



Mayor Javier Villalobos
Mayor Pro Tem/Commissioner Victor "Seby" Haddad
Commissioner Tony Aguirre, Jr.
Commissioner Joaquin Zamora

Commissioner Rolando "Rolly" Rios
Commissioner Rodolfo "Rudy" Castillo
Commissioner Pepe Cabeza de Vaca
City Manager Isaac J. Tawil

**NOTICE OF WORKSHOP TO BE HELD BY THE
MCALLEN BOARD OF COMMISSIONERS
MONDAY, JUNE 23, 2025 – 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 June 23, 2025 Regular Meeting Agenda, to be discussed at such meeting.
2. McAllen Holiday Parade and South Pole Recap Presentation.
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) Deliberation regarding critical infrastructure facility. Tex. Gov't. Code §551.0761.
 - B) Consultation with City Attorney regarding legal aspects of special events. Tex. Gov't. Code §551.071.
 - C) Discussion and possible lease, sale or purchase of Real Estate Property, Tract 1. Tex. Gov't. Code §551.072.

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 June 20, 2025 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



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

1.

DATE SUBMITTED

MEETING DATE

6/23/2025

1. Agenda Item: Present questions to staff relating to the June 23, 2025 Regular Meeting Agenda, to be discussed at such meeting.
2. Party Making Request:
3. Nature of Request:
4. Routing:
Jose Trujillo
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:

Created -



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

2.

DATE SUBMITTED

06/18/2025

MEETING DATE

6/23/2025

1. Agenda Item: McAllen Holiday Parade and South Pole Recap Presentation.
2. Party Making Request: Denny Meline
3. Nature of Request:
4. Routing:

Dulce Landeros	Created/Initiated - 6/18/2025
Denny Meline	Approved - 6/18/2025
Michelle Rivera	Approved - 6/18/2025
Austin Stevenson	Final Approval - 6/19/2025
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:

Presented By

H-E-B

McAllen

Holiday Parade 2024

Powered By



reliant



Lone Star National Bank

CITY COMMISSION

RECAP REPORT



Noche Magica

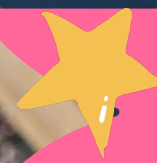
RECAP VIDEO

OVER 200,000



PARADE ATTENDEES
FROM ACROSS
TEXAS, MEXICO,
AND BEYOND





OPENING EXTRAVAGANZA



HUNDREDS OF
STUDENTS

STADIUM
FIREWORKS

NEW UTRGV
BAND LOOK
LAUNCHED



63 HANDCRAFTED ILLUMINATED FLOATS

CUSTOM BUILT BY THE:

DESIGNED & CONSTRUCTED BY:

CITY OF
McALLEN

McALLEN
Parks & Recreation
Float Studio



37 GIANT SPINNING ILLUMINATED BALLOONS

TOP BALLOONS
INCLUDING:
SPONGE
BOB AND
HELLO
KITTY





16 MARCHING BANDS



13 CELEBRITY GUESTS

NEW STADIUM WELCOME
FROM BROADCAST HOSTS,
GRAND MARSHAL, &
COWBOY DEMARCUS LAWRENCE



2,700 VOLUNTEERS &
PARTICIPANTS





SPONSORSHIP INVESTMENT

\$1,403,733





SOLD OUT GRANDSTANDS

McAllen
International Airport

SKYBOX
FAN EXPERIENCE

South Padre
ISLAND
Lluea
zone

12"



\$M

2024 ECONOMIC IMPACT

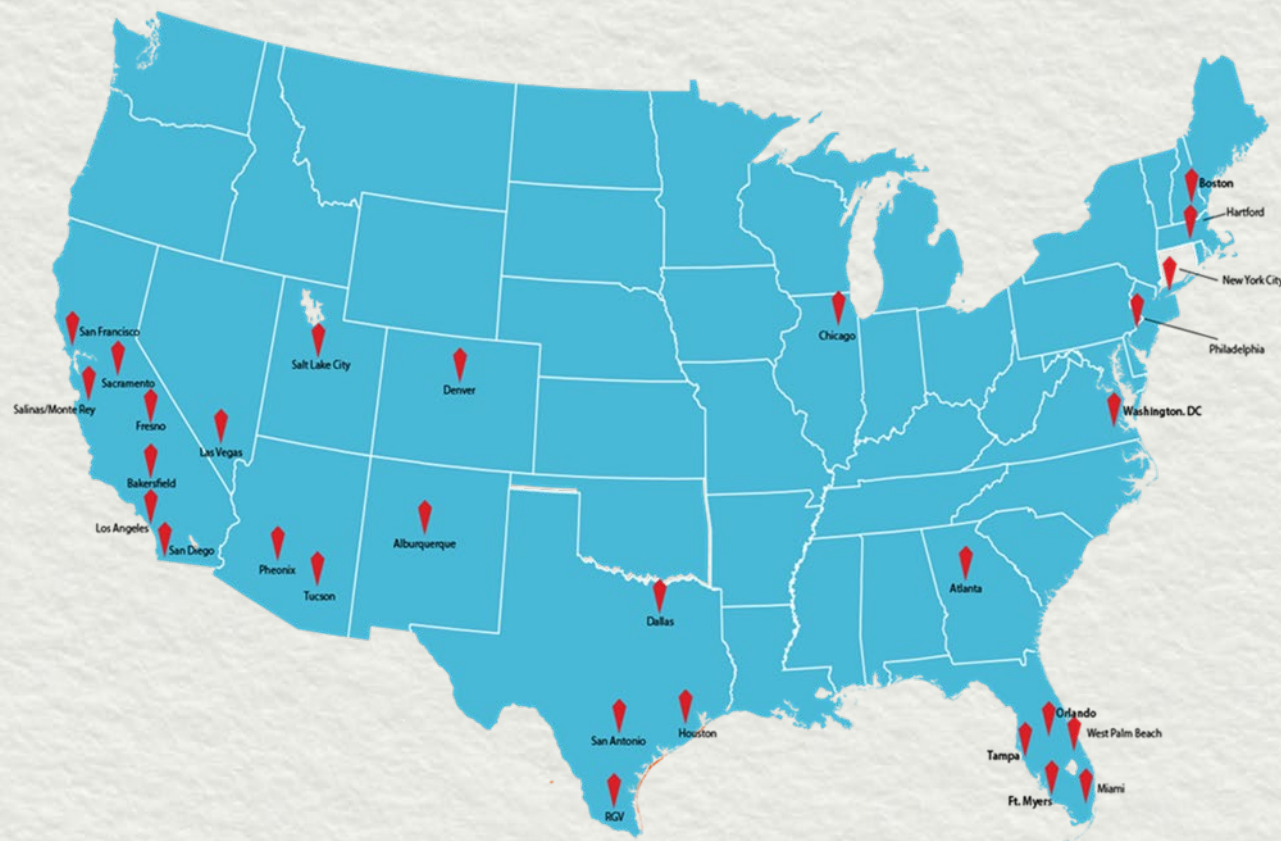
BASED ON UTRGV ECONOMIC STUDY



RE-BROADCAST



CHRISTMAS RE-BROADCAST TOP 31 LATINO MARKETS



TeleXitos

SUNDAY, DEC 22, 2024

11AM-12NOON CST

State	City
Arizona	Phoenix
	Tucson
California	San Francisco
	Sacramento
	Salinas/Monterrey
	Fresno
	Bakersfield
	Los Angeles
Colorado	San Diego
	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	Reno
	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



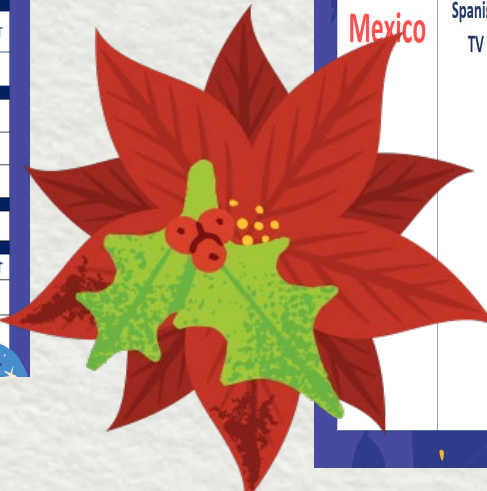
Market	Language	Station	Channel	Date	Time
Killeen	English	Nexstar Media My Network	KYLE Ch. 28.1	Wednesday, Dec. 25	8:00am-9:00am CST
Laredo	English	ABC	KGNS ABC 8.2	Sunday, Dec. 22	11:00am-12:00noon CST
Midland Odessa	English	Nexstar Media ABC	KMID Ch. 2	Saturday, Dec. 28	3:30pm-4:30pm CST
San Antonio	English	ABC	KSAT Ch. 12	Tuesday, Dec. 24	10:00am-11:00am CST
	English	KCWX	KCWX - Ch. 2	Wednesday, Dec. 25	2:30pm-3:30pm CST
	Spanish	Telemundo	KVDA Ch. 60 and Cable 17	Saturday, Dec. 21	10:00am-11:00am CST
		TeleXitos	KVDA Ch. 60.2	Sunday, Dec. 22	11:00am-12:00pm CST
		Univision	KXEX Ch. 41	Wednesday, Dec. 25	10:00am-11:00am CST
Temple	English	Nexstar Media My Network	KYLE Ch. 28.1	Wednesday, Dec. 25	8:00am-9:00am CST
Tyler	English	Nexstar Media FOX	KFXK Ch. 5	Saturday, Dec. 28	11:00am-12:00noon CST
Waco	English	Nexstar Media My Network	KYLE Ch. 28.1	Wednesday, Dec. 25	8:00am-9:00am CST
Wichita Falls	English	Nexstar Media My Network	KJBO Ch. 35	Saturday, Dec. 28	7:00pm-8:00pm CST
Telexitos	Spanish	Nationwide	TeleXitos Nationwide - All Markets	Sunday, Dec. 22	11:00am-12:00noon CST



