CITY OF McALLEN

Mayor Javier Villalobos
Mayor Pro Tem/Commissioner J. Omar Quintanilla
Commissioner Tony Aguirre, Jr.
Commissioner Joaquin Zamora
Commissioner Rodolfo "Rudy" Castillo
Commissioner Victor "Seby" Haddad
Commissioner Pepe Cabeza de Vaca
City Manager Roel "Roy" Rodriguez, P.E.

NOTICE OF WORKSHOP TO BE HELD BY THE MCALLEN BOARD OF COMMISSIONERS MONDAY, APRIL 8, 2024 – 4:00 PM MCALLEN CITY HALL CITY COMMISSION CHAMBERS; 3RD FLOOR 1300 HOUSTON AVENUE MCALLEN TEXAS, 78501

AGENDA

"At any time during the course of this meeting, the City Commission may retire to Executive Session under Texas Government Code 551.071(2) to confer with its legal counsel on any subject matter on this agenda in which the duty of the attorney to the City Commission under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code. Further, at any time during the course of this meeting, the City Commission may retire to Executive Session to deliberate on any subject slated for discussion at this meeting, as may be permitted under one or more of the exceptions to the Open Meetings Act set forth in Title 5, Subtitle A, Chapter 551, Subchapter D of the Texas Government Code."

CALL TO ORDER

1. Present questions to staff relating to the April 8, 2024 Regular Meeting Agenda, to be discussed at such meeting.
2. South Pole, Marathon and Holiday Parade Update.
3. **EXECUTIVE SESSION, CHAPTER 551, TEXAS GOVERNMENT CODE, SECTION 551.071 (CONSULTATION WITH ATTORNEY), SECTION 551.072 (DELIBERATION REGARDING REAL PROPERTY), SECTION 551.074 (PERSONNEL MATTERS) AND SECTION 551.087 (ECONOMIC DEVELOPMENT)**

   A) Consideration of Economic Development Matters (Section 551.087, T.G.C.)

ADJOURNMENT

IF ANY ACCOMMODATION FOR A DISABILITY IS REQUIRED (OR INTERPRETERS FOR THE DEAF), NOTIFY THE CITY SECRETARY'S DEPARTMENT AT 681-1020 FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING DATE. WITH REGARD TO ANY ITEM, THE BOARD OF COMMISSIONERS MAY TAKE VARIOUS ACTIONS INCLUDING BUT NOT LIMITED TO RESCHEDULING AN ITEM IN ITS ENTIRETY FOR A FUTURE DATE OR TIME.

C E R T I F I C A T I O N

I, the Undersigned Authority, do hereby certify that the attached agenda of the meeting of the McAllen Board of Commissioners is a true and correct copy and that I posted a true and correct copy of said notice on the bulletin board in the Municipal Building, a place convenient and readily accessible to the general public at all times, and said Notice was posted on April 5, 2024 at 3:30 PM and will remain so posted continuously for at least 72 hours preceding the scheduled time of said meeting in accordance with Chapter 551 of the Texas Government Code.

/s/
Perla Lara, TRMC/CMC, CPM
City Secretary

CITY OF McALLEN

ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM 1.
DATE SUBMITTED
MEETING DATE 4/8/2024

1. Agenda Item: Present questions to staff relating to the April 8, 2024 Regular Meeting Agenda, to be discussed at such meeting.
2. Party Making Request:
3. Nature of Request:
4. Routing:
   Diana Silva Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:

CITY OF McALLEN

ITEM SUMMARY

BOARD: City Commission	AGENDA ITEM	2.
	DATE SUBMITTED	04/02/2024
	MEETING DATE	4/8/2024

1. Agenda Item: South Pole, Marathon and Holiday Parade Update.
2. Party Making Request:
3. Nature of Request:
4. Routing:
   Jose Trujillo Created/Initiated - 4/2/2024
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:

SOUTH POLE
Illuminated
FESTIVAL
H-E-B
McALLEN, TX

TALLEST DIGITAL CHRISTMAS TREE IN AMERICA

SOUTH POLE
Illuminated
FESTIVAL

H-E-B

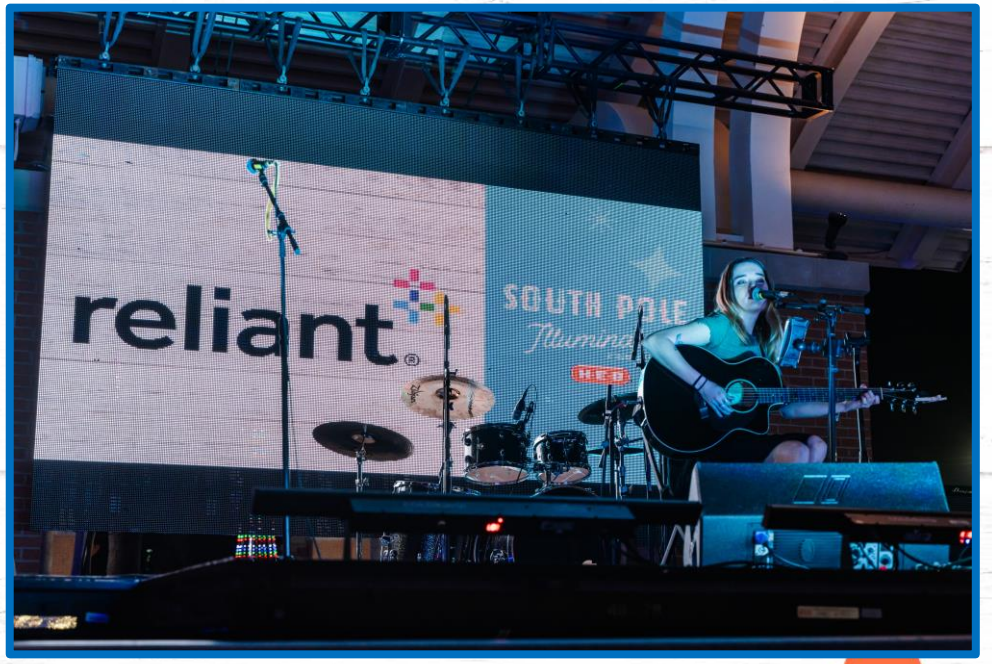
McALLEN, TX

Free Grupo Frontera Concert at the South Pole

SPIF ATTENDANCE & MARKETING HIGHLIGHTS

NAME OF EVENT: 2023 South Pole Illuminated Festival

EVENT OVERVIEW: SPIF is an immersive holiday experience with the tallest digital Christmas Tree in America, spanning over 10 stories tall. Guests experienced a walking journey through an illuminated oval park featuring millions of lights, 24 giant color-changing trees, recreated snowfall, giant illuminated lanterns, Santa & more!



