

Chamber News

Castroville Area Chamber of Commerce

By Ruth B. Pollard

Are you ready for a bang up 4th of July? There will be plenty of activities all day long for the whole family. Kicking off the weekend on Thursday, July 3rd is the annual picnic at Castroville State Bank at 11:00 a.m., and the Castro Garden Club Silent Auction at 7:00 in the evening at the Old Standby Saloon Bed and Breakfast at 1212 Fiorella. On the 4th, the big parade starts at 9:30, but be in line by 8:30 if you want your float judged. You can register the morning of the parade in front of St. Louis Catholic Church, but you won't be judged if you register late. The theme this year is "Life, Liberty and Justice" and if you have never attend Castroville's 4th of July Parade, you are in for a treat. It just gets better every year! For lunch after the parade, stop by the Mary Gray Event Center for hot dogs and apple pie, compliments of Jesse Frank Caseres. After lunch you could head out to Tractor City where they are having a tractor show from 8:00 a.m. to 6:00 p.m. Then you can top off the day by attending Fiorella Friday and enjoying music, shopping and complimentary wine.

On Saturday, July 5th don't forget the Farmer's Market and stop by Annie's Coffee Corner, both at the Mary Gray Event Center, for a fresh cup of coffee and a goodie.

The figures are just in from the Texas Hotel and Lodging Association website about the web hits for hotels and B&B's in Castroville for the month of May. Would you believe a whopping 2,023 hits were recorded? We get these numbers as the chamber is a member of the TH&LA, so if you own an overnight establishment and are a chamber member, this is just one of your many benefits.

We also have the number of hits for the chamber web site for the month of June, with a total of 3,538 hits. Referred member website visits totaled 965. This means that people are looking for specific chamber members through our web site, and there were over 1,200 categorical listing hits, which means they are looking for business categories, such as real estate offices, churches or a place to stay. Historically, our top business hits have been for lodgings, churches and real estate businesses. By the way, if you haven't had a chance to check out our website recently, go to www.castroville.com, click on the chamber button, and see what a wonderful job our web mistress, Ashlee Bates has done. It's great!

We have five new chamber members for the month of June. They are Coyote Carriage, Inc. (you may have seen them around Houston Square on Saturdays) owners Briana Bachus and Devia Jordan; Shake's Frozen Custard, (they are delicious); Jose Ventura, Jr. owner; Rock Solid Internet and Telephone, Shane Mitchell, owner; Chandler's Flowers and Gifts, Martha Chandler, owner; and Hometown Cheer, Dean Chandler, owner. A great big welcome to our new members! I'll talk to you next week.