Market	Language	Station	Channel	Date	Time
Rio Grande Valley	English TV	Nexstar Media NBC 23	NBC Ch. 23 and Cable 8	Wednesday, Dec. 25	11:00am-12:00noon CST
				Saturday, Dec. 28	12:00noon-1:00pm CST
				Sunday, Dec. 29	12:00noon-1:00pm CST
		KRGV	Ch. 5	Sunday, Dec. 22	1:00pm-2:00pm CST
		ORGV	Ch. 5.3	Wednesday, Dec. 25	8:00pm-9:00pm CST
		ORGV	Ch. 5.3	Friday, Dec. 27	9:00pm-10:00pm CST
		Entravision	CW Ch. 21	Wednesday, Dec. 25	11:00am-12:00noon CST
		Entravision	FOX KFXV Ch. 67	Wednesday, Dec. 25	8:00am-9:00am CST
	Spanish TV	TeleXitos	NTLM 40.2 and Cable 1285	Sunday, Dec. 22	11:00am-12:00pm CST
		Telemundo	Ch. 40	Wednesday, Dec. 25	10:30am-11:30am CST
		KRGV Noticias RGV	Ch. 5.2 and Cable 1240	Sunday, Jan. 1	8:00am-9:00am CST
		TV Azteca	Ch. 7.1 Azteca 7	Saturday, Dec. 28	10:00am-11:00am CST
	English Digital	Facebook	McAllen Holiday Parade Page	Dec. 24 & 25	12:00pm-1:00pm CST
		Facebook	McAllen Convention Center Page	Dec. 24 & 25	12:00pm-1:00pm CST
		Facebook	McAllen Parks & Recreation Page	Dec. 24 & 25	12:00pm-1:00pm CST
		Facebook	Visit McAllen Page	Dec. 24 & 25	12:00pm-1:00pm CST
		MCN City of McAllen	MCN City of McAllen YouTube Page	Dec. 24 & 25	12:00pm-1:00pm CST
	Spanish Digital	Facebook	McAllen Holiday Parade Page	Dec. 24 & 25	2:00pm-3:00pm CST
		Facebook	Experience McAllen Page	Dec. 24 & 25	2:00pm-3:00pm CST
		Facebook	Visit McAllen Page	Dec. 24 & 25	2:00pm-3:00pm CST
		Facebook	McAllen Convention Center Page	Dec. 24 & 25	2:00pm-3:00pm CST
Austin	English	Nexstar Media CW	KNVA - Ch. 54	Sunday, Dec. 22	3:00pm-4:00pm CST
	English	KCWX	KCWX - Ch. 2	Wednesday, Dec. 25	2:30pm-3:30pm CST
Bryan	English	Nexstar Media My Network	KYLE Ch. 28.1	Wednesday, Dec. 25	8:00am-9:00am CST
College Station	English	Nexstar Media My Network	KYLE Ch. 28.1	Wednesday, Dec. 25	8:00am-9:00am CST
Corpus Christi	Spanish	Univision	KORO TV Ch. 28	Saturday, Dec. 21	11:00am-12:00noon CST
	English	ABC	KIII Ch. 3 and Cable 5	Sunday, Dec. 29	12:00noon-1:00pm CST
Dallas	Spanish	TeleXitos	KXTX Ch. 39.2	Sunday, Dec. 22	11:00am-12:00pm CST
	Spanish	Univision	KUVN Ch. 23	Tuesday, Dec. 24	1:00pm-2:00pm CST
	English	Nexstar Media CW	KDAF Ch. 33	Wednesday, Dec. 25	12:30pm-1:30pm CST
El Paso	English	Nexstar Media NBC	KTSM Ch. 9	Saturday, Dec. 28	10:00am-11:00am CST
Houston	English	Nexstar Media CW	KIAH Ch. 39	Wednesday, Dec. 25	11:00am-12:00noon CST
	Spanish	TeleXitos	KTMD Ch. 48	Sunday, Dec. 22	11:00am-12:00pm CST
		Univision	KXLN Ch. 45	Wednesday, Dec. 25	10:00am-11:00am CST

RE-BROADCAST

RGV & MEXICO



Market	Language	Station	Market Area	Channel	Date	Time
Mexico	Spanish TV		Televisa - Monterrey, Nuevo Leon	XEFB Channel 4	Saturday, Dec. 28	6:00pm-7:00pm CST
			Televisa/Vallevisión RGV & Frontera Tamaulipas: Matamoros; Reynosa; Rio Bravo, Progreso, Tampico; Victoria; Laredo; Nuevo Laredo, El Paso, Ciudad Juarez	XHAB Channel 8		6:00pm-7:00pm CST
			TV AZTECA - Monterrey, Nuevo Leon	Ch. 7 Azteca 7.1	Saturday, Dec. 28	10:00am-11:00am CST
			TV AZTECA - Mexico City, MX (CDMX)	Ch 7.2 A MAS		10:00am-11:00am CST
			TV AZTECA RGV & Frontera Tamaulipas: Matamoros; Reynosa; Rio Bravo, Progreso, Tampico; Victoria; Laredo; Nuevo Laredo, Norte de Veracruz	Ch. 7 Azteca 7.1		10:00am-11:00am CST



13

PRESS EVENTS & CONFERENCES





CAPABLE KIDS MEET & GREET

CHRISTMAS IN THE PARK

45,000
ATTENDEES





MARKETING CAMPAIGN

- **AD IMPRESSIONS**
130 MILLION
- **MEDIA ADVERTISING**
VALUE
\$2.9 MILLION



DIGITAL MEDIA

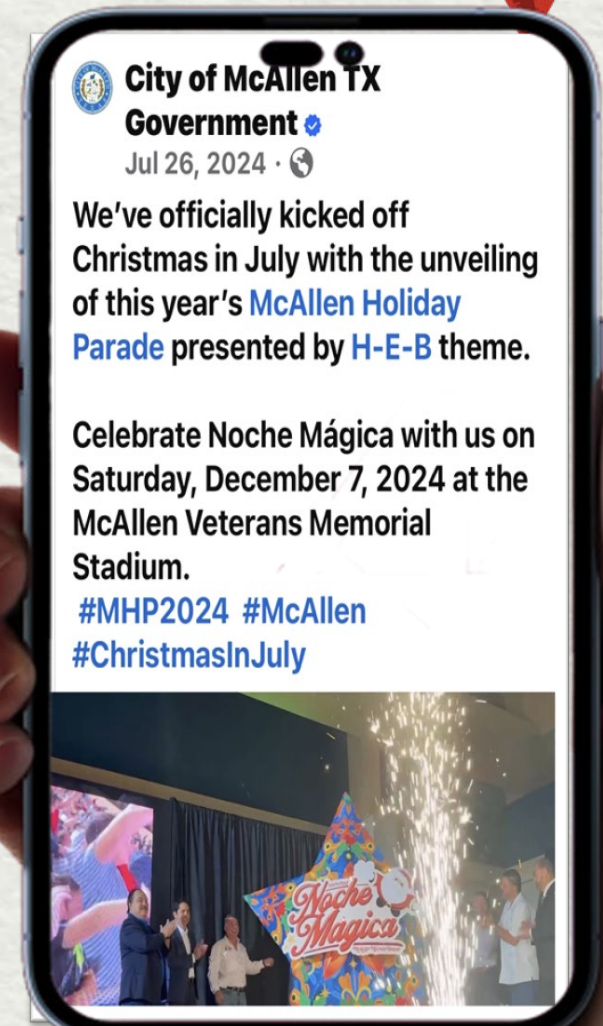
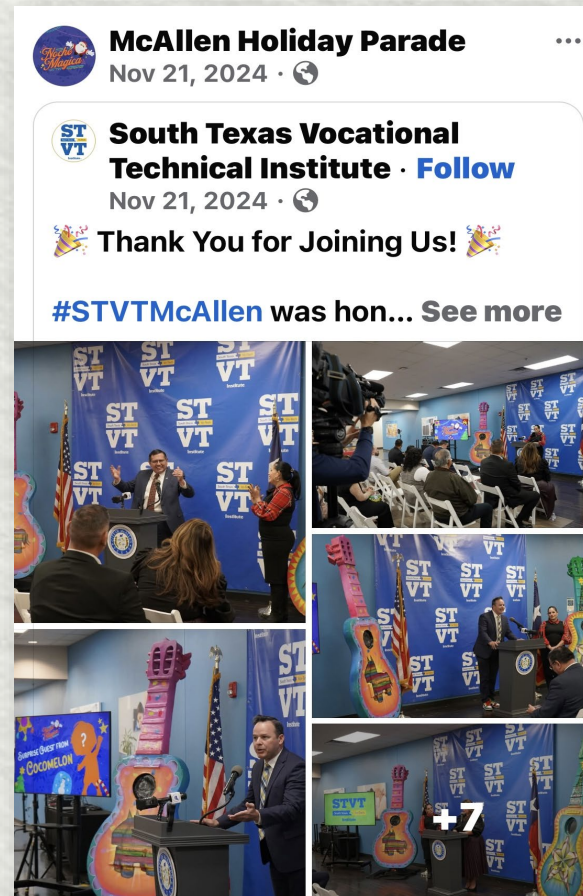
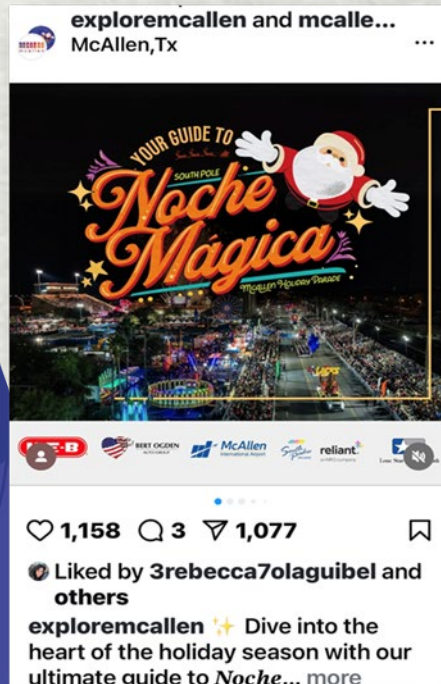
• McALLEN HOLIDAY PARADE SOCIAL MEDIA PAGES