EVENT TIMING: November 29, 2023 – January 1, 2024
EXHIBIT LENGTH: 33 days

MARKETING TIME FRAME: November 1, 2023 – January 1st, 2024
ATTENDANCE DURING RUN OF EXHIBIT: 128K visitors

Special Events or other Highlights during the activation

- Santa Photos
- Train Rides
- Gingerbread House Building
- S'mores Station
- Holiday Food Court
- Giant Lanterns
- South Pole Artisan Market
- Holiday Carnival
- Largest Digital Christmas Tree in America
- Floats on Parade Exhibit
- Fireworks Extravaganza
- Interactive Games

SOUTH POLE ILLUMINATED FESTIVAL RECAP

AD CAMPAIGN / PAID MEDIA (STATIC BILLBOARD, DIGITAL BILLBOARDS, PRE-ROLL VIDEO, IN-SCREEN EXPANDABLE UNITS, DIGITAL DISPLAY, PAID SOCIAL)

- Delivered more than **78.1 million** impressions
- Spend was approx. **$142.7K**

PR / EARNED MEDIA (PRINT, ONLINE, TV, RADIO, INFLUENCERS)

- **4.89 million** impressions | **44 News Stories**
- **$250.2K** in ad equivalency

ORGANIC SOCIAL / OWNED MEDIA (FACEBOOK, INSTAGRAM, X/TWITTER)

- **10.1 million** impressions
- Organic posts yielded cumulative reach of more than **7.5 million** users

EMAIL & TEXT CAMPAIGNS

- Largest email send lists contained more than **52,137** subscribers

SOUTH POLE Illuminated FESTIVAL H-E-B McALLEN, TX

SPIF PAID MEDIA DETAILS

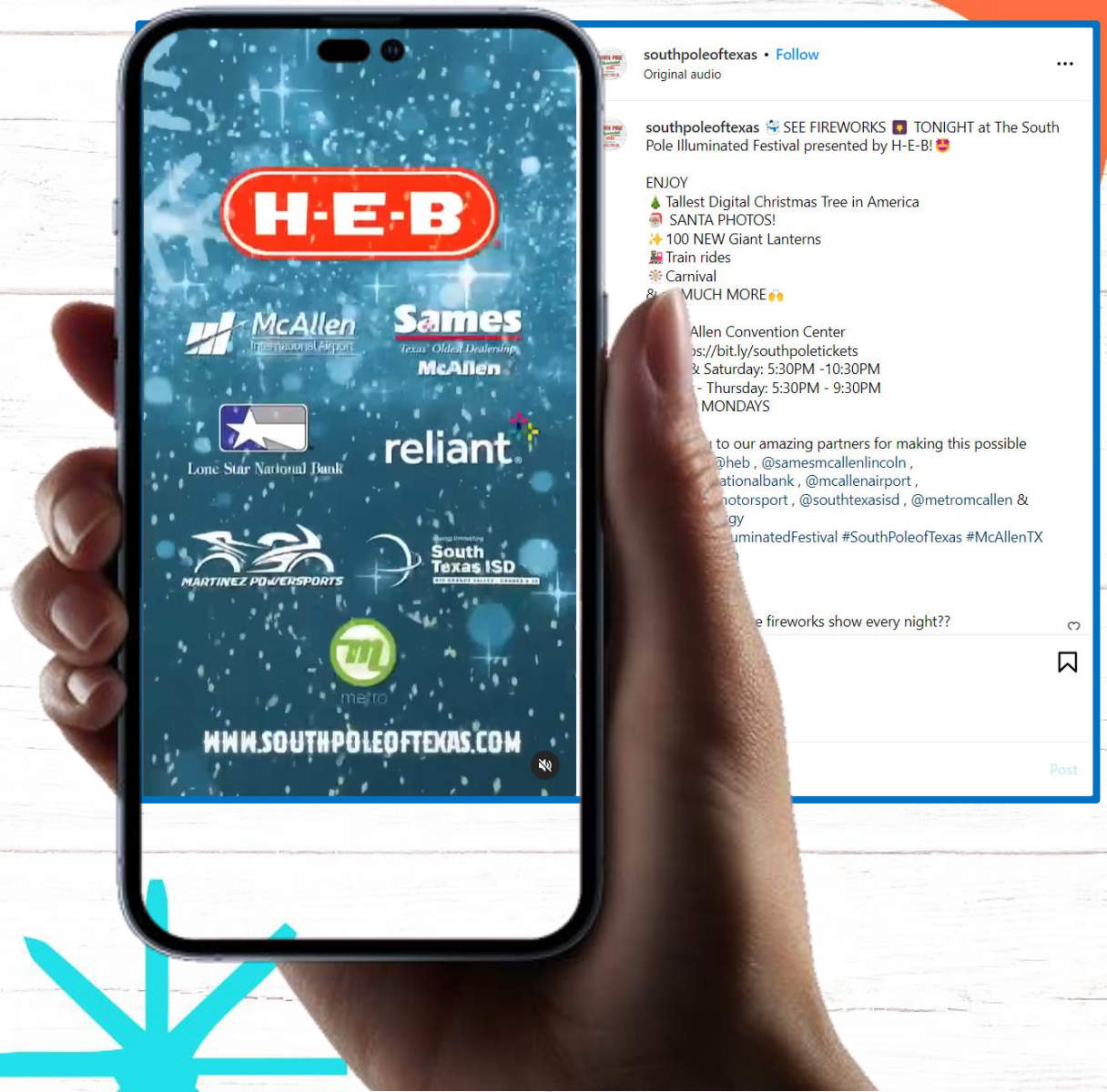
MEDIA SUMMARY

Mediums	Impressions
TV	7,626,500
Radio	10,656,839
Print	334,677
Social Media	20,288,361
Influencers & Celebrities	231,168
Email Blasts	68,841
McAllen Internal TV Signage	45,000
Billboards	26,399,756
Bus Wraps	12,516,000
TOTAL	**78,138,693**

SPIF ORGANIC SOCIAL POSTS

TOTAL ESTIMATED REACH FOR ORGANIC POSTS

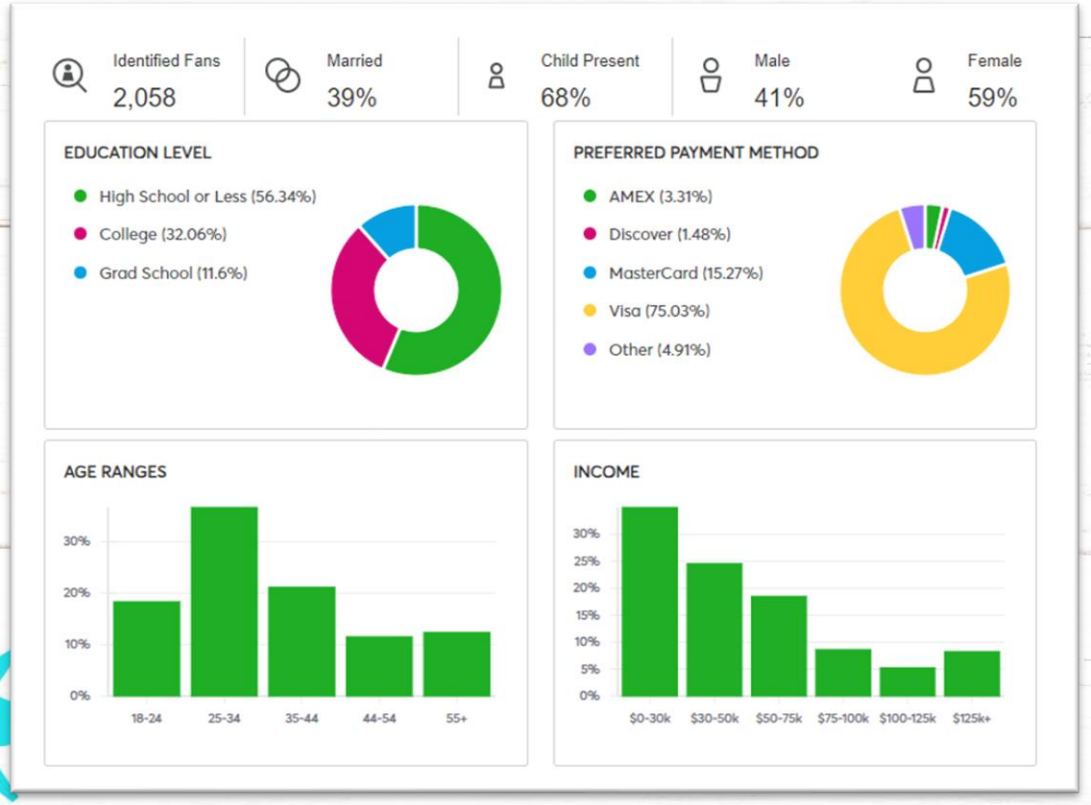
- Facebook – **7,131,211** unique users
- Instagram – **390,852** unique users

