



Mineral Wells Area
Chamber of Commerce
& Visitors Bureau

The LEAD

LEADERSHIP ENTERPRISE ADVOCACY DEVELOPMENT

Business and Tourism News

www.visitmineralwells.org

May 2016

www.mineralwellstx.com

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2nd Annual Battle of the Business Golf Tournament

Whose business will take the trophy for the 2nd annual Battle of the Businesses Golf Tournament? The first event, held last September was a wonderful day of golf, networking, competition and fun! The Chamber staff is hard at work organizing this year's event and hoping for a big turnout and just as much fun. This year's tournament will take place at Holiday Hills Country Club on Saturday, June 18th with a 1:00pm shotgun start.

Prizes will be awarded for the top 3 teams in each flight along with individual prizes for skills competitions. If your business is looking to showcase itself, opportunities are available for you to set up on a hole. The format will be a four person scramble with multiple flights. New to the event this year is an individual teams division. If you are unable to compete in the business divisions for the trophy you can still compete for the cash and prizes. A 50/50 raffle will also take place and door prizes will be awarded. Heavy hors d'oeuvres will be served after the scramble and players will be given an opportunity to network before awards and as prizes are given out.

Sign-ups are taking place now and sponsorships are available. Please contact Rachel to get more information about packages. She will be happy to help you customize a package to fit your business



Change Your View Initiative Launches!

One of the common criticisms heard throughout the business community is that Mineral Wells lacks pride. The Change Your View Initiative hopes to begin to address this issue by growing community pride through a 3 phase campaign. The first phase will focus on marketing and promotions distribution. Through this phase the Chamber distribute Mineral Wells t-shirts to key business partners to be worn on Fridays. The hope is to generate conversation with both local and visiting customers about what a great town we live in. We will create buzz by creating a social media campaign, utilizing the hashtag #changeyourview. During the second phase, the Chamber will reach out to businesses to offer customer service and community awareness training. When someone encounters a frontline employee we want to equip that employee with the knowledge and confidence to promote Mineral Wells. By doing this we will help to change the attitudes of our local residents about who we are as a community. The final phase of the project will be to increase the availability of Mineral Wells souvenirs and memorabilia. By offering various styles and options for t-shirts and other goods, the Chamber will be able to further reach the community and encourage spirit and pride for our town.

Chamber Team

Board of Directors

Mitch Bradshaw-Chairman of the Board
Ace Hardware

Raymond Greenwood-Chair Elect
Suddenlink

Roger Smith-Vice Chair
Genesys Aerosystems

Dacey Malone-Finance Chair
Titan Bank

Kelli Buschow-Secretary
Nix Rental Homes

Brian Bennett-Past Chair
Bennett's Office Supply & Equipment

Casey Lister
Baum-Carlock Bumgardner Funeral Home

Mel Kincaid
First Baptist Church Mineral Wells

Linda Porter-Bradford
Children's Alliance Center

Major Investors

Chairman's Council: City of Mineral Wells, First Financial Bank, Jerry Durant Auto Group, Mineral Wells Chevy Buick GMC, Mineral Wells Index, QXFM Radio, Ram Country Dodge, Community National Bank, Texas Farm Bureau Insurance

Executive Members:

Baum-Carlock-Bumgardner Funeral Home, Oncor Electric Delivery, Texas Gas Service, First National Bank of Santo

Staff

Ryan Roach
President

Marcelinda Williams
Director of Member Services

Nikki Bossaller
Office Manager

Blaire Zahn
Tourism Director

Rachel Lively
Director of Sales & Marketing

Mission

The Mineral Wells Area Chamber of Commerce and Convention and Visitors Bureau advances, supports and promotes the economic vitality of the Mineral Wells Area and Palo Pinto County.

Contact

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Ribbon Cutting Photos

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3. Dairy Mart
4. Accountable Care Now
5. Boyce Ditto Public Library
6. Texas Frontier Trails



April Board Notes

Beginning this month in the newsletter, we will recap what ideas and actions are coming out of the Chamber board meeting. The Mineral Wells Area Chamber of Commerce is focused on being a driving force for our community by supporting and advancing a positive business climate. Below is a brief summary of what took place at the April Board of Directors meeting.

Actions-Pledged up to \$15,000 to cover the cost of materials for BOUNCE!, a home rehabilitation program that will take place this summer. Approved uses for Historic MWHS project. Approved Change Your View Initiative to begin growing community spirit and pride.

Team Reports-Economic Development: Did not meet last month. **Quality of Life:** Visited with City Manager and Code Enforcement about Minimum Housing Code and status of implementation. Team also is beginning to explore recruitment of YMCA Center for Mineral Wells. **Tourism and Branding:** Interviewing marketing and advertising agencies to assist Chamber in developing a brand for Mineral Wells as a tourism destination. **Membership Development:** Redeveloping membership marketing material for Chamber and discussing membership satisfaction survey.

We hope the Members find this information beneficial. The Chamber is working hard for Mineral Wells and your business!

NATIONAL TRAVEL & TOURISM WEEK

MAY 1-7, 2016



National Travel & Tourism Week 2016

Travel and tourism is one of America's largest employers, ranking in the top 10 in 49 states and the District of Columbia. May 1-7, join us as we celebrate National Travel & Tourism Week and the positive impacts that tourism has on our community.

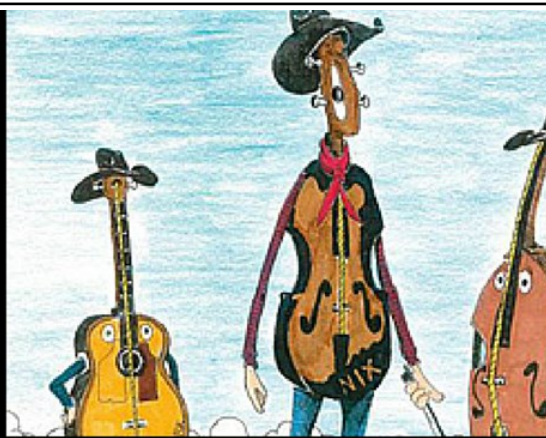
Across Texas, travel employs a prosperous and diverse workforce, from airline and hotel employees, to restaurant, attraction and retail workers, and supports related sectors such as construction, manufacturing and finance.

DID YOU KNOW?

According to studies conducted by the Office of the Governor, in 2014

- Travel and tourism businesses directly employed 580 jobs across Palo Pinto County
- Total direct earnings reached \$13 million
- And total direct travel spending accounted for \$78.8 million in the county

So this week, get out there and support your local travel and tourism businesses. Go check out one of our attractions



Renewing Investors

ENTREPRENEUR

- Archstone Dental
- Chili's Grill & Bar
- Crawford, Carter, Thompson & Durbin
- HydroScience Technologies
- Lakewell Place
- Palo Pinto Nursing Center
- Weatherford College
- Wes-Texas Vending Company

BASIC

- Air Conditioning Resources of Texas
- Bennett Printing
- Brazos Cinema III
- Buckets & Boots Foundation
- Doshier Appliance
- Hope, Inc.
- Mineral Wells Noon Lions Club
- Mineral Wells Seventh Day Adventist Church
- Mineral Wells Volunteer Fire Department
- Palo Pinto County Democratic Club
- Palo Pinto County Historical Association
- Premier Properties
- Richard Signs and Cranes
- Sandstone Foothills Apartments
- Silk Stocking Row
- The Cellar

MAY EVENTS

MINERAL WELLS

- May 6-7: CSWM Swing Fest
- May 11-14: PRCA/WRPA Pro Rodeo
- May 21: Run for 57th AHC 5K
- May 21: Celebrate Art!



New Members

- | | |
|---|--|
| Cowpokes Barber/Salon
(940) 468-2716
407 W Hubbard St.
Mineral Wells | Rod's Pro Yard Service
(940) 745-5574
902 SE 16th St.
Mineral Wells |
| Low Cost Insurance
(940)328-1900
1306 SE 1st St.
Mineral Wells | Sims Motor Company
(940) 325-0341
1205 S. Oak Ave.
Mineral Wells |

Featured Members

Member of the Month



Congratulations Waddy Pharmacy, the April 2016 Member of the Month. Waddy Pharmacy provides excellent customer service to the community by delivering medicine to your home, opening after hours to accommodate those in need

Business Beautification

Congratulations to Kram and Associates, PC, the Business Beautification winner for April 2016. The business had the nostalgic Coca-Cola sign on the side of the building restored to its former beauty, bringing beauty and charm to downtown. Kram and Associates, PC will celebrate 10 years in business this month.



NATIONAL **SMALL BUSINESS WEEK**

MAY 1-7, 2016 | #DreamSmallBiz



City and School Board election day:

Saturday, May 7

County run-off election day:

Tuesday, May 24

If you would like to learn more about the city and school board candidates you can watch video of the candidates forums hosted by the Chamber on our Facebook page.

The Chamber office will be closed Monday, May 30 in observance of Memorial Day.

The Chamber newsletter is supported by Weaver's Print Shop.



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