306 POSTS WITH 7.9 MILLION IMPRESSIONS

*12.3% INCREASE FROM 2023

• AUDIENCE GROWTH

34.8% INCREASE FROM 2023



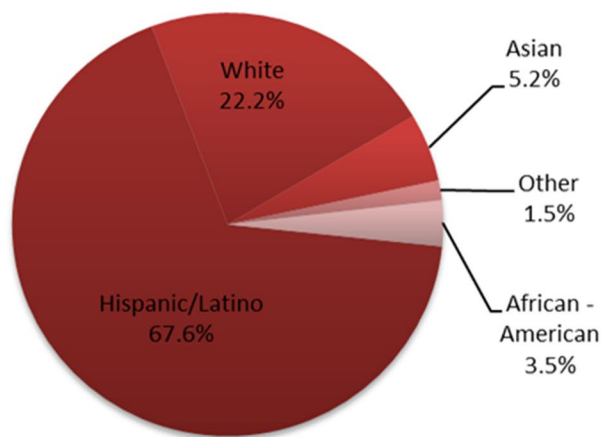
ADVERTISING IMPRESSIONS

Mediums	Impressions
TV	15,975,962
Radio	13,564,300
Print	509,253
Social Media	27,266,563
Text & Email Blasts	72,734
McAllen Internal TV Signage	45,000
Billboards Bus wraps Street Banners	36,572,682
Website Visits Across City	244,323
TOTAL	94,133,083

