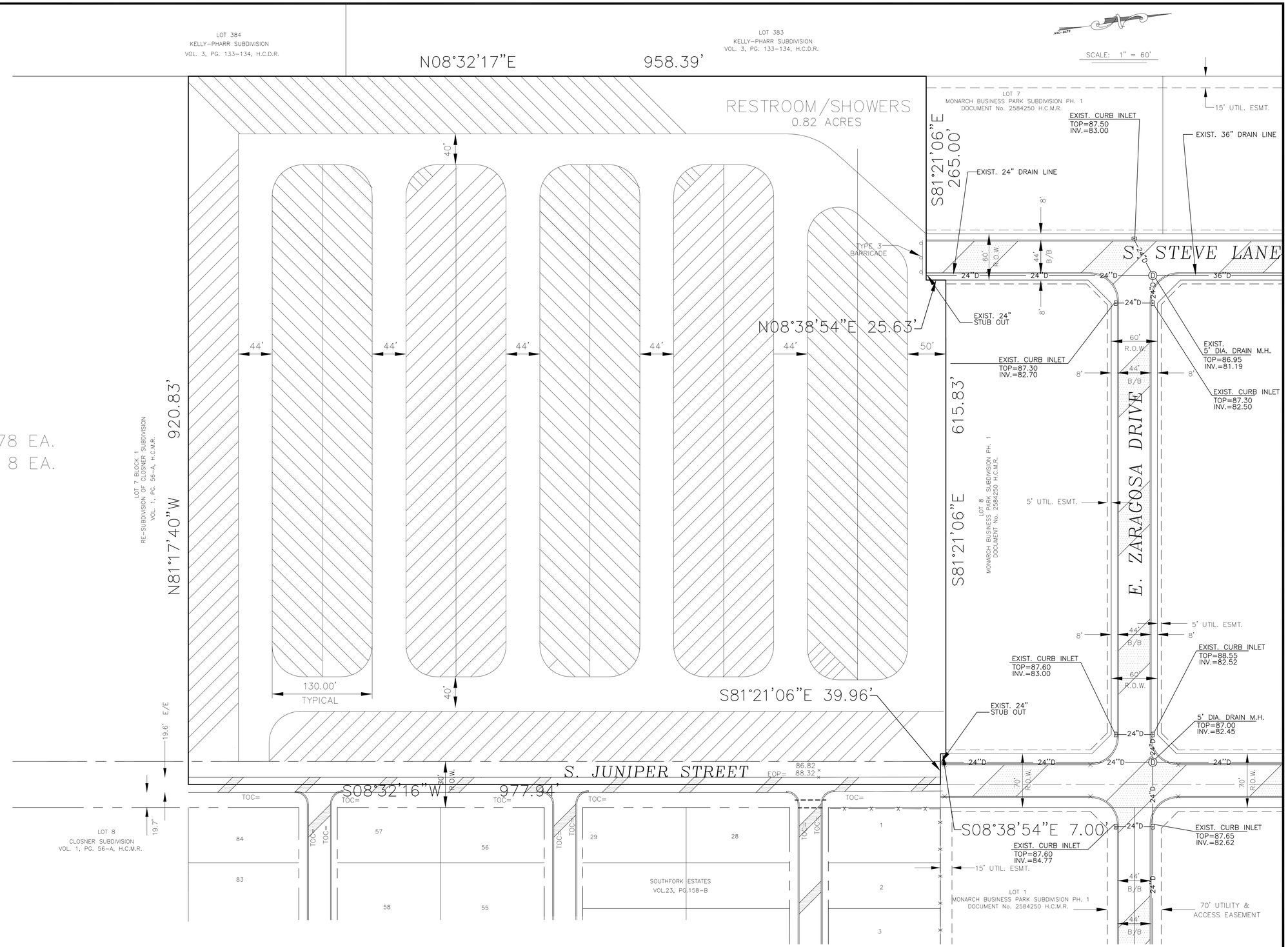
JAVIER HINOJOSA ENGINEERING
CONSULTING ENGINEERS
416 E. DOVE AVENUE McALLEN, TEXAS 78504
PHONE (956) 668-1588
javhin@rgv.rr.com
TBPE FIRM No. F-1295

EXISTING UTILITY TOPOGRAPHICAL LAYOUT

CITY OF PHARR TRUCK STAGING AREA

PHARR, TEXAS

180702



OPTION 2

TOTAL TRUCK SPACES: 378 EA.
TOTAL VEHICLE SPACES: 8 EA.