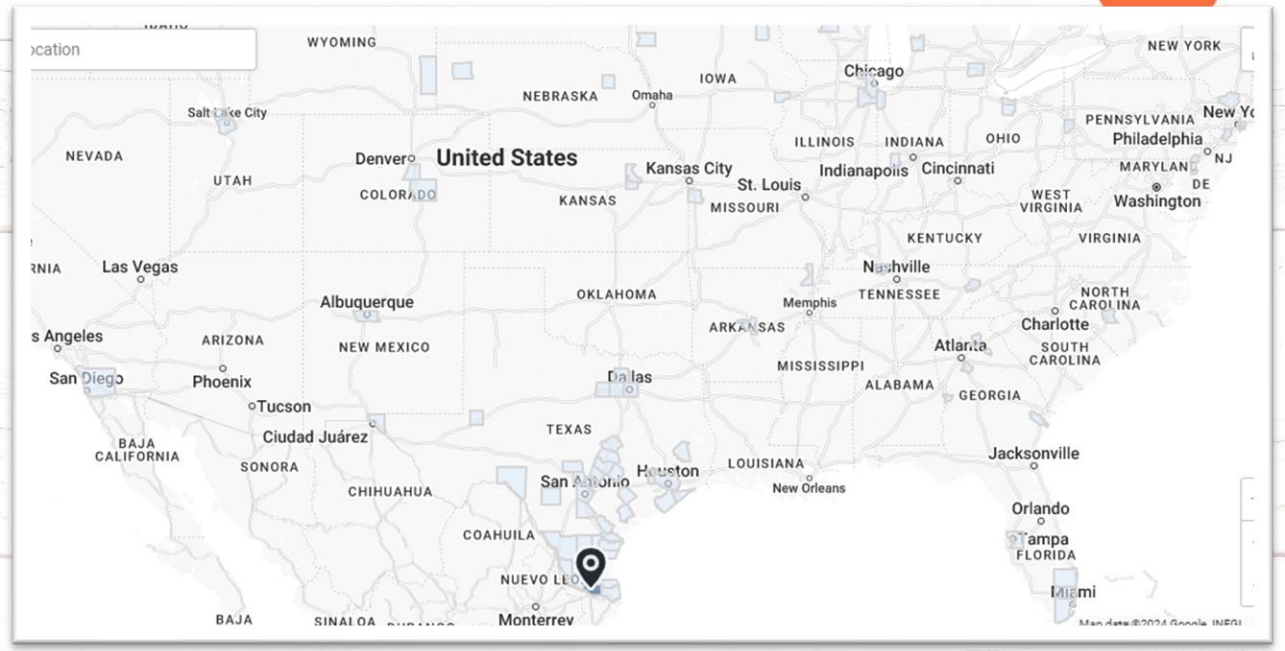


SOUTH POLE
Illuminated
FESTIVAL
H-E-B
McALLEN, TX

SPIF TICKETMASTER DEMOGRAPHICS

- Ticketmaster Event Detail Page visits 50,409
- 32% of ticket sales were outside Hidalgo County





SOUTH POLE
Illuminated
FESTIVAL
H-E-B
McALLEN, TX

CITY COMMISSION RECAP REPORT

RECAP VIDEO

Presented By H-E-B

McAllen Holiday Parade 2023

Powered By

267,000 Attendees

Presented By H-E-B

McAllen Holiday Parade 2023

Powered By

57

Hand Crafted Illuminated Floats

Presented By H-E-B

McAllen Holiday Parade 2023

Powered By

New Vuelta Balloon Spinoff

37

Giant Character Balloons

Presented By H-E-B

McAllen Holiday Parade 2023

Powered By

16

Top Marching Bands

2023 12 Special Guests

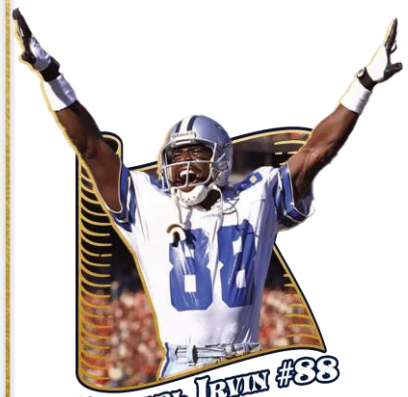
Mario Lopez
Parade Host

Julian Gil
Parade Host

Andrea Meza
Hoy Dia

Myrka Dellanos
La Mesa Caliente

Drew Pearson #88



Michael Irvin #88

Veronica Bastos
La Mesa Caliente

Grand Marshal
Travis Bush

ShoBoy

U.S. Air Force
Drill Team

Raul Brindis

Johnjay & Rich

2,700

VOLUNTEERS & PARTICIPANTS

Presented By H-E-B

McAllen Holiday Parade 2023

Powered By

2023 SPONSOR INVESTMENT
$1,197,892

Presented By H-E-B
McAllen Holiday Parade 2023
Powered By

$16 Million

2023 Economic Impact

Based on UTRGV Economic Study

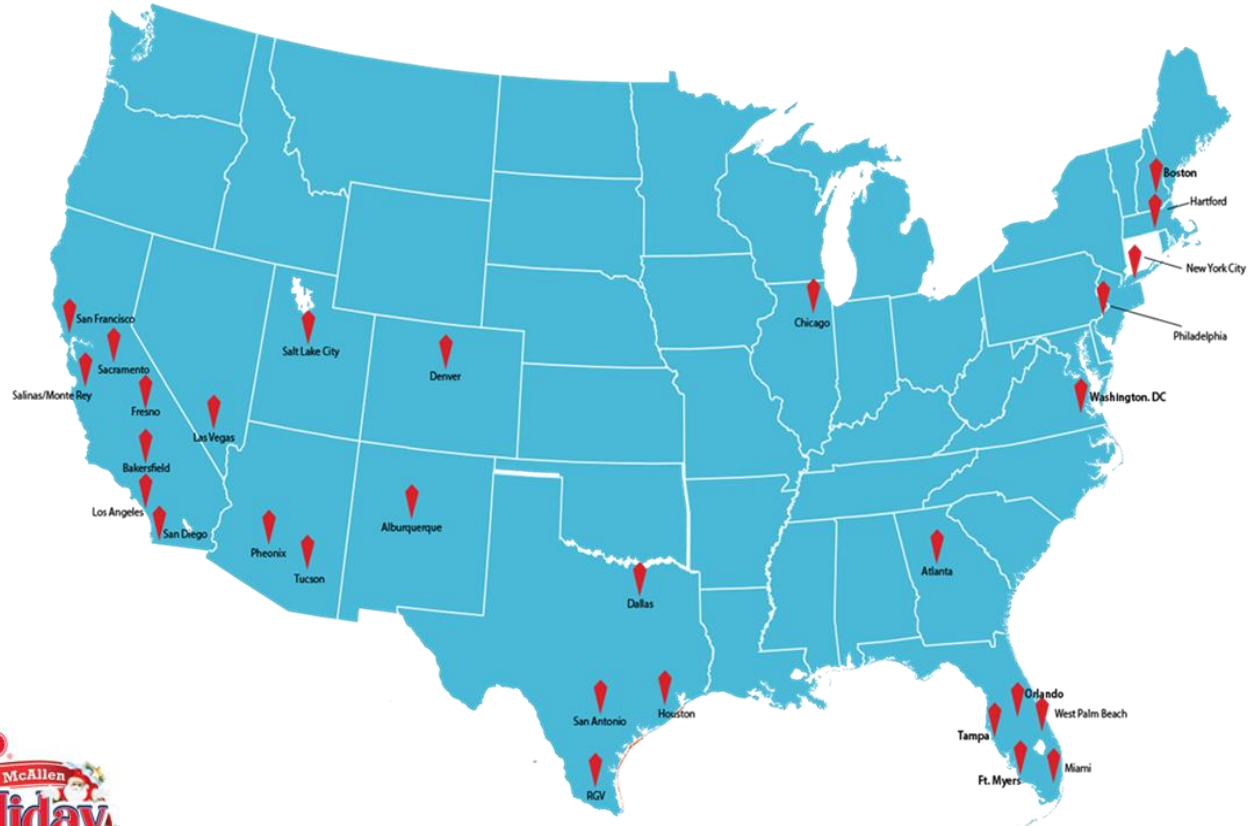
Presented By H-E-B

McAllen Holiday Parade 2023

Powered By McAllen International Airport, South Padre Island, reliant, Lone Star National Bank