12.5%
INCREASE
FROM 2023

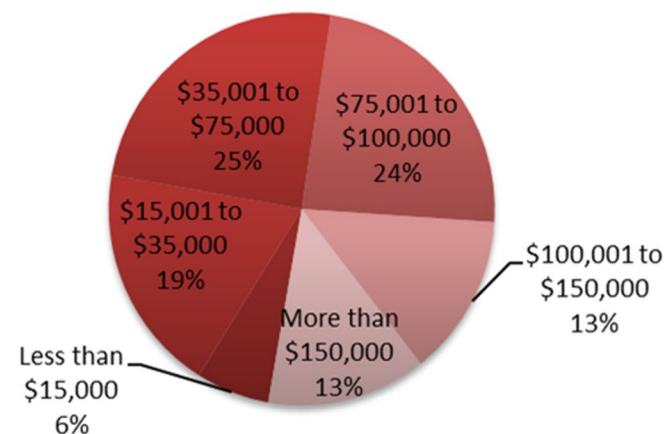


Race/Ethnicity



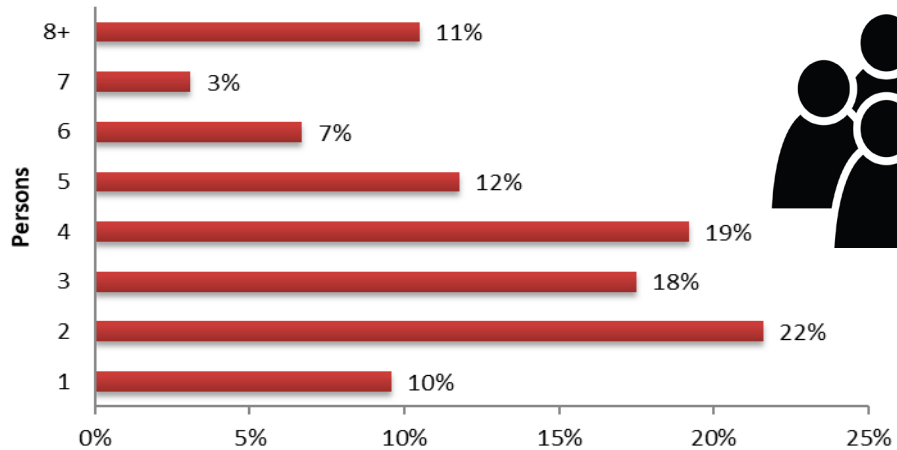
DEMOGRAPHICS

Household Income





Number of Persons in Group

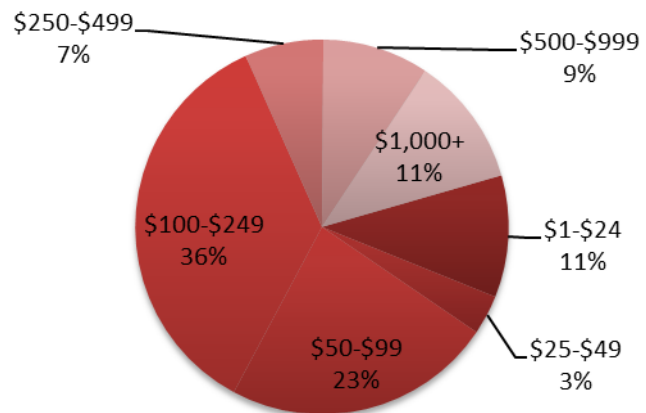


52% attended in a group of four or more

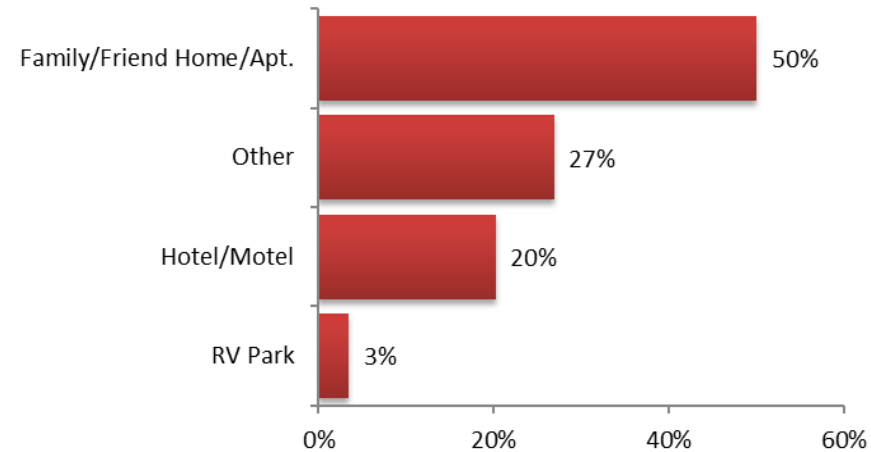
DEMOGRAPHICS



Money Spent

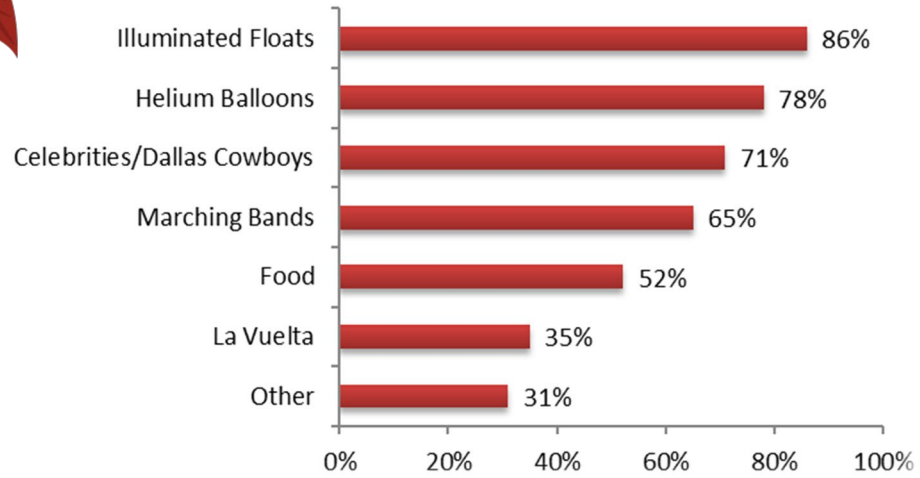


Stay while in McAllen



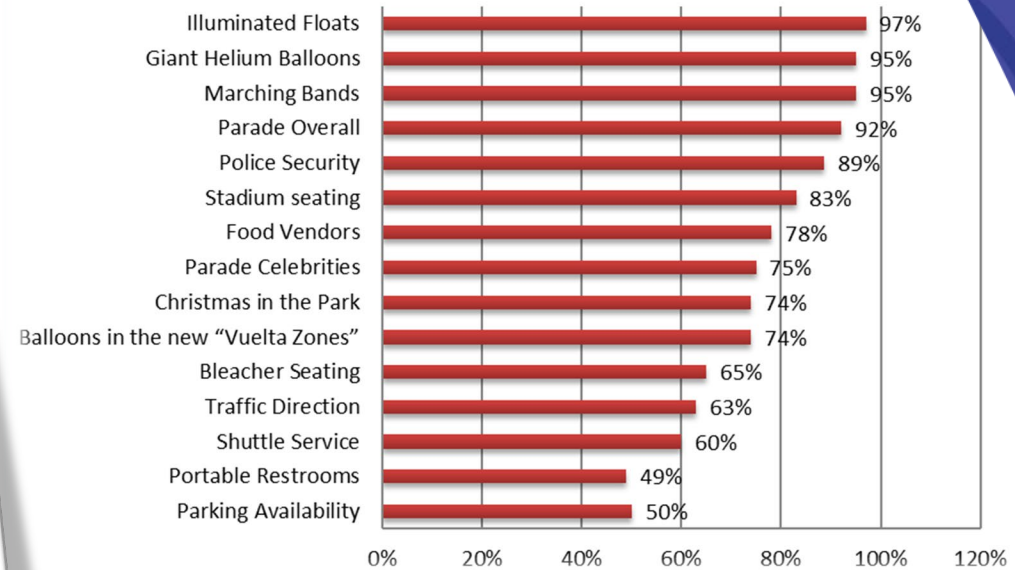


Reasons for Attending Parade



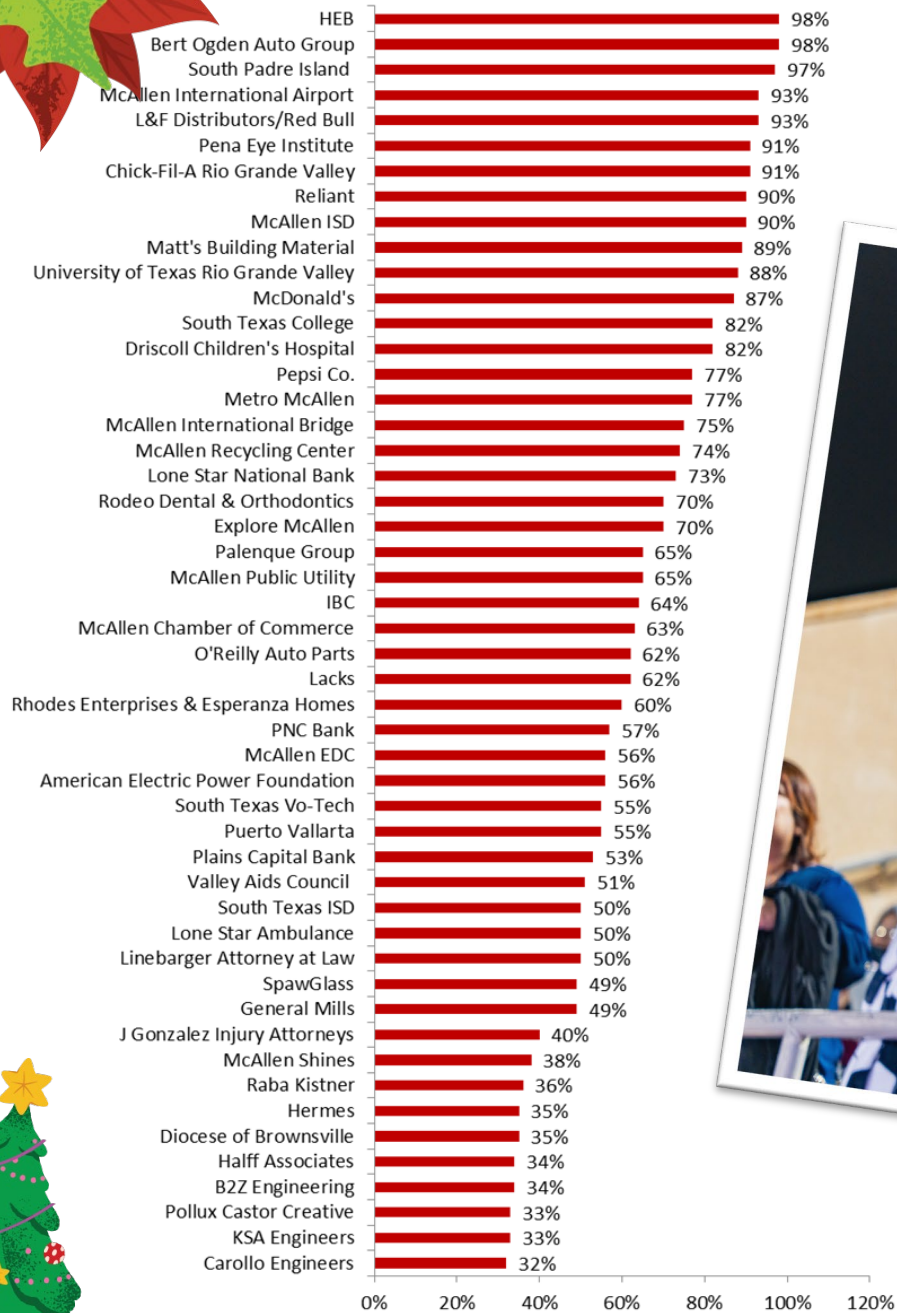
DEMOGRAPHICS

Rated "Good" to "Excellent"





Sponsors Recall



SPONSOR RECALL





SOUTH POLE

Illuminated

FESTIVAL

H-E-B

Total Visitors: 140,600
10% increase year over year



SOUTH POLE EVENT OVERVIEW

Event Overview

The South Pole Illuminated Festival presented by H-E-B 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, weekend electric parades & more!

EVENT TIMING: November 29, 2024 – January 1, 2025

EXHIBIT LENGTH: 33 days

ATTENDANCE DURING RUN OF EXHIBIT: 140,600 visitors

MARKETING TIME FRAME: October 1, 2024 – December 31, 2024

Special Events and Attractions

- **NEW** Driscoll Electric Parade
- **NEW** Illuminated Lands including Santa's Castle, Candyland, Enchanted Forest, Crystal Christmas, & more
- Largest Digital Christmas Tree in America
- Fireworks Extravaganza
- Holiday Carnival & Giant Ferris Wheel
- Santa Photos
- Train Rides by Metro McAllen
- Gingerbread House Building
- Floats on Parade Exhibit
- Holiday Food Court & S'mores Station
- South Pole Artisan Market



SOUTH POLE
Illuminated
FESTIVAL



MCALLEN, TX

STRATEGIC GOALS

- **Bring Holiday Magic to McAllen**
 - **Goal:** Deliver a uniquely immersive and magical holiday experience for residents and visitors.
- **Enhance Quality of Life for Residents**
 - **Goal:** Offer affordable, family-friendly entertainment that fosters joy and community bonding.
- **Drive Cultural Tourism and Placemaking**
 - **Goal:** Position McAllen as a regional holiday destination through authentic, culturally rich programming.
- **Generate Economic Impact for the Region**
 - **Goal:** Stimulate local economy through increased tourism, vendor sales, and hospitality activity.
- **Ensure Financial Sustainability of the Event**
 - **Goal:** Achieve a balanced or profitable event model supported by strong sponsorships, ticket sales, and efficient operations.
- **Foster Public-Private Partnerships & Stakeholder Engagement**
 - **Goal:** Deepen relationships with sponsors, civic partners, and community organizations.



SOUTH POLE
Illuminated
FESTIVAL



MCALLEN, TX

TALLEST DIGITAL CHRISTMAS TREE IN AMERICA

SOUTH POLE
Illuminated
FESTIVAL

H-E-B

McALLEN, TX







NEW SANTA'S CASTLE

SOUTH POLE
Illuminated
FESTIVAL

H-E-B

MCALLEN, TX



NEW **ENCHANTED** **FOREST**



NEW CANDY LAND



Performing Arts Center

NEW
**CRYSTAL
CHRISTMAS**



SOUTH POLE
Illuminated
FESTIVAL

H-E-B

McAllen, TX

SOUTH POLE FIREWORKS EXTRAVAGANZA

SOUTH POLE
Illuminated
FESTIVAL

H-E-B

McALLEN, TX





H-E-B
HelpingHere
Pay to the order of: McAllen Education Foundation \$50,000
Fifty Thousand and 00/100
Date: Dec 17th, 2024
South Pole Day of Giving H-E-B

H-E-B
HelpingHere
Pay to the order of: Boys & Girls Club of Edinburg \$50,000
Fifty Thousand and 00/100
Date: Dec 17th, 2024
South Pole Day of Giving H-E-B

