

CITY OF SAN BENITO PRESS RELEASE



For immediate release: March 21, 2018
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City joining bridge promotional effort



Aerial view of Free Trade International Bridge at Los Indios

By MARTHA McCLAIN
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The City of San Benito Tuesday approved a Memorandum of Understanding with two other entities to promote the Free Trade International Bridge at Los Indios.

“We are moving forward in marketing ourselves,” said City Manager Manuel De La Rosa.

“We have input into how we are promoting Cameron County, the Bridge and the Cold Storage facility that will open in April,” De La Rosa said.

“We are expecting our investment of \$15,258 to pay for itself and we will get a return on it through bridge revenue and other ways,” he added.

“The idea is to draw more traffic to the Free Trade Bridge. By cost-sharing the promotional expenses with the County and City of Harlingen, we are able to stretch our dollars more efficiently and reach the targeted market that can benefit from use of the bridge, according to City officials. It is a concept that will benefit all parties concerned,” according to Mayor Ben Gomez

The MOU is the result of several months of meetings and discussions with representatives from the City of San Benito, Cameron County, and the City of Harlingen to market the various bridges in Cameron County, including the Free Trade Bridge at Los Indios.

Personnel from each entity reviewed several proposals from various media outlets and after interviewing three firms, selected Entravision to work with us on a promotional campaign for the Free Trade Bridge at Los Indios.

The plan itself includes English and Spanish radio, TV and email promotions that will showcase the obvious assets of the Free Trade International Bridge...shorter wait times when crossing, and quick access to major highways, which is a plus for international truckers.

The campaign will employ digital strategy and initiate development of online marketing, via mobile, email, geo-fencing and social networks, and it will provide resulting analysis. If at any time during the campaign, we see the need to adjust to other Strategies, we will be able to do so without a problem.

The MOU will be in effect for six months unless modified.

The Entravision contract will run through end of calendar year

The city will pay \$15,258 for its share. The total investment by all three entities is \$61,032.