RE-BROADCAST

CHRISTMAS RE-BROADCAST
TOP 33 LATINO MARKETS IN US



State	City
Arizona	Phoenix
	Tucson
California	San Francisco
	Sacramento
	Salinas/Monterrey
	Fresno
	Bakersfield
	Los Angeles
	San Diego
Colorado	Denver
Connecticut	Hartford
Florida	Orlando
	Tampa
	West Palm Beach
	Ft. Myers
	Miami
Georgia	Atlanta
Illinois	Chicago
Maryland	Washington, D.C
Massachusetts	Boston
Missouri	Springfield
Nevada	Las Vegas
New Mexico	Albuquerque
New York	New York
Pennsylvania	Philadelphia
Rhode Island	Providence
Texas	Dallas
	El Paso
	San Antonio
	Houston
	McAllen
Utah	Salt Lake City
Washington	Yakima

RE-BROADCAST

TEXAS

Market	Language	Station	Channel	Date	Time
Laredo	Spanish	Telemundo	OGNS Ch. 8.3	Sunday, Dec. 24th	9:30 am-10:30am CST
Corpus Christi	English	ABC	KIII Ch. 3 and Cable 5	Sunday, Dec. 24th	12:00pm-1:00pm CST
	Spanish	Telemundo	KAJA Ch. 68	Saturday, Dec. 30th	10:00am-11:00am CST
San Antonio	English	ABC	KSAT Ch. 12	Sunday, Dec. 24th	4:00pm-5:00pm CST
	Spanish	Telemundo	KVDA Ch. 60 and Cable 17	Sunday, Dec. 24th	9:30am-10:30am CST
		TeleXitos	KVDA Ch. 60.2	Sunday, Dec. 31st	11:00pm-12:00am CST
Austin	English	Nexstar Media IND	KBVO Ch. 14	Sunday, Dec. 31st	To be Announced
Houston	English	ABC	KTRK Ch. 13	Sunday, Dec. 24th	3:00pm-4:00pm CST
		Nexstar Media CW	KIAH Ch. 39	Sunday, Dec. 31st	2:00pm-3:00pm CST
	Spanish	Telemundo	KTMD Ch. 47	Sunday, Dec. 24th	9:30am-10:30am CST
		TeleXitos	KTMD Ch. 48	Sundy, Dec. 31st	11:00pm-12:00am CST
Dallas	Spanish	TeleXitos	KXTX Ch. 39.2	Sunday, Dec. 31st	11:00pm-12:00am CST
	English	Nexstar Media CW	KDAF Ch. 33	Sunday, Dec. 31st	9:00pm-10:pm CST
El Paso	English	Nexstar Media NBC	KTSM Ch. 9	Sunday, Dec. 31st	10:00am-11:00am CST
Midland Odessa	English	Nexstar Media ABC	KMID Ch. 2	Saturday, Dec. 23rd	3:30pm-4:30pm CST
Tyler	English	Nexstar Media FOX	KFXK Ch. 5	Saturday, Dec. 30th	3:00pm-4:00pm CST
Waco	English	Nexstar Media My Network	KYLE Ch. 28.1	Monday, Jan. 1st	1:00pm-2:00pm CST
Wichita Falls	English	Nexstar Media My Network	KJBO Ch. 35	Saturday, Dec. 30th	7:00pm-8:00pm CST

Presented By H-E-B McAllen Holiday Parade 2023

South Pole Dream Land

RE-BROADCAST

RGV & MEXICO

Market	Language	Station	Channel	Date	Time
Mexico	Spanish TV	Televisa - Monterrey, Nuevo Leon	XEFB Channel 4	Sunday, Dec. 24th	6:00pm-7:00pm CST
		Televisa/Vallevision RGV & Frontera Tamaulipas: Matamoros; Reynosa; Rio Bravo, Progreso, Tampico; Victoria; Laredo; Nuevo Laredo, El Paso, Ciudad Juarez	XHAB Channel 8		7:30pm-8:30pm CST
		TV AZTECA - Monterrey, Nuevo Leon	Ch. 7 Azteca 7.1	Sunday, Dec. 24th	9:00am-10:00am CST
		TV AZTECA RGV & Frontera Tamaulipas: Matamoros; Reynosa; Rio Bravo, Progreso, Tampico; Victoria; Laredo; Nuevo Laredo, Norte de Veracruz	Ch. 7 Azteca 7.1		9:00am-10:00am CST

Monterrey | Matamoros
Reynosa | Rio Bravo
Progreso | Tampico
Victoria | Nuevo Laredo
Ciudad Juarez

Market	Language	Station	Channel	Date	Time
Rio Grande Valley	English TV	Nexstar Media CBS 4 & NBC 23	NBC Ch. 23 and Cable 8	Sunday, Dec. 24th	4:00pm-5:00pm CST
				Sunday, Dec. 31st	1:00pm-2:00pm CST
			SVEO CBS Ch. 4 and Cable 4	Sunday, Dec. 24th	11:00pm-12:00pm CST
			KGBT 4.1 and Cable 12	Saturday, Dec. 23rd	6:00pm-7:00pm CST
				Saturday, Dec. 23rd	10:30pm-11:30pm CST
				Sunday, Dec. 24th	9:00pm-10:00pm CST
				Sunday, Dec. 31st	1:30pm-2:30pm CST
		KRGV	Ch. 5	Sunday, Dec. 17th	12:00pm-1:00pm CST
		KRGV Noticias RGV	Ch. 5.2 and Cable 1240	Sunday, Dec. 17th	2:00pm-3:00pm CST
		KRGV	Ch. 5	Sunday, Dec. 24th	2:00pm-3:00pm CST
		KRGV Noticias RGV	Ch. 5.2 and Cable 1240	Sunday, Dec. 24th	2:00pm-3:00pm CST
		Entravision	Fox Rio: Ch. 2 and Cable 6	Sunday, Dec. 24th	10:00pm-11:00pm CST
	Spanish TV	TeleXitos	NTLM 40.2 and Cable 1285	Sunday, Dec. 24th	11:00am-12:00pm CST
		TV Azteca	Ch. 7.1 Azteca 7	Sunday, Dec. 24th	9:00am-10:00am CST
	English Digital	Facebook	McAllen Holiday Parade Page	Dec. 24th & 25th	12:00pm-1:00pm CST
		Facebook	McAllen Convention Center Page	Dec. 24th & 25th	12:00pm-1:00pm CST
		Facebook	McAllen Parks & Recreation Page	Dec. 24th & 25th	12:00pm-1:00pm CST
		Facebook	Visit McAllen Page	Dec. 24th & 25th	12:00pm-1:00pm CST
		MCN City of McAllen	MCN City of McAllen YouTube Page	Dec. 24th & 25th	12:00pm-1:00pm CST
		Valley Central	www.valleycentral.com	Dec. 24th & 25th	12:00pm-1:00pm CST
		Advance News Journal	https://twitter.com/ANJournal_RGV	Dec. 24th & 25th	12:00pm-1:00pm CST
		Me Gusta TV - Texas Border Business	https://www.youtube.com/c/megustatv	Dec. 24th & 25th	12:00pm-1:00pm CST
		iHeart Media: Wild 104	https://www.wild104.net	Dec. 24th & 25th	12:00pm-1:00pm CST
		iHeart Media: KTEX	https://www.ktex.net	Dec. 24th & 25th	12:00pm-1:00pm CST
		iHeart Media: Kiss FM	https://www.kissfmrgv.com	Dec. 24th & 25th	12:00pm-1:00pm CST
		iHeart Media: Fox Sports 1700	https://www.foxsports1700.com	Dec. 24th & 25th	12:00pm-1:00pm CST
		iHeart Media: KTEX	https://www.facebook.com/FM100ktex	Dec. 24th & 25th	12:00pm-1:00pm CST
		iHeart Media: Wild 104	https://www.facebook.com/wild104	Dec. 24th & 25th	12:00pm-1:00pm CST
		iHeart Media: Kiss FM	https://www.facebook.com/kiss1063	Dec. 24th & 25th	12:00pm-1:00pm CST
		iHeart Media: Fox Sports 1700	https://www.facebook.com/FoxSports1700	Dec. 24th & 25th	12:00pm-1:00pm CST
		iHeart Media: Instagram WILD 104	Instagram @officialwild104	Dec. 24th & 25th	12:00pm-1:00pm CST
		iHeart Media: Instagram KTex	Instagram @fm100ktex	Dec. 24th & 25th	12:00pm-1:00pm CST
	Spanish Digital	Facebook	McAllen Holiday Parade Page	Dec. 24th & 25th	2:00pm-3:00pm CST
		Facebook	Experience McAllen Page	Dec. 24th & 25th	2:00pm-3:00pm CST
		Facebook	Visit McAllen Page	Dec. 24th & 25th	2:00pm-3:00pm CST
		Facebook	McAllen Convention Center Page	Dec. 24th & 25th	2:00pm-3:00pm CST
		Facebook	Mas Music Page	Dec. 24th & 25th	2:00pm-3:00pm CST