H-E-B
HelpingHere
Pay to the order of: \$50,000
Date: Dec 17th, 2024
H-E-B

SOUTH POLE
Illuminated
FESTIVAL



McALLEN, TX

H-E-B's Day of Giving Donated \$150K



SOUTH POLE
Illuminated
FESTIVAL

H-E-B

McALLEN, TX

LSNB FREE CHILDREN DAYS



Driscoll



ELECTRIC PARADE



AT SOUTH POLE



NEW ATTRACTION





***NEW* Electric Parade with Trompitos | Bands | Santa| Firework Show**

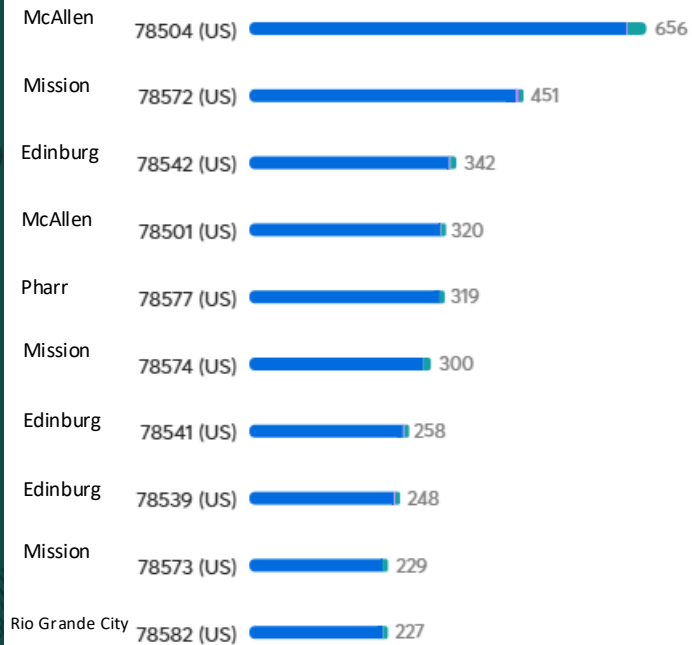




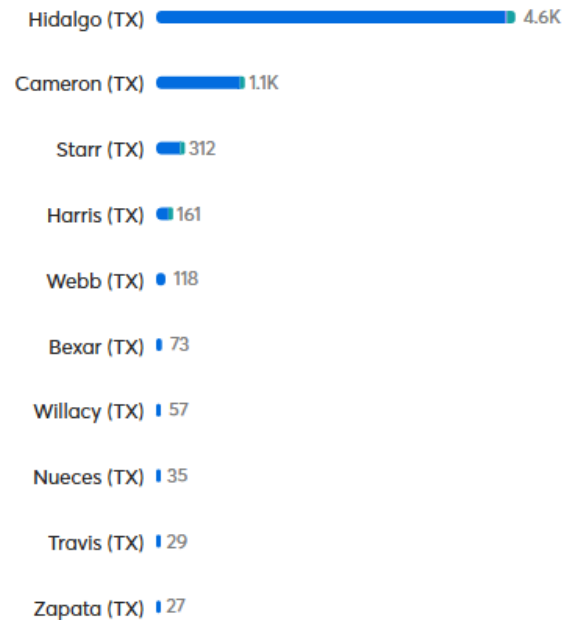
TOP 10 MARKETS

BY ZIP CODE , REGION AND DMA

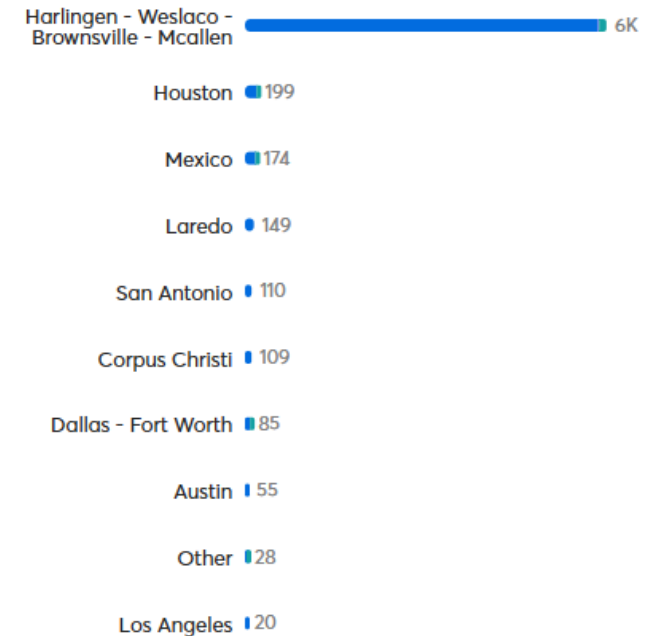
POSTAL CODE



REGION ①



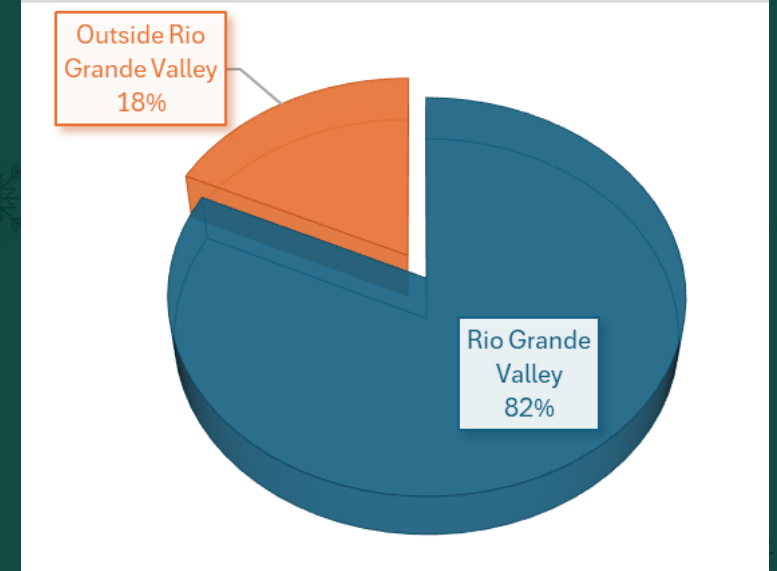
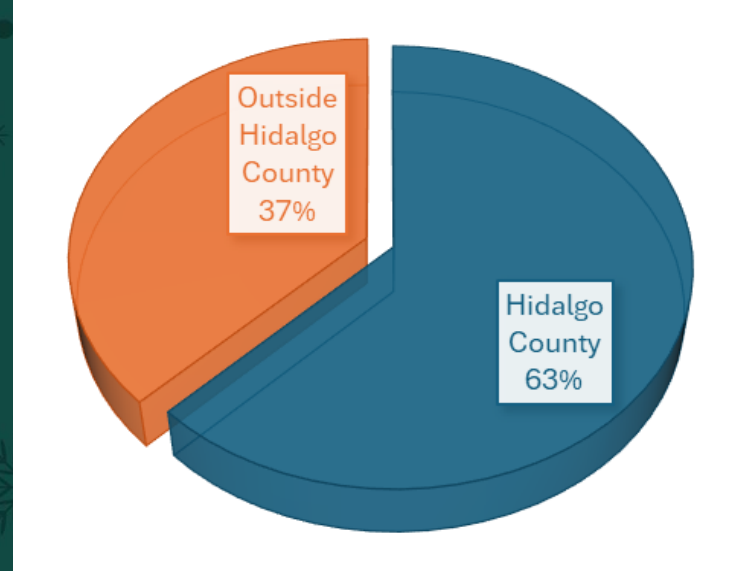
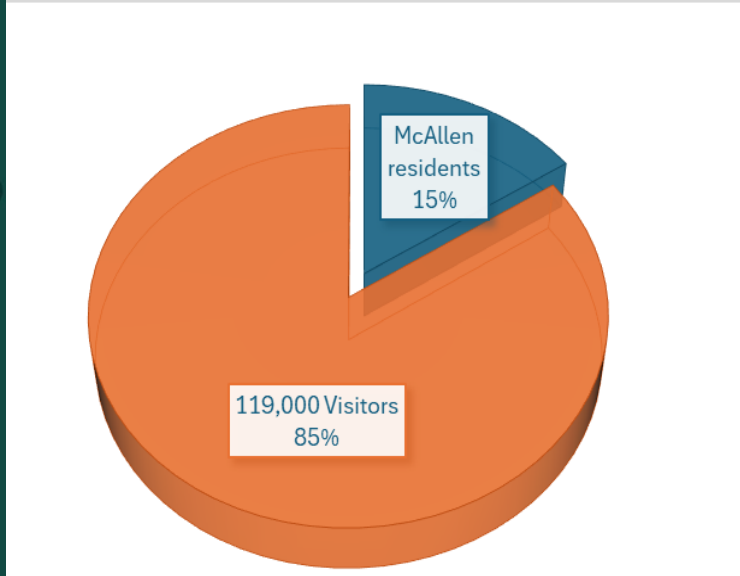
MARKET (DMA)



1 in 3 guests travel from outside Hidalgo County

TOP 10 MARKETS

BY ZIP CODE , REGION AND DMA

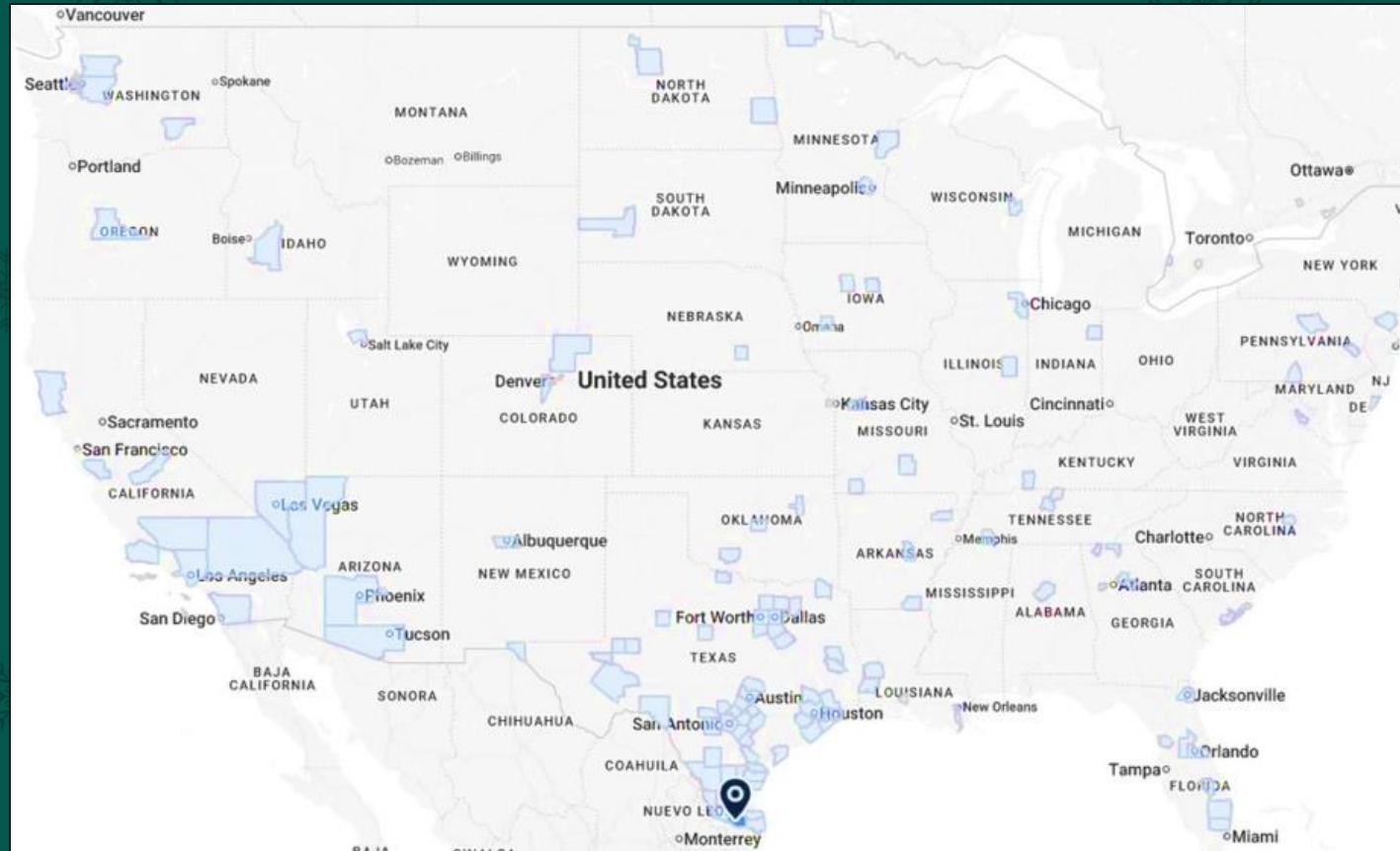


85% of our audience came from outside McAllen
1 in 3 guests travel from outside Hidalgo County

