

LETTER FROM THE PRESIDENT

Dear Chamber Members:

Summer is in full swing and the upcoming Fourth of July holiday marks the middle of our summer season. Increased traffic and warm temperatures are all an indicator this summer will be one of our best ever.

The Lighthouse Establishment Cinema is in full swing with three movies planned this month. See the related article in this newsletter. Fishing is also booming with the Texas International Fishing Tournament set for July 28-Aug. 1.

Our July All Member meeting is set for July 2 at 8:30 am at Pirate's Landing Restaurant and we look forward to seeing you there! As always, we encourage you to contact our office with any suggestions or questions you might have about the services we provide to our membership. We look forward to hearing from you!

Sincerely,
Betty Wells
President

71ST TIFT SCHEDULED TO START JULY 28

More than 1500 registrants and 500 boats are expected to converge on the Port Isabel-South Padre Island area to participate in the 71st Texas International Fishing Tournament.

Scheduled for July 28-August 1, the five day event features bay, tarpon and offshore divisions for anglers of all ages. The two days of fishing will take place on Friday, July 30 and Saturday, July 31. Winners will be awarded custom art prints by local artist Larry Haines at the awards ceremonies on Sunday, Aug. 1.

Special activities for juniors 21 years of age and under will be held on Thursday, July 29. Interested persons can register online at www.tift.org or contact Tournament Director Betty Wells at (956) 943-8438 or (956) 561-1052 for more information.

Registration fees for adult anglers are \$100. Junior registration fees range from \$16 to \$30 and captain/crew and social fees are \$50 per person.

VISITORS GUIDE SALES UNDERWAY

Advertising sales for the Port Isabel Chamber of Commerce's 2010-2011 Visitors Guide have begun with a deadline of July 15th for space reservations, according to Chamber President Betty Wells.

Now entering its fourth year of publication,



Family memories, lots of great fishing are some of TIFT's best traditions. The Texas International Fishing Tournament is one of the oldest and largest tournaments on the Texas Gulf Coast. Sponsors: City of Port Isabel and the Port Isabel Economic Development Corporation.

Chamber officials plan to print 30,000 copies and commit one-third of the total guides for local distribution. "We hope to attract visitors to the area and capture those who are already in our communities," said President Betty Wells. "The only way we can effectively accomplish this is to print more guides." As an added value, the guide is also accessible online and has received over 8,500 hits in the month of June alone.

Chamber businesses will soon receive rate information in the mail and are encouraged to respond as soon as possible to meet the July 15th deadline for advertising commitments. For more information, please contact Betty Wells at the Chamber office at 943-2262. View rate card online: <http://portisabel.org/chamber/wp-content/uploads/2010/06/rate-card-2010-11.pdf>.

LIGHTHOUSE ESTABLISHMENT MOVIES IN JULY

The Lighthouse Establishment Cinema continues in July with three movies! July 9

(rescheduled from July 2) "Monsters Vs. Aliens", July 16 "Transformers II", and July 30 "Fantastic Mr. Fox".

All movies start on Friday at 9:30 p.m. just after South Padre Island's Fireworks display over the Laguna Madre Bay. Free admission. Concessions available.

JULY CHAMBER & COMMUNITY CALENDAR OF EVENTS

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| 7/1 | 5:30pm | Veteran's Committee (City) |
| 7/2 | 8:30am | Chamber General Membership Meeting (PICC) |
| 7/4 | 9:00am | Port Isabel Antique & Flea Market (PICC) |
| 7/5 | 5:30pm | Parks & Recreation Committee Meeting (City) |
| 7/6 | 5:30pm | Historical Preservation Board (City) |
| | 6:00pm | Board Of Adjustments (City) |
| 7/8 | 5:30pm | Beautification Committee (City) |
| 7/13 | 7:00pm | City Commission Meeting (City) |
| 7/14 | 8:30am | Merchant's Committee Meeting (PICC) |
| | 6:00pm | Planning & Zoning Committee Meeting (City) |
| 7/15 | 3:00pm | Harbor Committee (City) |
| 7/16 | 9:30pm | Lighthouse Establishment Cinema |
| 7/20 | 6:00pm | Community Center Committee (City) |
| 7/21 | 8:30am | Ambassadors Meeting (PICC) |
| | 6:00pm | PI Economic Development Corporation (City) |
| 7/22 | 5:30pm | Comprehensive Planning Committee (City) |
| | 7:00pm | Museums of Port Isabel "Telling Our Stories" |
| 7/27 | 7:00pm | City Commission Meeting (City) |
| 7/30 | 9:30pm | Lighthouse Establishment Cinema |



~ PORT ISABEL ~
Chamber of Commerce

421 E. Queen Isabella Blvd. • Port Isabel, Texas 78578

Phone: 956/943-2262 • Fax: 956/943-4001

E: director@portisabel.org • W: www.portisabel.org