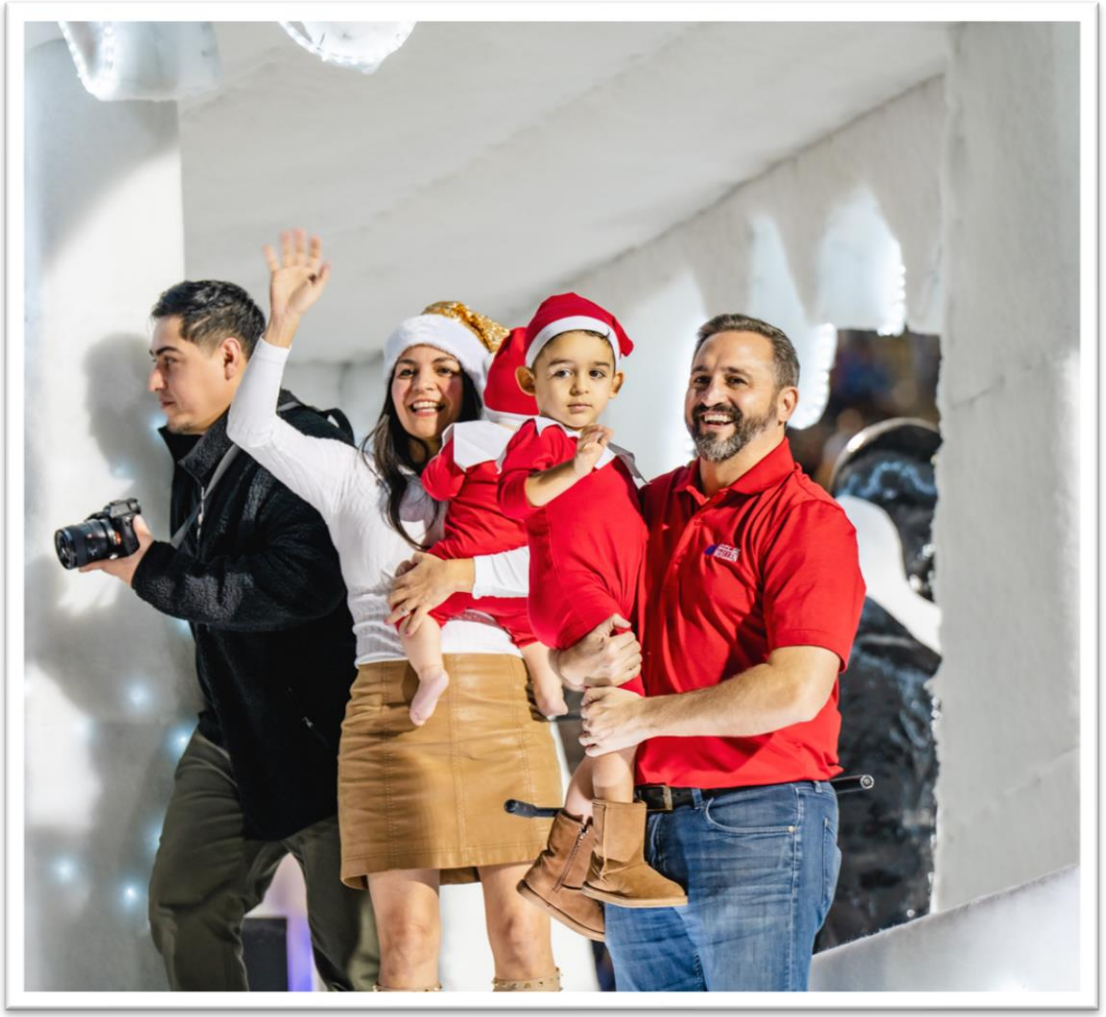
INTEGRATED MARKETING & MEDIA CAMPAIGN

AD IMPRESSIONS

113.1 MILLION

MEDIA VALUE

2.9 MILLION



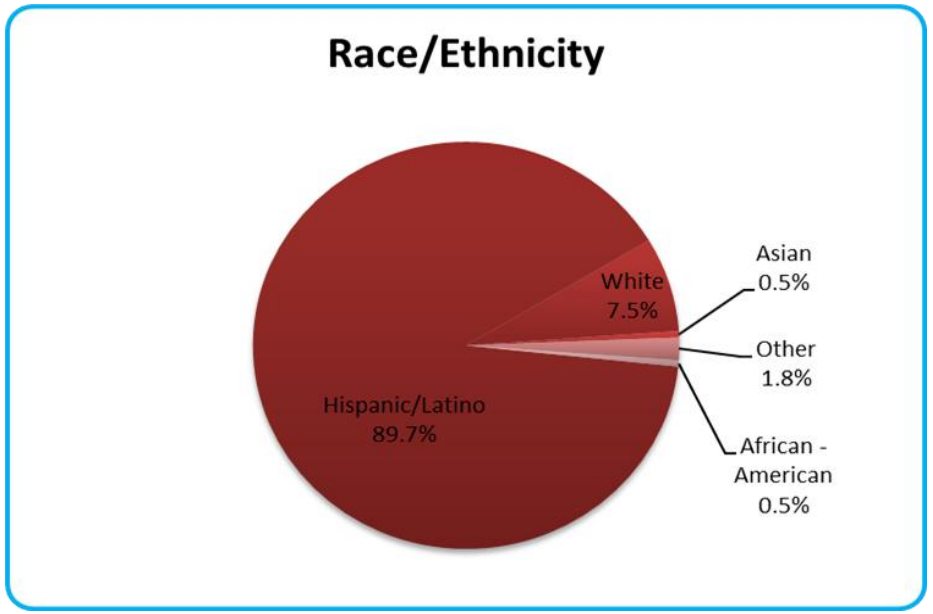
13

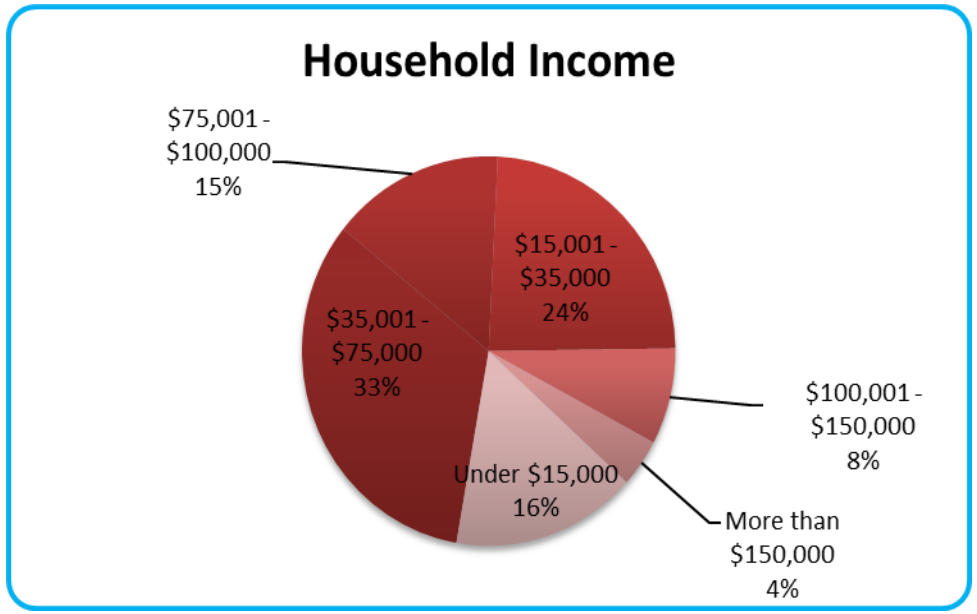
PRESS EVENTS & CONFERENCES

DIGITAL MEDIA

- **MHP SOCIAL MEDIA PAGES**
  12.2 MILLION IMPRESSIONS
  14% from 222
- **ALL DIGITAL MEDIA**
  19.7 MILLION IMPRESSIONS
  33.1% increase from 2022

DEMOGRAPHICS





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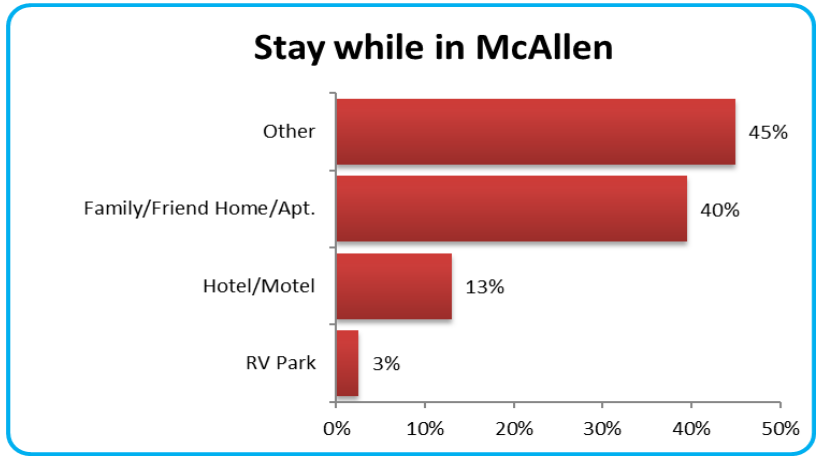

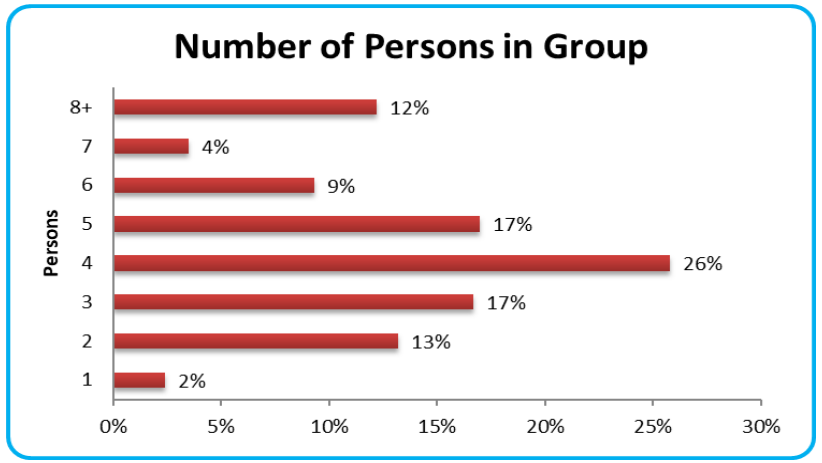

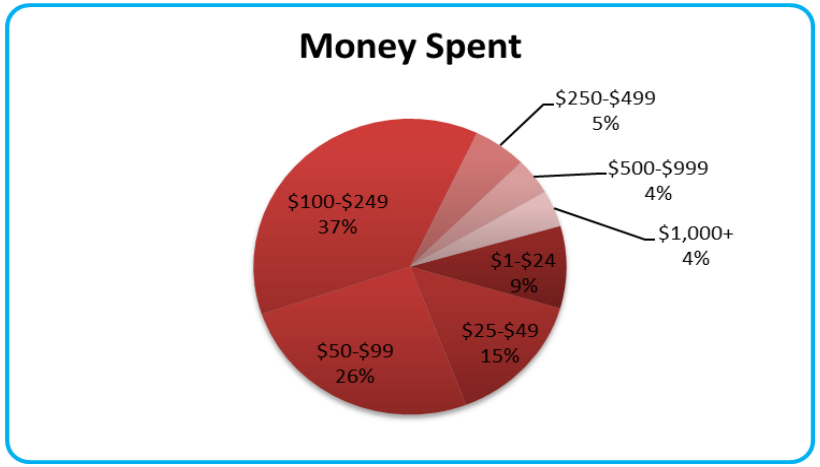

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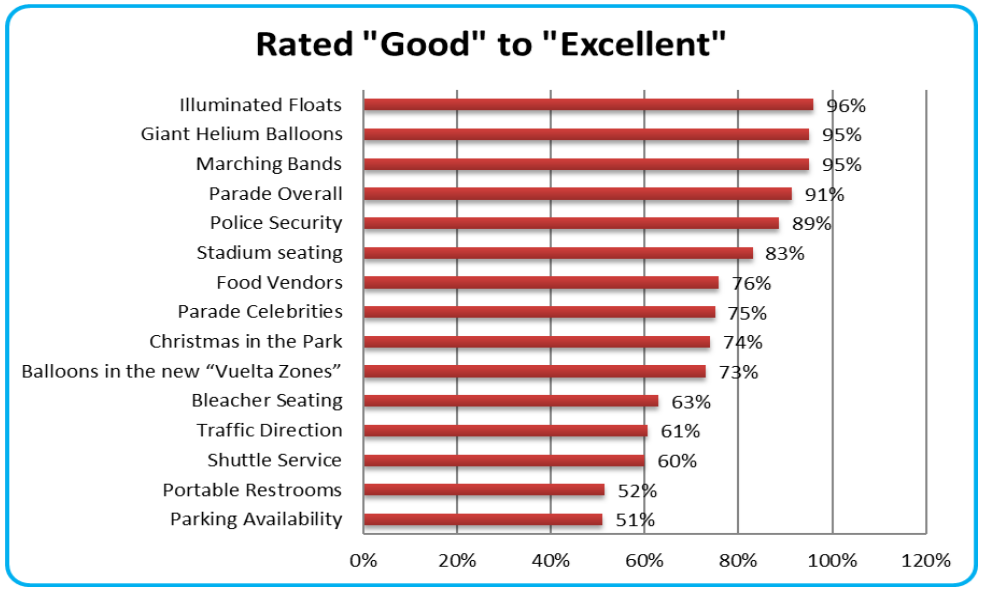
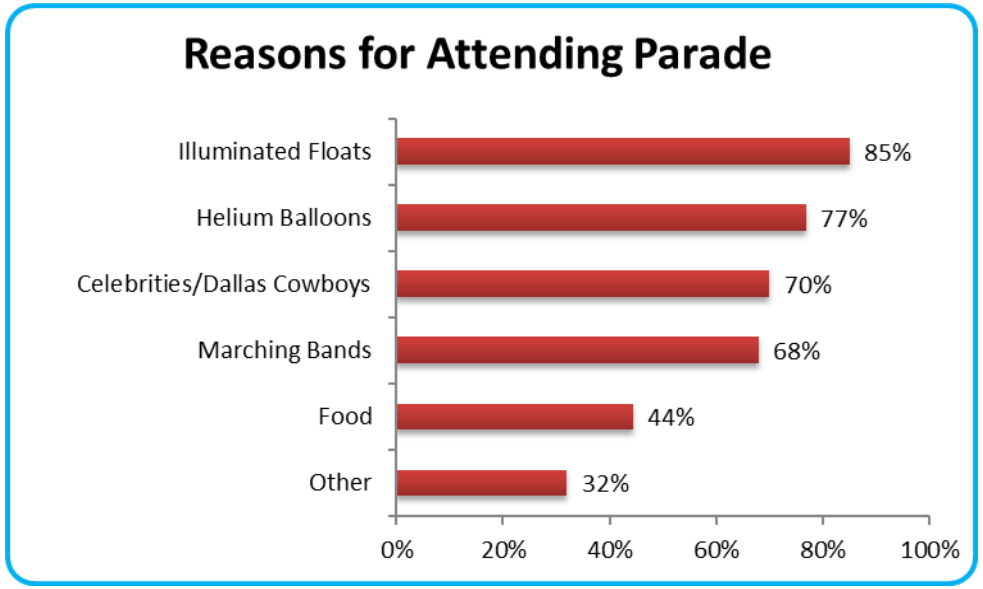




Christmas
IN THE PARK
QUÉRICAVIDA

THANK YOU!
H-E-B
McAllen
Holiday
Parade 2023
South Pole
DREAM
LAND
McAllen Holiday Parade

McALLEN MARATHON

· SCOTT CRANE RUN ·

2024

City Commission Recap Report

@McALLENMARATHON

VIDEO

McALLEN MARATHON

· SCOTT CRANE RUN ·

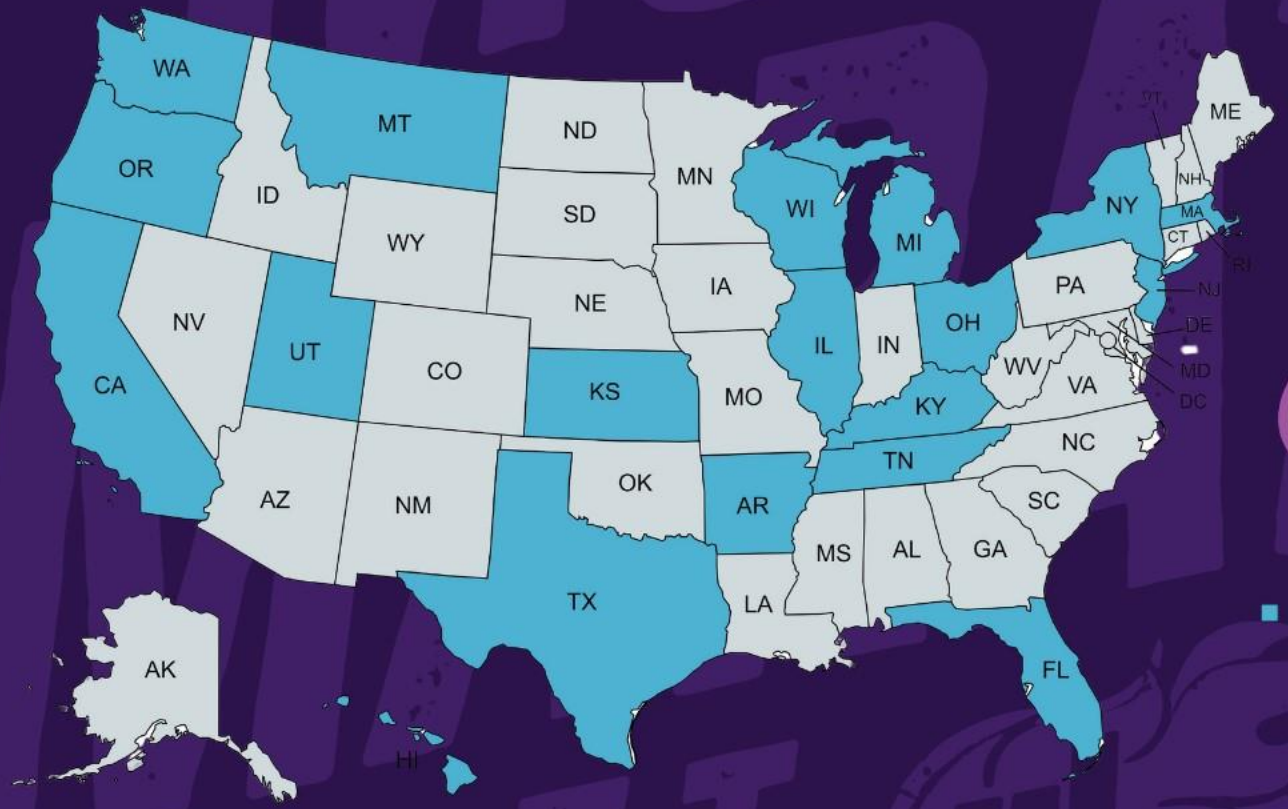
OVER 11,000

RUNNERS & SPECTATORS

@McALLENMARATHON

McALLEN MARATHON

· SCOTT CRANE RUN ·



7

COUNTRIES

19

U.S. STATES

@McALLENMARATHON

THE EXTRA MILE

202 COMMERCIAL SPOTS 341 RADIO SPOTS
15 BILLBOARDS

SOCIAL MEDIA

449,319
IMPRESSIONS

757
CLICKS

SOCIAL MEDIA FEEDBACK

Such a beautiful Morning perfect for 13.1 miles. McAllen Marathon Scott Crane Memorial Run 2024 Half Marathon Completed.

Thank you McAllen Marathon Scott Crane Memorial Run for another great race!! I have run most years since inaugural race and yall never disappoint!

christianvasquezq 26.2 miles through the city that I love

4:14:10 with a pace of 9:42/mi

It was a very well organized race! Plenty of water stations and portable potties!
Thank you to everyone that played a part in organizing it!
From volunteers to police men, to City of McAllen employees, the community cheering for us on the side of the road and offering us water and snacks!
It is much appreciated!

Javier Villalobos McAllen Mayor · Follow
22h ·

McAllen Marathon was once again a great success. Thanks to all involved in putting this event together, and to the community for participating. I'm glad I cut my time in the 5K by 3 minutes. Next year maybe a 10K🏃‍♂️.
#I❤️MCALLEN

HCM Tampico · Follow
McAllen Marathon Scott Crane Memorial Run was mentioned in a post · 2h ·

"Trata a un hombre como lo que es y seguirá siendo lo que es. Trátale como podría llegar a ser y se convertirá en lo que podría llegar a ser." Goethe

No tiene gran mérito encontrar una persona extraordinaria, pero sí que lo tiene descubrir algo extraordinario en cada persona. I.I.