Geographic Reach of Ticket Purchases

- 37.4% of ticket sales were outside Hidalgo County (regional, statewide, national, and international)

 Many travel 30+ miles to attend



SOUTH POLE
Illuminated
FESTIVAL

H-E-B

McALLEN, TX

DEMOGRAPHICS

- Ticketmaster Page visits 64,084 (22% increase)
- 🎫 70% attended with children
- 👨👩👧 Families are the **core audience segment**
- 📈 Young demographic (Millennial & Gen Z heavy)
- 💰 Low disposable income



Identified Fans
2,652

Married
43%

Child Present
70%

Male
42%

Female
58%

EDUCATION LEVEL

- High School or Less (59.89%)
- College (29.28%)
- Grad School (10.82%)

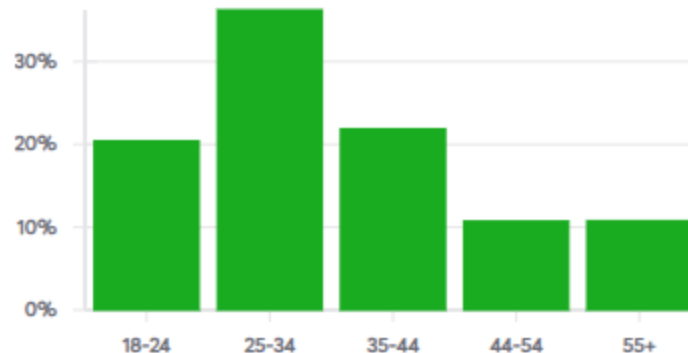


PREFERRED PAYMENT METHOD

- AMEX (3.19%)
- Discover (1.9%)
- MasterCard (16.52%)
- Visa (74.73%)
- Other (3.66%)



AGE RANGES



INCOME





McALLEN CONVENTION CENTER



SOUTH POLE

ILLUMINATED FESTIVAL

Economic Impact 24.5 million



SOUTH POLE
Illuminated
FESTIVAL



McALLEN, TX

268 Jobs + 8.3 Million in Labor Income

Advertising & Marketing Campaign

Total ad impressions: 75.8 million

TV | OTT | Radio | Social Media | Web | Print | Bus | Billboard

PR | Earned media impressions:

4.89 million | 44 News Stories | \$250.2K in ad equivalency

Social Media: 12.5 million | 24.5% increase from prior year

EMAIL & TEXT CAMPAIGNS

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

SOUTH POLE
Illuminated
FESTIVAL



McALLEN, TX





ADVERTISING CAMPAIGN BREAKDOWN

Mediums	Impressions
TV	11,293,030
Radio	12,378,137
Print	334,677
Social Media	12,575,403
Influencers	260,232
Email Blasts	35,234
McAllen Internal TV Signage	45,000
Billboards	26,399,756
Bus Wraps	12,516,000
TOTAL	75,836,469

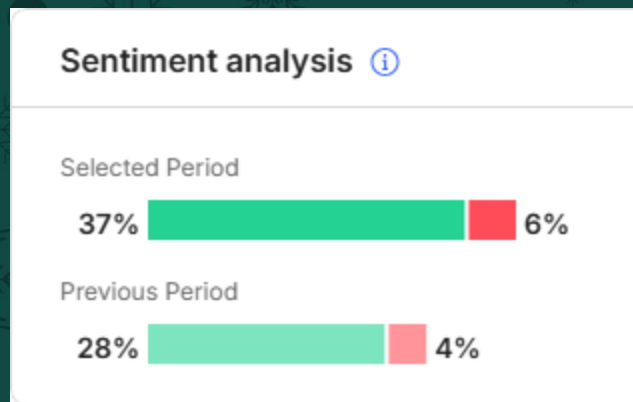
SOCIAL MEDIA COVERAGE

IMPRESSIONS META | INSTAGRAM

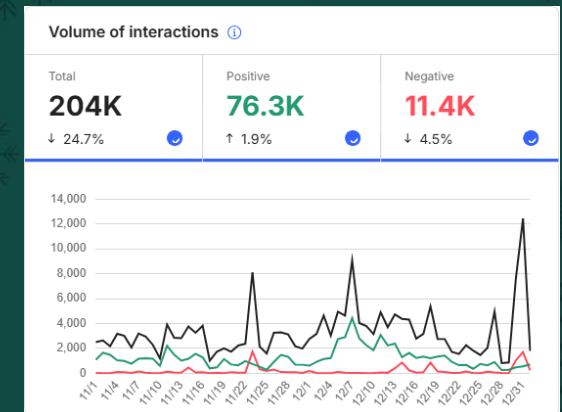
MOST POPULAR WORDS DURING MARKETING TIMEFRAME

business star national illuminated
parade thank airport park
children free metro
family holiday h-e-b bank
school border rgv pole
kids community support christmas

OVERALL CONVERSION OF THE COMMUNITY THAT IS CLASSIFIED AS POSITIVE



SIZE OF THE COMMUNITY'S CONVERSATION, MEASURE BY THE POSTS INTERACTIONS



SOUTH POLE
Illuminated
FESTIVAL



MCALLEN, TX

ORGANIC SOCIAL POSTS

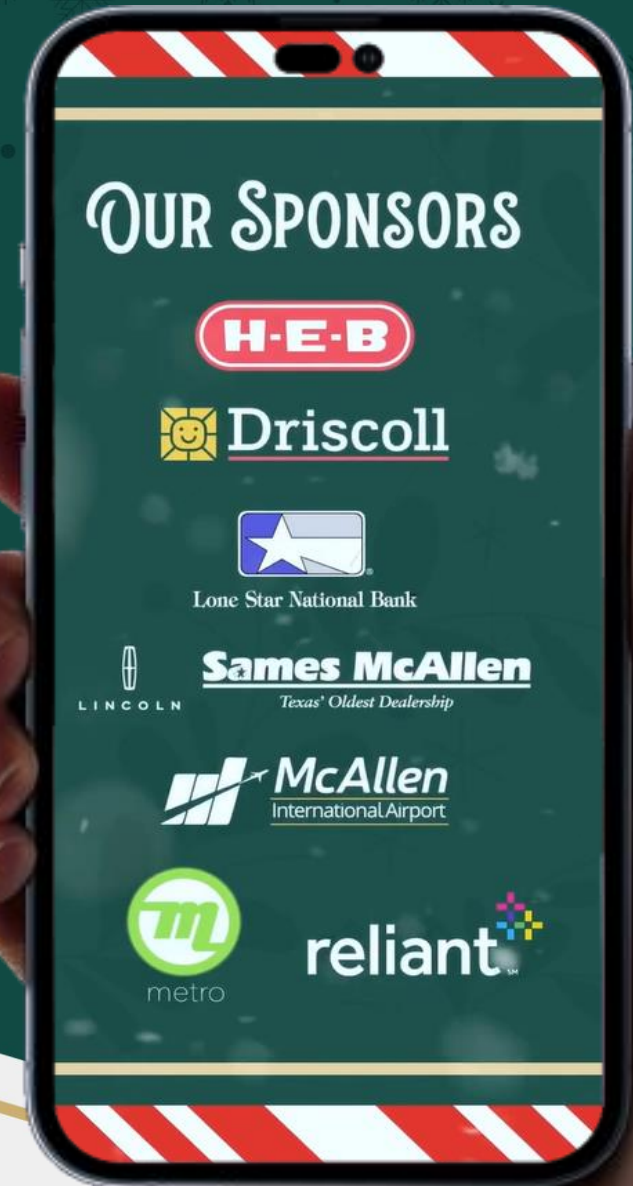
TOTAL ESTIMATED REACH FOR ORGANIC POSTS

- Facebook – 8,981,616 unique users
- Instagram – 518,542 unique users

SOUTH POLE
Illuminated
FESTIVAL



MCALLEN, TX

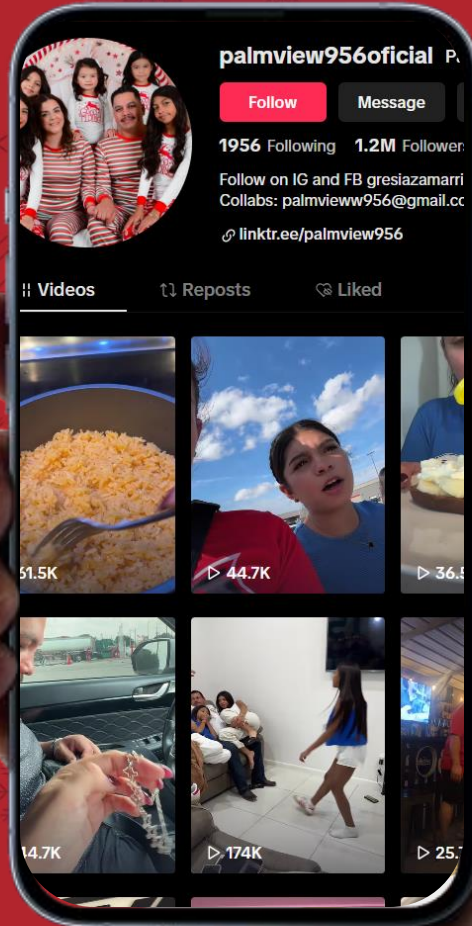


INFLUENCER: @Palmview956oficial

palmview956oficial

1.2M Total Follower

Total Impressions: 172,900



INFLUENCER: @LIFEINTHE 956

Life in the 956

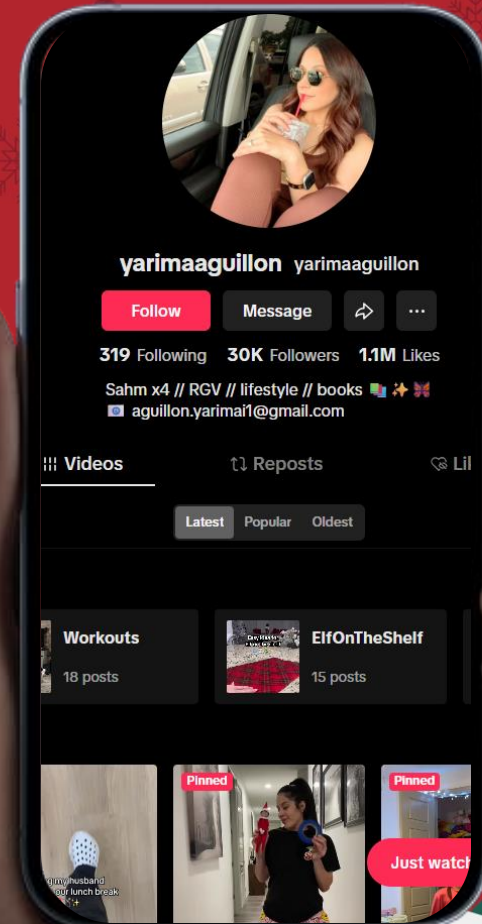
145K Total Follower
Total Impressions:
80,700



INFLUENCER: @yarimaaguillon

yarimaaguillon

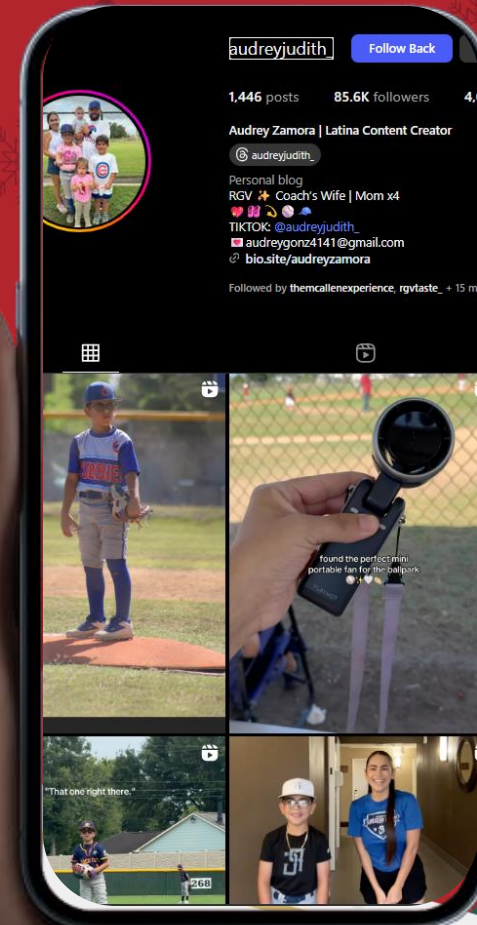
30k Total Follower
Total Impressions:
3,452



INFLUENCER: @audreyjudith_

Audreyjudith_

162.4K Total Follower
Total Impressions: 3,180



WEBSITE / LANDING PAGE TRAFFIC

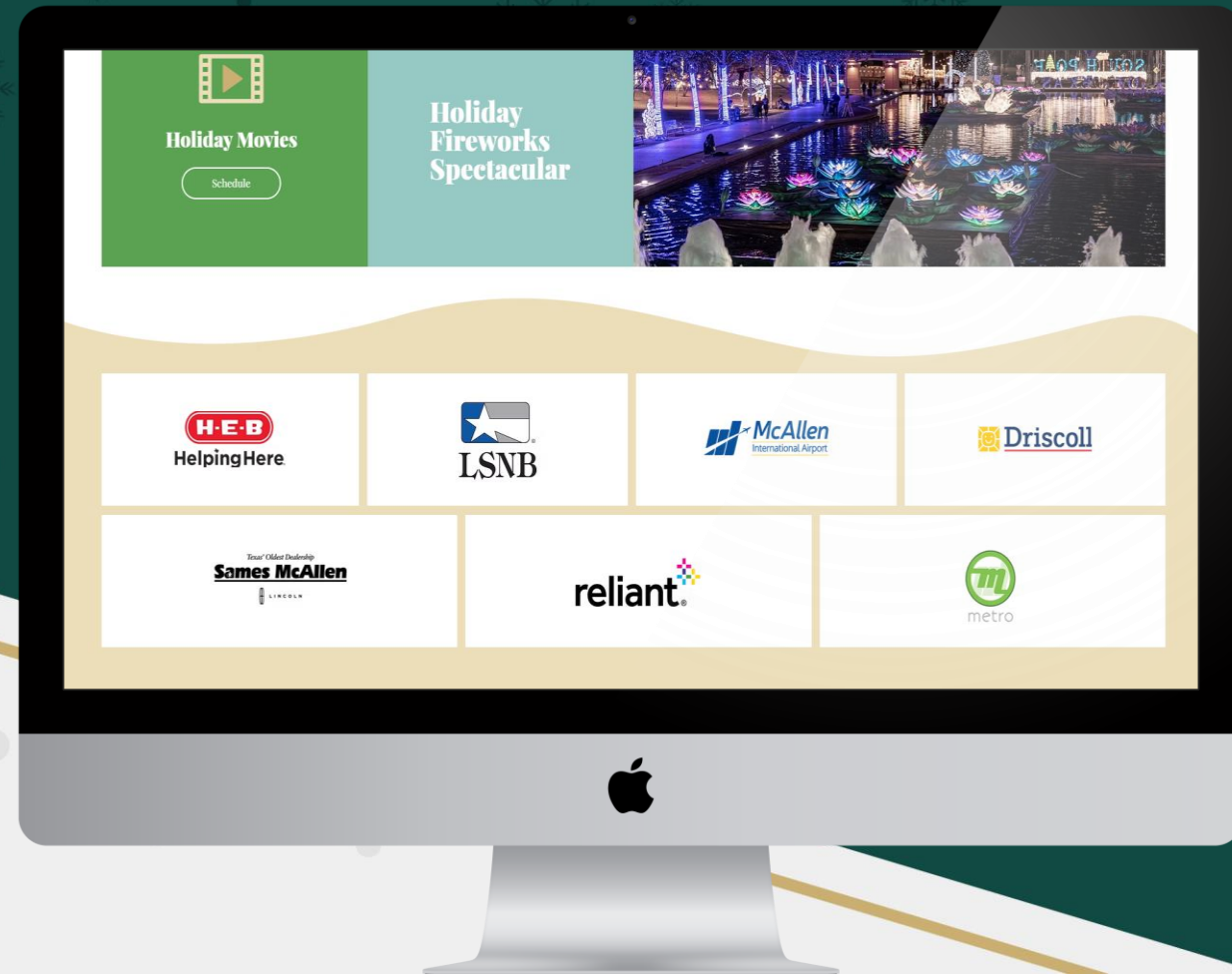
LANDING PAGE: <https://www.southpoleoftexas.com/>

WEB ANALYTICS

- Total Page Views – **70,395**
- Total Unique Page Views – **51,461**
- Total Users – **51,476**
- Total New Users – **49,791**

