

February 3rd Report

Mary K. Hancock, Special Event Coordinator,

- Kiteboard Round Up follow up: Ad placement ongoing
- Beach N Bikerfest follow up: Ad placement ongoing
- SPI Bikefest follow up: Final P&L & funding request rec'd 1/29/10
- Sand Castle Days follow up: funding request and final P&L received 1/25
- Updates to Spring Break website ongoing
- Film Commission / Rio Bravo Pictures, Bank Commercial / coord. efforts/secured insurance
- UT Austin /coord. beach party in April for new students/families/1 day event pending
- Banner applications w/TX DOT / Spring Break
- Other Online calendars , 2010 postings ongoing
- Coord. Efforts for GLO Adopt A Beach re: WT Clean Up in Feb.

Spring Break

- Spring Break Coca Cola Beach security mtg. with City Directors/CPC Events Jan 22, 2010
- Mtgs. w/Coastal Resource Mgr./City re: spring break logistical beach set ups & permits
- US Marines Mtg./Capt Ortiz/Beach promo./pending
- Warner Bros.Film 'Class of the Titans' promotion / conf. call/pending
- *Tru-TV* planning meeting (following Chad from Inertia Tours) Film Commission
- *Jersey Shore* conference call / Film Commission /SPI possible for 2011
- Coord. *Alternative* Spring Break activity/ TX Wk. Beach Clean Up & Dune planting
Cooperative effort between Surfrider, Inertia Tours, UTPA, Keep SPI Beautiful
- Dallas Vender/Funhouse/no opportunity for itinerate vending
- (3)Houston/Corpus Vender/T-shirt sales/no opportunity for itinerate vending
- Heat Wave Car Show/mtg. with Bill Elsey re: banner promotion etc.
- Coordinate PR outreach between Coke and SPI/ Facebook etc.