



Laredo Chamber of Commerce Programs, Projects & Initiatives

Membership & Networking Programs

- **Annual General Membership Meeting**
A networking and informational event where members connect, hear from special speakers, and learn about current Chamber events, advocacy efforts, and strategic initiatives.
- **New Member Orientation**
A quarterly orientation for both new and existing members, providing guidance on navigating the Chamber website, using the GrowthZone Info Hub, and maximizing Chamber benefits.
- **Community Relocation Package & Member Welcome Kits**
Distributed to new residents, physicians, and businesses relocating to Laredo. Includes Chamber and business information to help welcome and connect newcomers.
- **Annual Mingle & Jingle**
A holiday celebration that brings together local businesses, community leaders, and Chamber members for networking, community connection, and holiday cheer.
- **Monthly Chamber Ambassador Recognition**
A monthly highlight celebrating the contributions of Chamber Ambassadors who go above and beyond in supporting events, welcoming new members, and strengthening Chamber outreach.
- **Bienvenidos Chamber Ambassadors**
A group of volunteer leaders who represent the Chamber at ribbon cuttings, groundbreakings, anniversary events, and community celebrations. Ambassadors also play an active role in recruiting new members, welcoming businesses into the Chamber



family, and building a culture of inclusiveness for all businesses.

- **Coffee with the Chairwoman**

An open-to-the-public series featuring conversations with the Chamber Chairwoman on topics relevant to members, businesses, and the broader community.

- **Support Your Local Chamber Day**

An annual event where members are encouraged to visit the Chamber, engage with staff, and bring prospective members to learn more about Chamber benefits and opportunities.

- **Tecos Chamber Night**

A member appreciation and networking event hosted in partnership with Laredo's local baseball team, the Tecos. Offers Chamber members and their families a chance to enjoy a game together while strengthening community ties.

- **Laredo Heat Chamber Night**

A networking and visibility event hosted with the Laredo Heat soccer team, giving members the opportunity to connect in a fun, family-friendly environment while supporting a popular local sports team.

Regional Tourism & Community Events

- **Cola Blanca Sporting Clays Shoot**

Outdoor clay shooting competition open to all skill levels. Promotes outdoor recreation and networking while highlighting the natural beauty of the region.

- **WBCA IBC Youth Parade & Anheuser Busch Grand Parade**

Chamber parade float participation in the annual Washington's Birthday Celebration parades, showcasing Chamber pride and community spirit before thousands of spectators.



- **Bola Blanca Golf Tournament**
A long-standing annual golf event, now in its 35th year, that combines networking, recreation, live music, food, and prizes while promoting golf and outdoor activity in Webb County.
- **Cola Blanca Big Buck Hunting Contest & Awards Pachanga**
Entering its 38th year, this hunting contest is one of the most recognized in Texas. The annual Awards Pachanga includes live music, dancing, vendors, food, and recognition of participants.
- **Cola Blanca Merchandise**
A branded product line supporting the Big Buck Hunting Contest and Chamber visibility. Items include fishing and hunting shirts, vests, decals, t-shirts, coffee mugs, deer antler tape measures, koozies, caps, and more—helping raise funds while promoting Laredo's outdoor heritage.
- **VISION Conference**
An annual economic outlook event presenting data, trends, and analyses relevant to Laredo. Features expert speakers and opportunities for collaboration to drive economic growth.

Small Business & Recognition Programs

- **National Small Business Week Expo**
A local expo showcasing small businesses as part of the national celebration, offering them visibility and networking with customers, partners, and industry professionals.
- **Small Business Week Discount Card**
A special program where Chamber members offer **member-to-member discounts** and extend promotions to the broader community, encouraging local support for small businesses.
- **Wellness Wednesday (Small Business Week)**
A health-focused initiative during Small Business Week, where gyms, wellness centers, and health-focused businesses offer promotions and special deals to the community.



- **Business Spotlights**
Features Chamber members through stories and highlights shared across Chamber communication channels, offering visibility and promotion for local small businesses.
- **Small Business Saturday & Shop Small Campaigns**
Annual initiatives encouraging the community to support small, locally owned businesses during the holiday season and beyond, boosting visibility and local spending.
- **Annual End of Year Awards Banquet & Passing of the Gavel**
A distinguished event recognizing Chamber volunteers and the leadership transition. Includes the symbolic passing of the gavel to the new Board Chair.
- **Business Icon Awards**
Honors exceptional business owners and families in the community for their contributions, achievements, and lasting impact on Laredo's economy and quality of life.
- **Game Changer Awards**
Recognizes business owners who inspire change and have made outstanding contributions to Laredo's economy, entrepreneurial landscape, and community.

Advocacy & Government Affairs

- **Bridges to D.C. Advocacy Trip**
Annual trip to Washington, D.C. with Chamber members, business leaders, and elected officials to meet with decision-makers, advocate for regional priorities, and strengthen federal relationships.
- **Austin State Capitol Visit**
A coordinated trip to the Texas Capitol to meet with state legislators and agency officials, ensuring Laredo's priorities are represented at the state level.
- **Breakfast with the Mayor**
An invite-only event that brings together the Mayor of Laredo and the region's top business leaders for dialogue on city priorities, challenges, and opportunities.



Education, Leadership & Foundation Programs

- **Business Development Certification Program (BDCP)**
A multi-module program offering free training for Chamber members in business planning, banking, leadership, accounting, technology, marketing, and HR strategies.
- **Business Development Certification Program en Español**
A Spanish-language version of the BDCP, expanding accessibility for the Chamber's bilingual business community.
- **Elevate Laredo Leadership Program**
A comprehensive civic leadership program providing 8–10 sessions on Laredo's history, social dynamics, political landscape, and economic opportunities to develop the next generation of leaders.
- **Youth Leadership Laredo (YLL) & Smash for Scholars Tennis Tournament**
A five-year youth leadership initiative for students in grades 8–12, preparing them for higher education and civic engagement. The Smash for Scholars fundraiser supports scholarships for program graduates.
- **School Bell Awards**
An annual recognition program that honors outstanding educators in Laredo—from elementary through post-secondary—for their dedication, innovation, and lasting impact on students and the community.
- **Spirit of Laredo Scholarship Program**
A video contest for high school seniors that awards scholarships to those who creatively showcase their vision for improving the community. This program encourages civic engagement, innovation, and pride in Laredo's future.
- **Laredo Women's Forum**
A signature initiative designed to Connect, Empower, and Enrich women across the community. The forum welcomes over 300 women—professionals, entrepreneurs, and community leaders—for a sold-out day of inspiration, collaboration, and growth. Featuring nationally recognized keynote speakers, distinguished local leaders, and authentic conversations, the Forum celebrates women's achievements while fostering mentorship, professional development, and leadership opportunities. It has quickly become a platform for ongoing women-focused programming throughout the year.



Community Health & Wellness Initiatives

- **Community Blood Drive**

A recurring initiative coordinated by the Health Services Committee that provides the community with an opportunity to donate blood locally, supporting hospitals and saving lives.

- **Laredo Chamber Health Fair**

A new initiative to bring together healthcare providers, nonprofits, and community partners to promote wellness, offer screenings, and connect residents with health resources.

- **Move Texas Partnership**

In collaboration with the City of Laredo, the Chamber promotes the Move Texas program, encouraging exercise, wellness, and healthy lifestyles through community activities and outreach.

FOR MORE INFORMATION OR TO GET INVOLVED, CONTACT US AT
INFO@LAREDOCHAMBER.COM OR CALL 956-722-9895