SEARCH QUERIES

- Total Clicks – **72,584**
- Total Impressions – **89,341**



EMAIL MARKETING CAMPAIGNS

TALLEST DIGITAL CHRISTMAS TREE IN AMERICA




Helping Here
PRESENTS

McALLEN CONVENTION CENTER


ILLUMINATED FESTIVAL

JOURNEY THROUGH
MILLIONS OF LIGHTS

OPEN UNTIL DEC 29
SOUTHPOLEOFTEXAS.COM



PHOTO
WITH
SANTA

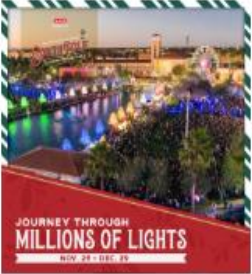


NEW
SANTA'S
CASTLE



FINAL WEEKEND
ENDS DEC 29

SOUTH POLE ILLUMINATED FESTIVAL
McALLEN CONVENTION CENTER



JOURNEY THROUGH
MILLIONS OF LIGHTS
NOV. 29 - DEC. 29

SCHEDULE

Wed, Thurs, Sun | 5:30PM - 9:30PM

Fri & Sat | 5:30PM - 10:30PM

Mon & Tues | CLOSED

GET TICKETS

FREE FOR KIDS 6
AND UNDER

FREE ADMISSION FOR KIDS 12 AND UNDER ON
WEDNESDAY & THURSDAY EXPIRED 12/19/24

BOOK HOTELS

TALLEST DIGITAL
TREE OF AMERICA
NOV. 29 - DEC. 29



TALLEST DIGITAL
TREE OF AMERICA
NOV. 29 - DEC. 29



HOLIDAY
FIREWORKS
SPECTACULAR
NOV. 29 - DEC. 29



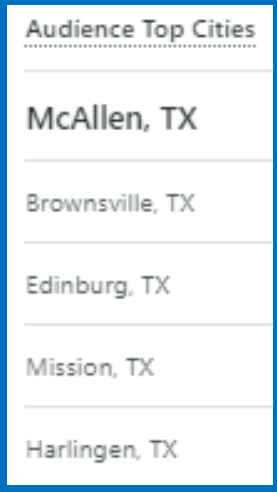
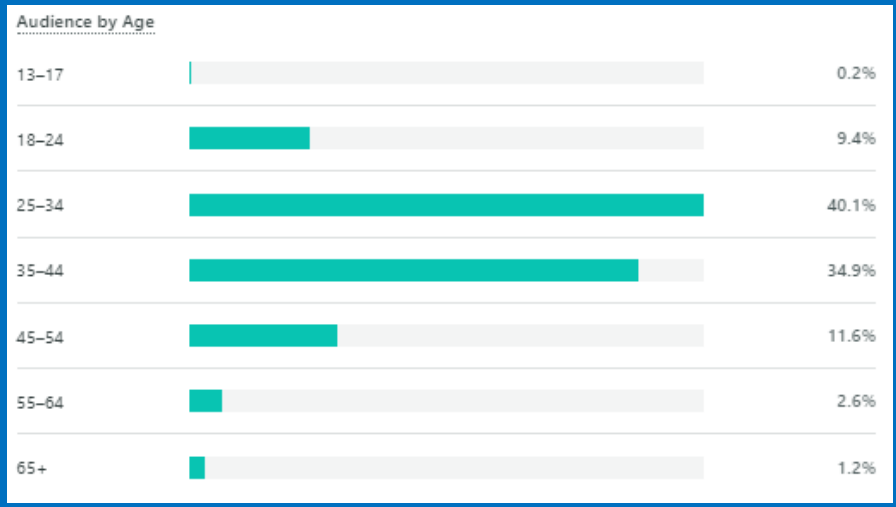
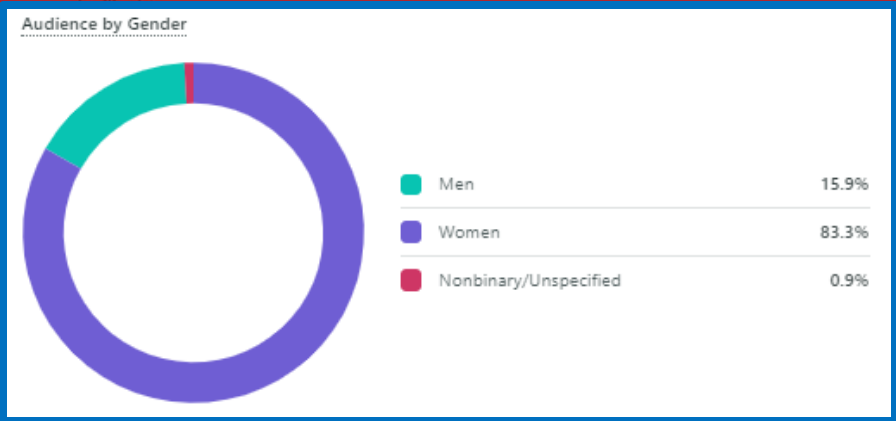
GIANT
ILLUMINATED
LANTERNS
NOV. 29 - DEC. 29

EMAIL BLAST	TOTAL IMPRESSIONS
SOUTH POLE ILLUMINATED FESTIVAL	15,750
SOUTH POLE ILLUMINATED FESTIVAL FINAL DAYS	19,484
TOTAL	35,234

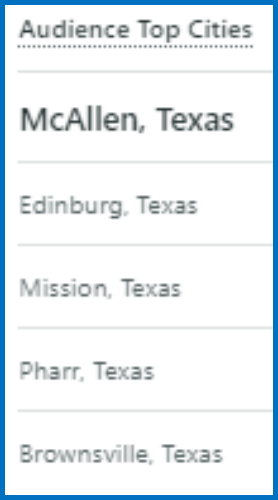
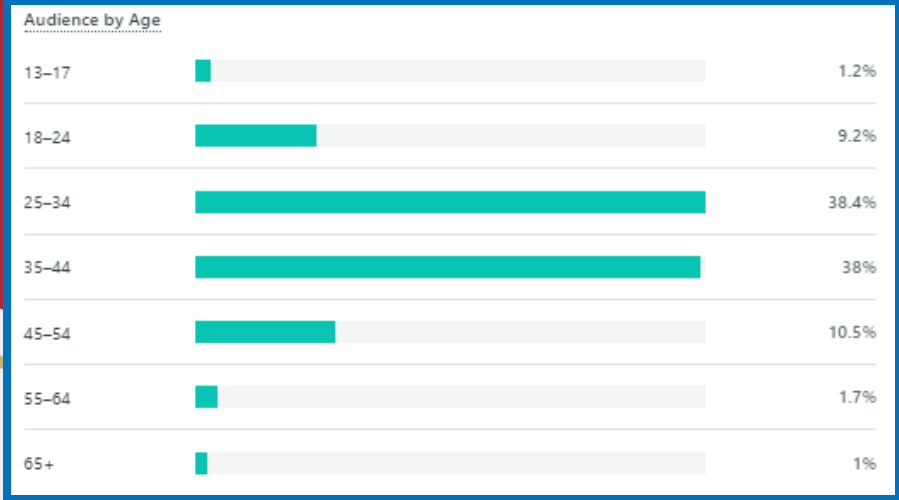
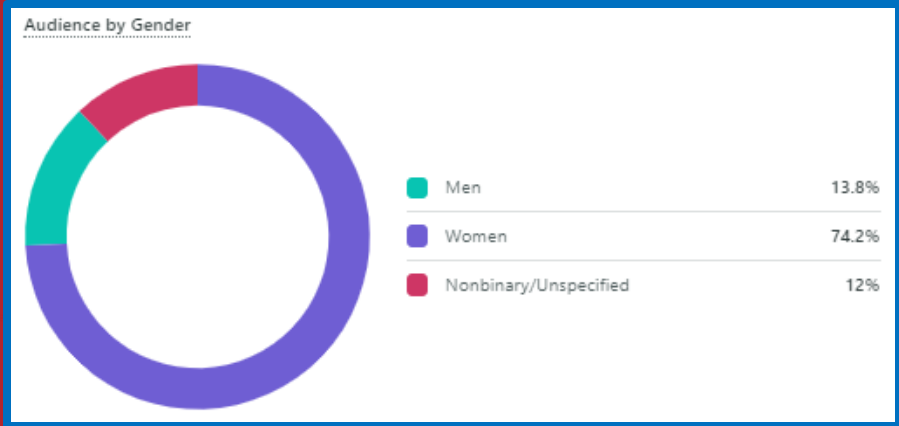


SPIF DIGITAL DEMOGRAPHICS / AUDIENCE

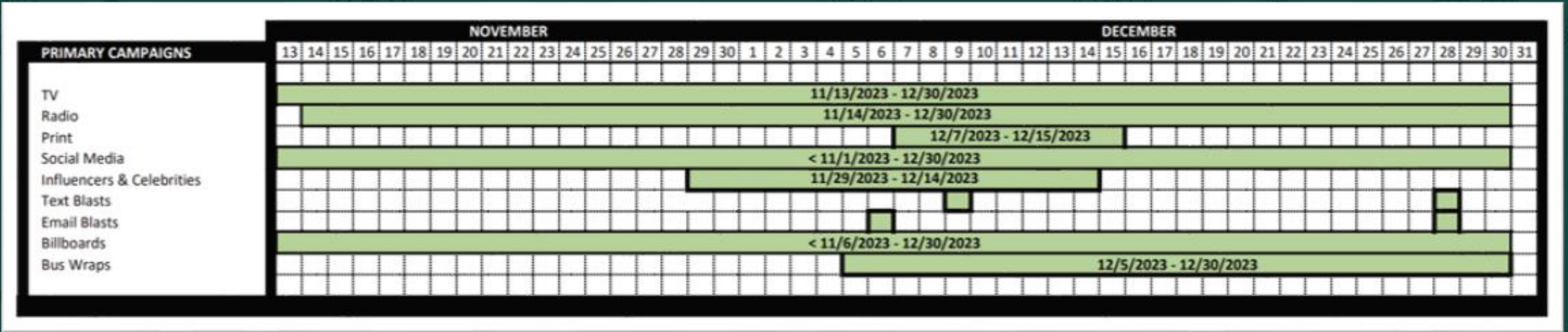
FACEBOOK



INSTAGRAM



ADVERTISING CAMPAIGN TIMELINE



SOUTH POLE
Illuminated
 FESTIVAL



MCALLEN, TX



ITEM SUMMARY

BOARD:	AGENDA ITEM	3.A.
	DATE SUBMITTED	
	MEETING DATE	6/23/2025

1. Agenda Item: Deliberation regarding critical infrastructure facility. Tex. Gov't. Code §551.0761.
2. Party Making Request: Austin Stevenson
3. Nature of Request: Deliberation regarding critical infrastructure facility. Tex. Gov't. Code §551.0761
4. Routing:
Crystal Montano
Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:



ITEM SUMMARY

BOARD:	AGENDA ITEM	3.B.
	DATE SUBMITTED	
	MEETING DATE	6/23/2025

1. Agenda Item: Consultation with City Attorney regarding legal aspects of special events. Tex. Gov't. Code §551.071.
2. Party Making Request: Austin Stevenson
3. Nature of Request: Consultation with City Attorney regarding legal aspects of special events. Tex. Gov't. Code §551.071
4. Routing:
Crystal Montano
Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

3.C.

DATE SUBMITTED

MEETING DATE

6/23/2025

1. Agenda Item: Discussion and possible lease, sale or purchase of Real Estate Property, Tract 1.Tex. Gov't. Code §551.072.
2. Party Making Request:
3. Nature of Request:
4. Routing:
Crystal Montano
Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation: