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Nueces County
Commissioners Court
Administration



FY 13/14
Outside
Agency
Report

Measurable Results Obtained Through the Use of County Funds

The CCHCC Board of Directors and staff continue to promote and build community awareness of Nueces County and the many businesses that play an integral role in spurring growth in our County. We will continue to support small business entrepreneurship by stimulating, encouraging, and promoting business owners to locate their commercial activities within Nueces County. We believe that with the growth of Nueces County, our small business owners will be provided with greater opportunities to grow their wealth and live in a County that supports small business growth.

- ✓ The \$4,800 funding provided by Nueces County enabled the CCHCC with the opportunity to promote the County as well as fulfill our mission to serve the business community by developing active participation in education, leadership, public affairs, and creating business opportunities for our members.

Business Development Services

The Business Development department is dedicated to building a sustainable community by providing programs and services that will enhance the visibility and production of its members.

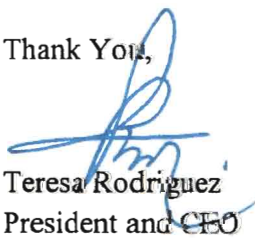
1. The CCHCC launched the International Outreach Program, to strengthen friendship ties between Mexico and Nueces County through Economic, Tourism, and Educational Cooperation. CCHCC is the liaison between Nueces County and the Consulado General de Mexico in San Antonio as well as between Texas A&M University-Corpus Christi and the Tecnologico de Monterrey.
2. In order to strengthen the existing relationship and enhance partnership opportunities for Nueces County, the CCHCC was invited by the Mexican Consulate General of San Antonio to be a guest at the Asociacion de Empresarios Mexicanos Gala in San Antonio and the CCHCC attended a luncheon hosted by the Asociacion De Empresarios Mexicanos held in Mission, Texas.
3. The CCHCC participated in many Texas Association of Mexican American Chambers of Commerce (TAMACC) sponsored events around the State. These funds enabled us to have Nueces County representation at TAMACC meetings, receptions and annual convention. The CCHC was named the 2014 Medium Chamber of the Year by TAMACC.
4. To strengthen the CCHCC's ability to address the needs of Nueces County businesses, both large and small, President and CEO Teresa Rodriguez attended professional training seminars designed especially for Chamber of Commerce's and their members.

Advertising Services

The CCHCC strives to promote and brand our membership through advertising and marketing opportunities that shall consist of reaching a broader audience by print and online advertisements, website recognition, business publications, e-Newsletters, event participation, and legislative updates.

1. As the official Hispanic business liaison between the business community and the community at large, the CCHCC has highlighted the County at its premier events including
 - a. State of the County Address featuring Nueces County Judge Loyd Neal
 - b. Women in Energy Luncheon featuring Gindi Eckel Vincent, ExxonMobil
 - c. CCHCC Annual Gala & Awards Ceremony featuring Paul Rodriguez
 - d. Mi Casa Es Su Casa honoring Claudia Lobell and Chris Adler
2. Nueces County is also promoted at smaller scale events which are focused on assisting small business owners with the tools and resources needed to start up, maintain, and grow their businesses, including but not limited to Buenos Dias Corpus Christi, Women in Business Breakfast, and Small Business Training and Certification Seminars.
3. The CCHCC posted the State of the County video on the homepage of our website immediately following the event until the close of 2014.
4. The CCHCC allotted one of our six magazine covers to highlight Nueces County. The magazine was mailed out to 700 recipients, given to each of the 850 individuals attending the State of the County Address and also available at CCHCC office and events during the months of March and April.
5. The CCHCC includes Nueces County as a Community Partner on all marketing items, website and at all events.

Thank You,



Teresa Rodriguez
President and CEO

Corpus Christi Hispanic Chamber of Commerce

NUECES COUNTY AGREEMENT BREAKDOWN

Expenditures of County Funds	Total Amount	County Allocation Amount	Description
Promotional Items with County Information	\$2,450.00	\$612.00	Provided at State of the County/Lapel Pins and Logo Cookies
Nueces County Live Video	\$275.00	\$275.00	Live Video Feed and Website Upload
TAMACC Events & Conference	\$1,178.96	\$290.00	Texas Association of Mexican American Chambers of Commerce
Business Development	\$5513.14	\$1,350.00	International Outreach/Trainings/Education
Vision Newsletter	\$400.00	\$400.00	Front Cover/Write Up/Full Page Ad
Small Business Development	\$3,500.00	\$873.00	Trainings/Seminars/Certifications
Community Partner Membership	\$1,000.00	\$1,000.00	Recognized as Community Partner

Total \$14,317.10 \$4,800.00

✓ Jcm 12/19/14

County Judge - \$1,500

Commissioner Pct 1 - \$2,000

Commissioner Pct 2 - \$1,300