LEGEND:

- POWER POLE
- LIGHT POLE
- GUY WIRE
- ROAD SIGN
- FIBER OPTIC
- GAS LINE MARKER
- TRAFFIC CONTROL BOX
- TELEPHONE PEDESTAL
- WATER METER
- GAS METER
- SWB SOUTH WESTERN BELL MARKER
- SOUTH WESTERN BELL MANHOLE
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REVISIONS	

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JULY, 2018
DATE:
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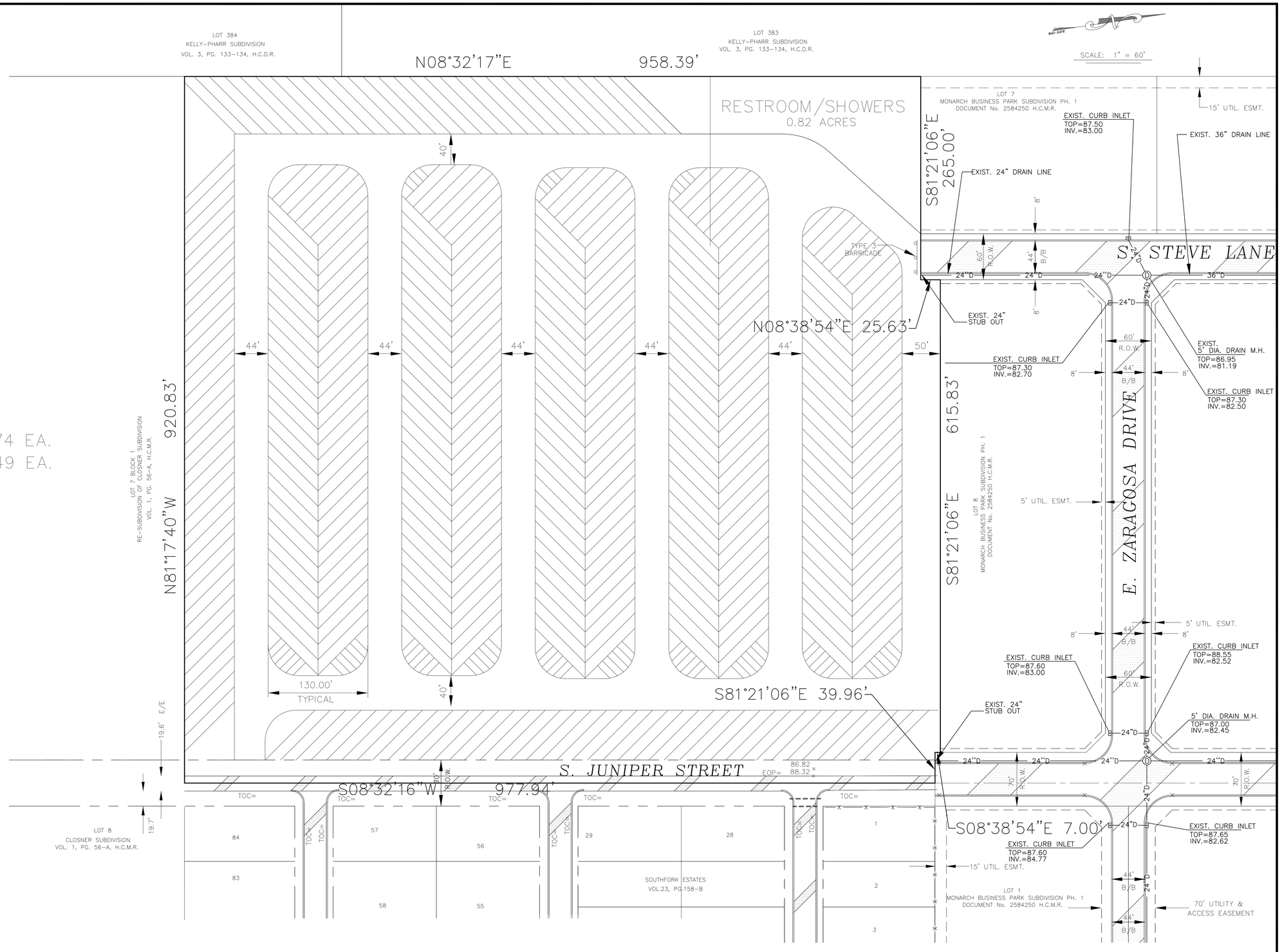
EXISTING UTILITY TOPOGRAPHICAL LAYOUT

CITY OF PHARR TRUCK STAGING AREA

PHARR, TEXAS

180702



OPTION 3

TOTAL TRUCK SPACES: 374 EA.
TOTAL VEHICLE SPACES: 49 EA.

LEGEND:
- POWER POLE
- LIGHT POLE
- GUY WIRE
- ROAD SIGN
- FIBER OPTIC
- GAS LINE MARKER
- TRAFFIC CONTROL BOX
- TELEPHONE PEDESTAL
- WATER METER
- GAS METER
- SWB SOUTH WESTERN BELL MARKER
- SOUTH WESTERN BELL MANHOLE
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REVISIONS	

PROJECT No. 180702
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EXISTING UTILITY TOPOGRAPHICAL LAYOUT

CITY OF PHARR TRUCK STAGING AREA

PHARR, TEXAS

SHEET 3 OF 3 SHEETS

180702

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: November 5, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.071, the City may convene in a closed, non-public meeting with its attorney and discuss any matters related **to legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/05/2018

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: November 5, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.072, the City may convene in a closed, non-public meeting to discuss any matters related to **real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/05/2018

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: November 5, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.074, the City may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/05/2018

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: November 5, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.076, the City may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices**. The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/05/2018

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: November 5, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.084, the City may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/05/2018

AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: November 5, 2018

MEETING DATE: November 16, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.087, the City may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman Created/Initiated - 11/05/2018