McAllen Marathon Scott Crane Memorial Run

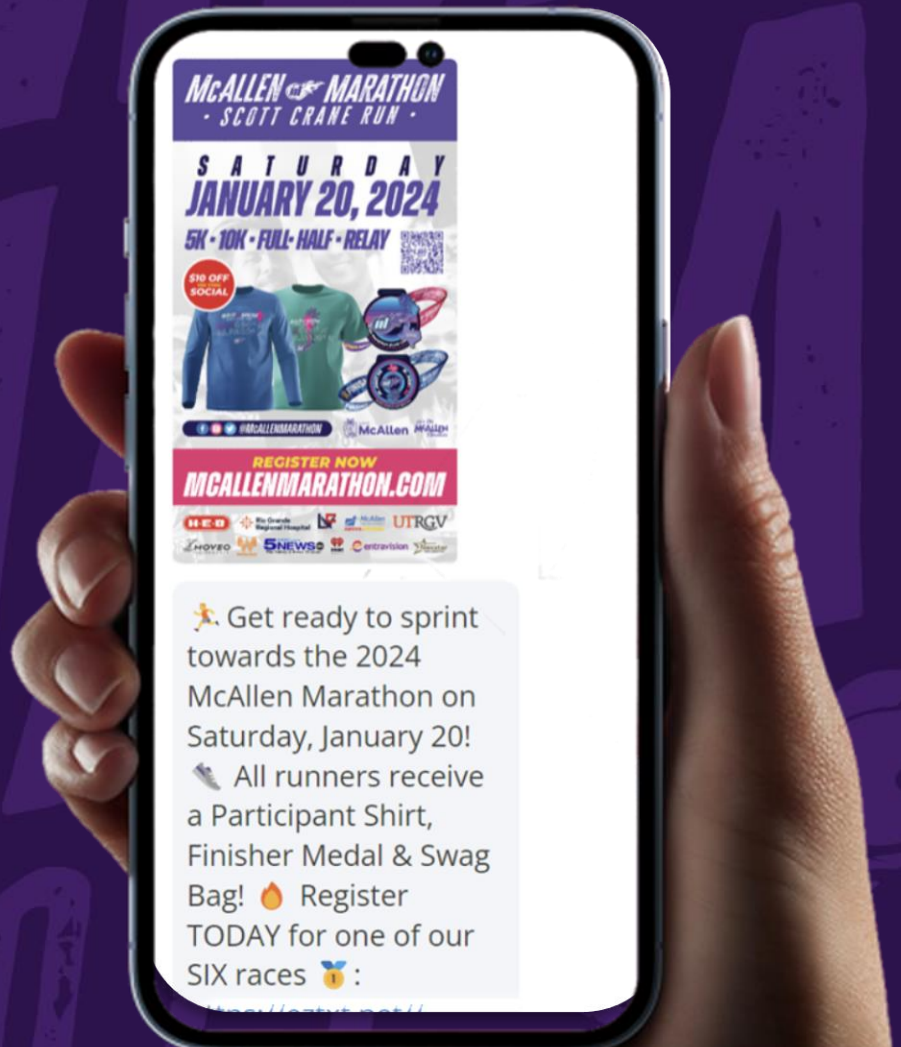
Tercero de categoría 🥉
Octavo de categoría 🏅

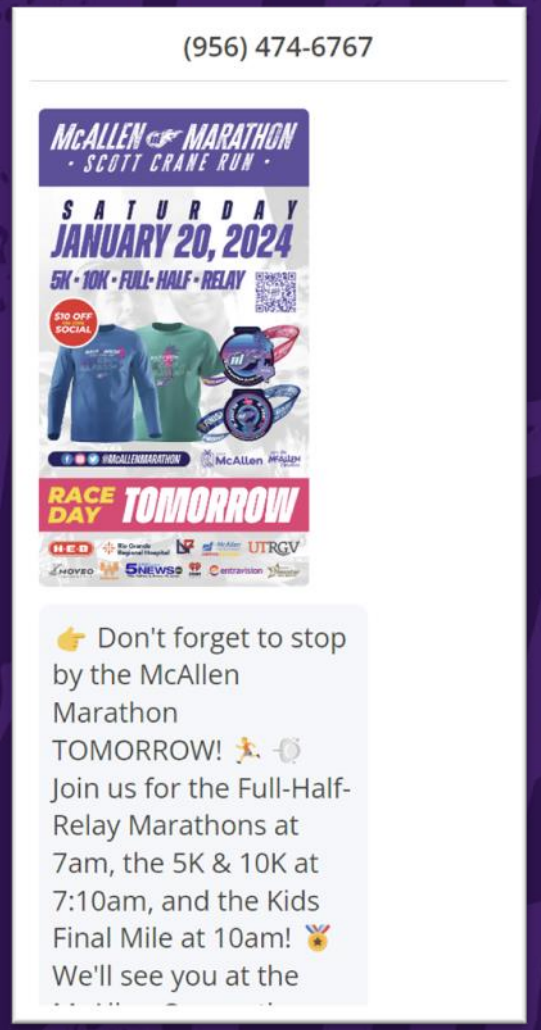
Medio Maratón Puerto de Veracruz

Objetivos personales alcanzados. ⏱️🏃‍♂️🏃‍♂️🏃‍♂️🏁🥇

#HcmTampico
#NosotrosSomosNosotros
#LaEnergiaNosUne ⚡

3 TEXTS
23,295 IMPRESSIONS





EMAIL CAMPAIGN

45,580
TOTAL SENT

16,185
TOTAL
OPENED

35%
OPEN RATE

MEASURABLE RESULTS:

GROUP SIZE

1 PERSON: *11%*
2-3 PERSONS: *47%*
4 OR MORE PERSONS: *42%*

MEASURABLE RESULTS:

ETHNICITY

HISPANIC/LATINO: *75.44%*
WHITE: *14.91%*
ASIAN: 1.75%
AFRICAN-AMERICAN/BLACK: *0.88%*
NO ANSWER: *5.26%*
OTHER: *1.75%*

ANNUAL HOUSEHOLD INCOME

LESS THAN $15,000:	*2.61%*
$15,001 TO $35,000:	*6.96%*
$35,001 TO $75,000:	*23.48%*
$75,001 TO $100,000:	*16.52%*
$100,001 TO $150,000:	*17.39%*
MORE THAN $150,000:	*13.91%*
NO ANSWER:	*19.13%*

OVERALL EVENT ITEMS

	RATED EXCELLENT	GOOD
FINISHER MEDAL DESIGN	79.13%	16.52%
RUNNER SHIRT DESIGN	52.63%	29.82%
RUNNER BIB DESIGN	57.39%	32.17%
RUNNING ROUTE	52.17%	26.09%
WATER STATIONS	66.67%	18.42%
RUNNER BAG	51.30%	28.70%
THE EXTRA MILE CELEBRATION AT OVAL PARK	45.13%	18.58%

OVERALL EVENT RATING

EXCELLENT

★★★★+

McALLEN MARATHON

· SCOTT CRANE RUN ·

CITY OF McALLEN

ITEM SUMMARY

BOARD:	AGENDA ITEM	3.A.
	DATE SUBMITTED	
	MEETING DATE	4/8/2024

1. Agenda Item: Consideration of Economic Development Matters (Section 551.087, T.G.C.)
2. Party Making Request: Isaac Tawil
3. Nature of Request: Consideration of Economic Development Matters (Section 551.087, T.G.C.)
4. Routing:
   Amy Gonzalez Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation: