



The Greater Pharr Chamber of Commerce

**NOTICE THAT A REGULAR CALLED MEETING OF THE
GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS WILL BE HELD AT
CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 12:00 PM ON
TUESDAY, DECEMBER 1, 2020**

1. CALL TO ORDER:

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

2. ORGANIZATIONAL BUSINESS:

A) Approval of Minutes: November 3, 2020-Regular Called Meeting

B) Consideration and action, if any, on Treasurer's Report of Account Summary-Period Ending 11/30/2020

3. BOARD ACTION AND STRATEGIC INITIATIVES:

A) Discussion and Review of Pharr Business Survey Phase 2- English and Spanish.

B) Discussion and Review of Covid-19 Response Support Program 2020.

4. ACTIVITIES AND ANNOUNCEMENTS:

A) Upcoming Events: Seminar - December 8, 2020 - Health Care (DHR) Healthcare Amid a Pandemic.

B) President's Administrative Report: Introduction of the new Membership Manager.

5. ADJOURNMENT:

I, the undersigned authority, do hereby certify that the above notice of said Meeting of the Board of the Greater Pharr Chamber of Commerce was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 25th day of November 2020 at 4:00 p.m. and will remain posted continuously for at least 72 hours preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 25th day of November 2020.



HILDA PEDRAZA, TRMC, CMC
CITY CLERK

MINUTES
GREATER PHARR CHAMBER OF COMMERCE BOARD OF DIRECTORS MEETING
NOVEMBER 3, 2020 AT 12:00 P.M.
CITY HALL, COMMISSIONER'S ROOM, 118 S. CAGE BLVD,
PHARR, TX 78577

The Greater Pharr Chamber of Commerce Board of Directors met on Tuesday, November 3, 2020, at 12:00 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Alex Rios
Sonia Falcon
Johnny Rodriguez
Lisann Mcalpine
Ernesto Sepulveda
Alma Caso
Jose Delgado
Ricardo Pedraza

MEMBERS ABSENT: Mario Lizcano
Dr. Annabelle Palomo

STAFF PRESENT: Lisa Salinas, Chamber President
Brenda Cortez, Receptionist

OTHERS PRESENT: Edward M. Wylie, City Manager
Anali Alanis, Assistant City Manager
Patricia Rigney, City Attorney
Daniel Chavez, Commissioner

ITEM 1: CALL MEETING TO ORDER

There being a quorum established, Vice Chairman Alex Rios called the meeting to order. Board Member Jose Delgado joined the meeting 15 minutes after quorum was established. Board Member Ricardo Pedraza arrived 20 minutes after quorum was established.

A) ROLL CALL AND POSSIBLE ACTION ON THE EXCUSING OF ANY ABSENT MEMBER

Alex Rios, Vice Chairman, introduced the item. Board Member Johnny Rodriguez **moved** to excuse absent members. Board Member Lisann Mcalpine seconded the motion and when put to a vote, it carried unanimously.

ITEM 2: INTRODUCTIONS:

Board Members introduced themselves.

Johnny Rodriguez with Bert Ogden Auto Group, Alma Caso with Plaza Sport Center, Lisann McAlpine with Marquez Robotic Orthopedic Institute, Alex Rios with Kids Kollege Learning Center, Sonia Falcon with Lone Star National Bank, and Ernesto Sepulveda with BBVA USA.

ITEM 3: ORGANIZATIONAL BUSINESS

A) CONSIDER APPROVAL OF MINUTES OCTOBER 6, 2020 REGULAR CALLED MEETING

Alex Rios, Vice Chairman, introduced the item.

Board member Sonia Falcon **moved** to approve minutes as submitted. Board Member Johnny Rodriguez seconded the motion and when put to a vote, it carried unanimously.

B) CONSIDERATION AND ACTION, IF ANY, ON TREASURER'S REPORT OF ACCOUNT SUMMARY PERIOD ENDING ON OCTOBER 31, 2020

Alex Rios, Vice Chairman, introduced the item.

Lisa Salinas, Chamber President, informed the board the budget report was sent to Board Member Sonia Falcon for approval. She stated there had not been any substantial changes for the past thirty days. The only difference was the addition of a new member for \$400.

Board Member Johnny Rodriguez **moved** to approve. Board Member Sonia Falcon seconded the motion and when put to a vote, it carried unanimously.

ITEM 4: BOARD ACTION AND STRATEGIC INITIATIVES

A) DISCUSSION AND REVIEW PHARR BUSINESS IMPACT SURVEY RESULTS

Alex Rios, Vice Chairman, introduced the item.

Lisa Salinas, Chamber President, provided an overview of the Pharr Business Impact Survey results. She stated that out of the four hundred and twenty businesses visited, twenty-seven percent have two weeks of preserve in the bank. She also stated that twenty-eight percent have a month of preserve and eighty-one percent of small businesses reported a lack of consumers in addition to a lack of revenue. Furthermore, Mrs. Salinas stated that seventy-one percent of small businesses were interested in

federal funding programs and asked the board to consider the provided data when moving forward with the program.

Board Member Sonia Falcon asked who collected data. Chamber President, Lisa Salinas, stated the City of Pharr collected the data, which would be used to create a program with resources for small business that were affected by Covid-19. A brief discussion then took place on the questionnaires and the need for expansion. Chamber President, Lisa Salinas informed the Board she would like to have a visit with the economic development corporation and expand on the questionnaire. Board Member Alma Caso asked if there was a way to follow up with the businesses. Ms. Salinas stated there was a list with phone numbers and emails and as soon the new membership manager comes in, she will be getting in contact with all businesses. Board Member Sonia Falcon asked where the sale taxes were coming from. Ed Wylie, City Manager, stated during the pandemic, the businesses that were nonessential were the ones that were suffering whereas some essential businesses such as Walmart, HEB, and Costco were booming. He further stated the eighty nine percent in sales tax represented five to four business only and the rest of the business community were hurting financially.

B) CONSIDERATION AND ACTION, IF ANY, ON GREATER CHAMBER OF COMMERCE STRATEGIC PLAN 2020-2021

Alex Rios, Vice Chairman, introduced the item.

Lisa Salinas, Chamber President, informed the board that she had gone back to the strategic plan that was put in place prior to Covid-19 and stated she would like to propose a mission and vision to be Pharr's leading organization that advocates for businesses and the community by providing relevant services that foster economic growth.

Lisa Salinas, Chamber President, also stated the Chamber was an influential business organization that will improve the economic strength and vitality of its members by immediately targeting the one thousand five hundred business that submitted the Work Safe Plan back in June 2020. She further stated the Greater Pharr Chamber of Commerce would be extending a free membership to businesses in the community for one hundred eighty days and payments due after the one hundred eighty days would begin to help rebuild and recharge. Board Member Sonia Falcon asked how this plan would be put together. Mrs. Salinas informed the board there were already four seminars in progress as part of the plan.

Board Member Sonia Falcon asked how the proposal would work if the survey results showed eighty-one percent of the responders said their biggest issue was the lack of consumers and revenue. Lisa Salinas, Chamber President, stated small businesses do not necessarily know how to engage on social media, therefore the Chamber would provide them with the tools, i.e. seminars, that will teach them how to engage and increase their consumer base. Board Member Sonia Falcon suggested

that in addition to the emails, staff also follows up with phone calls to verify that the businesses received the email.

There being no further comments, Board Member Ricardo Pedraza **moved** to approve. Board Member Johnny Rodriguez seconded the motion and when put to a vote, it carried unanimously.

C) CONSIDERATION AND ACTION, IF ANY, AUTHORIZING STAFF TO RESTART AMBASSADOR PROGRAM IN THE MONTH OF NOVEMBER 2020

Alex Rios, Vice Chairman, introduced the item.

Lisa Salinas, Chamber President, stated the Ambassador program would begin in November 2020 and informed the board they already had a list and would like to start working with Johnny Rodriguez to get those people engaged again.

Board Member Johnny Rodriguez agreed and stated he would invite the companies that were considering a membership to join the Ambassador program. He further stated the groundbreaking that was held was a good start to bring people out to the community and hopefully start having more ribbon cuttings and showing the people that Pharr is open.

