

- Beach N Bikerfest / All funding finalized
- Yujufest / funding finalized
- SPI Kitefest final accounting rec'd
- LKT 2010/11 application for funding received & scheduled
- Updates to www.sopadre.com event calendar
- Median banner signage (purchase orders, calendar, artwork approval, TX DOT applications)

2010 Spring Break

- Final updates to Spring Break website events calendar
- Coordinate logistical set up for Coca Cola Beach
 - Coordinate & over see installation of signage for No Glass and No Commercial Filming
 - Finalize & submit 'Beach Use' and 'Vehicle permits' for all promoters
 - On site beach prep for Lotus & Coke with City
 - Monitor (daily) all set up and construction at Isla Grande
 - Schedule inspections and respond to issues
 - Coordinate Porto Pot deliveries to all beach accesses and event sites
- On site daily at all event sites to oversee activities and monitor compliance with ordinances, as well as troubleshoot any immediate issues that arise.
- Monitor morning cleanup efforts at Coca Cola beach (7-10am)
- Daily security meetings 11am /Coca Cola Beach (Police, Code, Fire, Hotel, CPC)
- Remain on site at stage thru 6:30 pm closing each day
- Daily monitoring of beach front sites for compliance (Wanna Wanna, BBillies, Padre South, Saida)
- Golden Knights / Coordinate daily jumps with Coast Guard, EMS, ICC and CPC
- Coordinate Spring Break Cleanup and Dune Restoration Project with 'Beach Reach'.
'Beach Reach' Stats / 5 days Sun.-Thurs. TX Week
This group comes every year during TX Week, bringing 30 /15 passenger vans to use in a free ride program. Beach Reach serves free pancakes 5 mornings at Island Baptist Church and 5 nights (midnight to 3am) in entertainment district. This year they became involved with our dune restoration program with 145 students.

Beach Reach Participants: 556

Schools or Church Groups represented: 32 (TX, Oklahoma, Colorado, Kansas)

Hotel Rooms: 53-Sunchase, 29-Flamingo, 27-Motel 6, 10-Sangria

(78 students stayed PI Baptist Church)

17,000 - Approx. number people served morning and midnight free pancake breakfast

14,000 - Number of riders on daytime and nighttime free rides

Mary K. Hancock / Film Commission / CVB

March Report

Coordinate efforts for Spring Break Media

- **Travel Channel/Coca Cola Beach**
- **Jay Leno's Tonight Show/ Ross the Intern / Louies and CC Beach**
- **Tru TV / Inertia Tours**