Alex Rios, Vice Chairman, briefly stated the Ambassador program was the face of this organization. Board Member Lisann Mcalpine asked about the capacity for the ribbon cuttings and groundbreaking events and asked if there were certain restrictions. Patricia Rigney, City Attorney, stated at this time they were still subject to the governor's orders and they would follow the seventy-five percent capacity limited for any indoor event. For outdoor events with more than ten people, they would have to request permission from the Mayor if within city limits or the county if outside city limits. She further stated there were guidelines that have been provided from the CDC with respect to conducting this type of events.

Alex Rios, Vice Chairman, asked if there would be marketing involved for this program and if the board would be involved. Lisa Salinas, Chamber President, informed the board the Ambassador program was part of the strategic plan.

There being no further comments, Board Member Johnny Rodriguez **moved** to approve. Board Member Jose Delgado seconded the motion and when put to a vote, it carried unanimously.

ITEM 5: ACTIVITIES AND ANNOUNCEMENTS

A) UPCOMING EVENTS:

Alex Rios, Vice Chairman, introduced the item.

Lisa Salinas, Chamber President, reported on upcoming seminars. She further reported on a groundbreaking ceremony for the Pharr Wellness and Innovation Complex which would be held on November 17, 2020 at 11:00 a.m. She also reported a ribbon cutting for the Downtown Parks would take place on November 30, 2020 at City Hall. Alma Caso asked if the seminars would be virtual or in-person. Ms. Salinas stated the seminars would be virtual and Image House would be hosting the presentations for the upcoming seminars.

B) PRESIDENT'S ADMINISTRATIVE REPORT

Alex Rios, Vice Chairman, introduced the item.

Lisa Salinas, Chamber President, reported an offer was extended for the position of Membership Manager and she would start in a week from now.

Board Member Ricardo Pedraza asked where the Chamber offices would be located. Lisa Salinas, Chamber President, stated they were at the Pepe Salinas building at this time, but that location was temporary. Edward Wylie, City Manager, stated as soon as City hall first floor renovations were done, he would speak to the City Commission but one of the original options was at 213 W Park, Pharr, TX 78577. However, he would recommend the original chamber building at 308 W. Park Avenue.

Board Member Lisann Mcalpine suggested the Greater Pharr Chamber of Commerce should be setup in Google my business. Alex Rios, Chairman, also suggested social media be used to contact the members and future members. Lisa Salinas, Chamber President, stated the Greater Pharr Chamber of Commerce social media was being active.

Board Member Alma Caso suggested to let businesses know the Chamber is open. Board Member Sonia Falcon suggested staff to do an outreach to public and let them know who the contact person for the Chamber was. Lisa Salinas, Chamber President, stated that she was committed to the chamber and to the City of Pharr and she would go out and meet people and offer them resources from the Chamber.

Ed Wylie, City Manager, further stated the City of Pharr was doing campaigns through social media and showcasing Directors and their departments every month. He stated the Chamber was a department of the City, therefore it would receive the support of the City one hundred percent. Mr. Wylie further stated during the pandemic, Karina Lopez was temporarily running the Chamber and about half a million dollars was put into a pot to assist businesses. He stated most of the money was advocated but there was still money available. He added the Commission's intent was to help businesses that were not able to survive and thrive unless they were online

Board Member, Sonia Falcon asked how many people who responded to the survey had online services. Ed Wylie, City Manager, stated they have no knowledge of who had online services, but staff was gathering this information. He further stated they

would find out what the businesses need and what the business community and the public want from the Chamber. Alma Caso stated that at the last meeting before Covid-19, they had been tasked with gathering information from businesses in the community and asked what resources would be used to gather the survey. Ed Wylie, City Manager, stated that they had about forty-part timers who went out and gathered the information and the City was willing to reinstate them again. Lastly, Board Member Sonia Falcon asked if this would be in the City's budget. Mr. Wylie responded yes; it would be in the City's budget.

ITEM 6: ADJOURNMENT

There being no further business, Alex Rios, Vice Chairman, **moved** to adjourn. Board Member Sonia Falcon seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 12:55 pm.

Mario Lizcano, Chairman

Alex Rios, Vice Chairman

Ricardo Pedraza, Secretary



Pharr, TX

Budget Report

Account Summary

For Fiscal: 10/2020-09/2021 Period Ending: 11/30/2020

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE							
Revenue							
81-4-4663-000	INTEREST EARNED	0.00	0.00	0.00	21.99	21.99	0.00 %
81-4-4676-000	MEMBERSHIP	20,000.00	20,000.00	7,200.00	7,600.00	-12,400.00	62.00 %
81-4-4677-000	SPONSORSHIP	28,200.00	28,200.00	7,600.00	7,600.00	-20,600.00	73.05 %
81-4-4883-020	TRANSFER IN-HOTEL FUND	68,400.00	68,400.00	11,400.00	11,400.00	-57,000.00	83.33 %
81-4-4883-086	TRANSFER IN - PEDC	150,000.00	150,000.00	12,500.00	12,500.00	-137,500.00	91.67 %
Revenue Total:		266,600.00	266,600.00	38,700.00	39,121.99	-227,478.01	85.33 %
Expense							
81-51000-1100-000	SALARIES	145,800.00	145,800.00	8,093.05	12,719.00	133,081.00	91.28 %
81-51000-1104-000	OVERTIME	5,000.00	5,000.00	358.08	358.08	4,641.92	92.84 %
81-51000-1105-000	F I C A	11,600.00	11,600.00	641.39	992.33	10,607.67	91.45 %
81-51000-1106-001	HOSPITAL INSURANCE	4,000.00	4,000.00	598.24	1,074.84	2,925.16	73.13 %
81-51000-1107-000	ANNUAL WORK COMP INSURANCE	600.00	600.00	0.00	0.00	600.00	100.00 %
81-51000-1108-000	T E C TAXES	700.00	700.00	76.85	243.01	456.99	65.28 %
81-51000-1115-000	EMPLOYEES RETIREMENT	11,000.00	11,000.00	676.09	1,046.16	9,953.84	90.49 %
81-51000-1122-000	EAP - ASSISTANCE PROGRAM	100.00	100.00	2.68	8.02	91.98	91.98 %
81-51000-1123-000	HEALTHIEST YOU	1,000.00	1,000.00	12.00	30.90	969.10	96.91 %
81-51000-2201-000	OFFICE SUPPLIES	2,500.00	2,500.00	0.00	325.00	2,175.00	87.00 %
81-51000-2202-000	POSTAGE	500.00	500.00	10.12	10.12	489.88	97.98 %
81-51000-2208-000	OTHER OPERATING SUPPLIES	4,500.00	4,500.00	0.00	27.56	4,472.44	99.39 %
81-51000-2220-000	NON CAPITAL EQUIP&SUPPLIES	3,000.00	3,000.00	0.00	0.00	3,000.00	100.00 %
81-51000-3301-000	BUILDING & EQUIPMENT	3,500.00	3,500.00	0.00	59.80	3,440.20	98.29 %
81-51000-4401-000	OFFICE EQUIPMENT RENTALS	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
81-51000-5501-000	COMMUNICATIONS	2,000.00	2,000.00	0.00	0.00	2,000.00	100.00 %
81-51000-5502-000	ADVERTISING	10,000.00	10,000.00	0.00	0.00	10,000.00	100.00 %
81-51000-5503-000	TRAVEL EXPENSE	10,000.00	10,000.00	575.00	575.00	9,425.00	94.25 %
81-51000-5505-000	DUES & PUBLICATIONS	11,000.00	11,000.00	0.00	0.00	11,000.00	100.00 %
81-51000-5508-000	SPONSORSHIP	20,000.00	20,000.00	0.00	0.00	20,000.00	100.00 %
81-51000-5509-000	PUBLIC RELATIONS	18,800.00	18,800.00	4,361.30	4,361.30	14,438.70	76.80 %
Expense Total:		266,600.00	266,600.00	15,404.80	21,831.12	244,768.88	91.81 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):		0.00	0.00	23,295.20	17,290.87	17,290.87	0.00 %
Report Surplus (Deficit):		0.00	0.00	23,295.20	17,290.87	17,290.87	0.00 %

Group Summary

Account Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE						
Revenue	266,600.00	266,600.00	38,700.00	39,121.99	-227,478.01	85.33 %
Expense	266,600.00	266,600.00	15,404.80	21,831.12	244,768.88	91.81 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):	0.00	0.00	23,295.20	17,290.87	17,290.87	0.00 %
Report Surplus (Deficit):	0.00	0.00	23,295.20	17,290.87	17,290.87	0.00 %

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
81 - PHARR CHAMBER OF COMMER	0.00	0.00	23,295.20	17,290.87	17,290.87
Report Surplus (Deficit):	0.00	0.00	23,295.20	17,290.87	17,290.87



Pharr, TX

Balance Sheet

Account Summary

As Of 11/30/2020

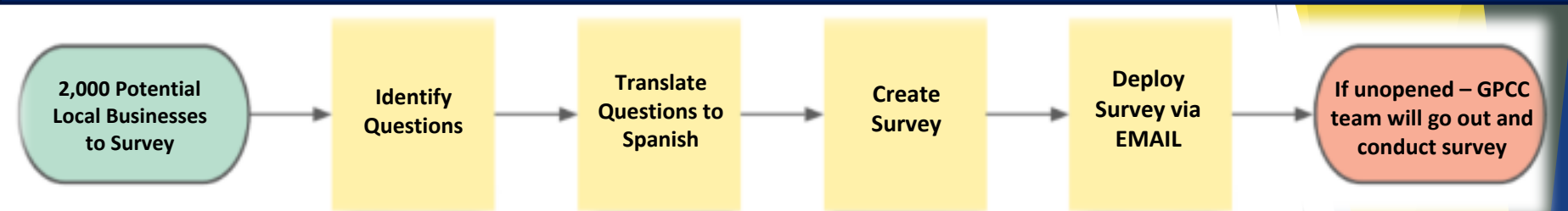
Account	Name	Balance
Fund: 81 - PHARR CHAMBER OF COMMERCE		
Assets		
81-1-1004-000	CLAIM ON CASH	805.70
81-1-1005-000	BANK - OPERATING ACCOUNT	150,907.01
81-1-1006-000	BANK - CONTINGENCY	101.05
81-1-1230-000	ACCOUNTS REC OTHER	0.00
81-1-1401-000	DUE FROM GENERAL FUND	0.00
81-1-1420-000	DUE FROM HOTEL FUND	0.00
81-1-1486-000	DUE FROM PEDC	0.00
Total Assets:		151,813.76
		151,813.76
Liability		
81-2-0211-000	TEC TAXES PAYABLE	972.00
81-2-0235-000	ESCROW-GOLF TOURNAMENT	2,519.22
81-2-2000-000	ACCOUNTS PAYABLE	0.00
81-2-2001-000	ACCOUNTS PAYABLE	1,865.46
81-2-2002-000	INCOME TAX WITHHELD	0.00
81-2-2003-000	SOCIAL SEC. TAX WITHHELD	0.00
81-2-2004-000	MEDICARE TAX WITHHELD	0.00
81-2-2005-000	PAYROLL CORRECTION	0.00
81-2-2101-000	WAGES PAYABLE	0.00
81-2-2104-000	ESCROW-AL BENTLEY YATES-FS	0.00
81-2-2107-000	A/P - ICMA	0.00
81-2-2113-000	A/P - AMERITAS - VISION	26.76
81-2-2117-000	A/P - AMERITAS - DENTAL	70.36
81-2-2120-000	A/P - CHSUP	0.00
81-2-2125-000	A/P-UNITED HEALHT INS EMPLOYEE	3,302.84
81-2-2130-000	A/P - TERM LIFE	15.10
81-2-2133-000	A/P - COLONIAL	-17.84
81-2-2134-000	A/P - MUTUAL OF OMAHA/BASIC LF	100.10
81-2-2135-000	A/P - LINCOLN STD/LTD	99.42
81-2-2137-000	A/P - TMRS-EMPLOYEE PORTION	1,267.66
81-2-2140-000	A/P - UNITED WAY	0.00
81-2-2147-000	A/P - UNUM PROVIDENT	0.00
81-2-2152-000	A/P - MASA MTS	36.00
81-2-2154-000	A/P - HEALTHIEST YOU	129.00
81-2-2401-000	DUE TO GENERAL FUND	705.18
81-2-2486-000	DUE TO PEDC	0.00
81-2-2495-000	DUE TO PAYROLL FUND	87.27
Total Liability:		11,178.53
Equity		
81-3-3101-000	UNAPPROPRIATED FUND BALANCE	123,344.36
Total Beginning Equity:		123,344.36
Total Revenue		39,121.99
Total Expense		21,831.12
Revenues Over/Under Expenses		17,290.87
Total Equity and Current Surplus (Deficit):		140,635.23
Total Liabilities, Equity and Current Surplus (Deficit):		151,813.76



The Greater Pharr
Chamber *of* Commerce

PHARR BUSINESS IMPACT SURVEY PHASE 2

PHASE 2 PROGRAM DETAILS



- Survey deployed 11/23
- 2nd follow up was sent out 11/30
- Field surveyors will go out to missing businesses; 1st week of December
 - Could potentially be Call Center
- Proposed wrap up date – 12/18
- Dissect and analyze data to roll out COVID-19 Cares Response Program based on the following parameters:
 - Less than 5 employees
 - Less than \$50,000 gross income
 - Income Verification
 - No social media
 - Must be FOR-PROFIT
 - Business must be within City of Pharr city limits
 - Must demonstrate loss of income due to COVID-19
 - No Prior COVID-19 assistance programs
 - Duplication of Services



Business Impact Survey Phase 2

The Greater Pharr Chamber of Commerce wants to know to what extent the COVID-19 coronavirus pandemic has affected local businesses. The purpose of this survey is to measure the rapidly changing business environment surrounding COVID-19. The information will be used to inform local, state and federal leaders, as real-time impact information is crucial to align policy to the true challenges facing the business community. This information will also be used to help prioritize relief efforts, economic recovery and to assist with connecting you to resources, as available.

* 1. Contact information

Name	Lisa Salinas
Company	Salinas Taqueria
Address	1011 W Kelly Ave
Email Address	lisa.salinas@taqueria.com
Phone Number	9562224444

* 2. What industry is your business in?

Restaurant

* 3. What is your business' net worth?

1-5

* 4. What is your business' annual revenue?

Under \$50k

- ☐ Low-dose heparin
- ☐ Low-dose aspirin
- ☐ High-dose aspirin
- ☐ Antiplatelet and/or anticoagulant therapy

13. How many days does it take to bleed?

- ☐ 1 day
- ☐ 3 days

14. How many days does it take to bleed?

- | | |
|--------------------------------|---------------------------------|
| ☐ 1 day | ☐ 3 days |
| ☐ 1 day | ☐ 3 days |
| ☐ 1 day | ☐ 3 days |

15. How many days does it take to bleed?

- ☐ 1 day
- ☐ 3 days

16. How many days does it take to bleed?

- ☐ 3 months

17. How many days does it take to bleed?

- ☐ 1 day
- ☐ 3 days

11. What are the most common reasons for not using a survey to collect data?

☐ No time

☐ No budget

☐ No idea

☐ No access to data

☐ No interest

☐ No response

12. Are you planning to use a survey to collect data in the future?

Yes, I would like to sign up

DONE

Powered by



SurveyMonkey

See how easy it is to [create a survey](#)

[Privacy & Cookie Policy](#)



Encuesta de Impacto Empresarial Fase 2

La Gran Cámara de Comercio de Pharr quisiera saber en que proporción la pandemia del Corona virus COVID -19 nos ha afectado localmente. Por lo que está llevando a cabo una estudio de mercado dónde el propósito de ésta encuesta es sacar una medida rápida o tabulador promedio de los negocios que están cambiando su entorno debido a el COVID-19. Esta información será proporcionada a los líderes locales, estatales y federales, como una información de impacto real en tiempo y forma que es crucial para alinear las políticas de los retos verdaderos que está enfrentando nuestra comunidad empresarial. La información será utilizada para priorizar esfuerzos de alivio u apoyo, para una recuperación económica donde te podamos conectar con los recursos que esten disponibles.

* 1. Información de contacto:

Nombre	Lisa Salinas
Compañía	Salinas Taqueria
Dirección	1011 W Kelly Ave
Dirección de correo electrónico	salinas@taqueria.com
N.º de teléfono	956222444



The Greater Pharr
Chamber *of* Commerce

COVID-19 RESPONSE SUPPORT PROGRAM 2020

OBJECTIVE

- Create a scalable program to assist and relieve local community business members
- Offer resources to “small” businesses unaware of how to start with social media, web presence and engagement
 - might not translate immediately into outcomes
 - elevates the brand of our small businesses of Pharr
 - elevates the Chamber’s involvement in the community

GOALS

- Increase visibility of “small” businesses in Pharr on social media & web.
 - Help local businesses succeed.
- Give them to tools to expand revenue avenues.

COVID SUPPORT PROGRAM DETAILS

Each qualified “small” business will receive the following:

TACTICS	COST
180 days of FREE membership to the Greater Pharr Chamber of Commerce	\$0
Partnership with SBDC with online trainings and seminars.	\$0
Each local business member will receive a 1 year PAID hot spot with TMO	\$350
Feature story created by media for social media utilization	\$0
Each business member will receive 1 “ Pharr is Open ” Window Cling for entry	\$0
Social Media Setup on 4 platforms: Facebook, Instagram, Yelp, Google my business - Logo digitization and set up of each platform - Pictures to be featured	\$1,200
Total	\$1,550

APPENDIX

180 FREE DAYS OF MEMBERSHIP



**The Greater Pharr
Chamber of Commerce**

Join now!
FREE MEMBERSHIP

Starting from November 30, 2020 to April 30, 2021
we will be offering 180 days FREE Chamber Memberships

 BUSINESS DEVELOPMENT Increase your competitive edge by utilizing trainings, workshops, and seminars.	 EXPOSURE Stand out and get noticed! Increase your visibility by becoming an active member.	 NETWORKING OPPORTUNITIES Build and strengthen your business network. Meet new people and get to know your business community.
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CONTACT US!
956-402-4240

FOLLOW US!

GREATERPHARRCHAMBER

WE ARE  

SBDC PARTNERSHIP

SBDC SMART STARTSM

An Orientation Webinar for Aspiring Business Owners

December 10, 2020 | 2:00 PM - 3:00 PM
Virtual Session | Zoom Webinar
Fee: None | General Information: 956-665-7535



South-West Texas Border
Small Business
Development Center Network
The University of Texas Rio Grande Valley SBDC

Do you have a business idea?

Are you interested in starting your own business? This seminar will provide you with the information and steps necessary for a smart start, plus get you ready for your one-to-one, business advisement session for ongoing assistance!

Workshop highlights

Learn about the following:

- ♦ Brainstorm your business idea with purpose!
- ♦ Determine potential consumers.
- ♦ Review your financial position.
- ♦ Develop a concrete plan of action.
- ♦ Access helpful resources.

Presented by

This webinar is presented by a Business Advisor with the UTRGV Small Business Development Center (SBDC).

Hosted by

This webinar is offered by the UTRGV SBDC with promotional support by the Edinburg Chamber of Commerce, Greater Mission Chamber of Commerce, Greater Pharr Chamber of Commerce, San Benito Chamber of Commerce, and South Padre Island Chamber of Commerce.



**Reserve your
spot today.**

Click and register on:

eCenter Direct.

***Deadline to register
is December 9, 2020.**



VISIT US ONLINE: UTRGV.EDU/SBDC

Funded in part through the State of Texas and a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities or limited English proficiency will be made, if requested at least two weeks in advance, by calling the UTRGV SBDC at (956) 665-7535.

T-MOBILE

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Technology is constantly changing—and today's businesses need cutting-edge wireless solutions to keep departments connected at all times. With T-Mobile as your partner, you can modernize the way your mobile users communicate with reliable coverage, cost-effective devices and flexible solutions.

Proposal for products and services from the Uncarrier, T-Mobile, the company with the highest value plans and services with the lowest total cost of ownership for your mobile requirements.



Unlimited High-Speed Data for Government \$29.05 Monthly

Per Device with Annual Paid \$ \$348.60

Pharr is Open

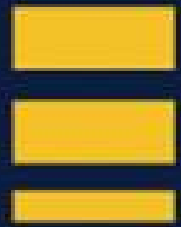




The Greater Pharr
Chamber of Commerce



DHRHealth



Healthcare Amid A Pandemic



Tuesday, December 8th
@ 10:00 AM

Please join us as we get more information
about the current pandemic and how it
will interact with the upcoming flu season.

with Guest Speaker
Dr. Marissa Gomez – Martinez

Register by calling (956) 402-4240 or
email brenda.cortez@pharr-tx.gov

