

August 1-Sept. 1 Department Report

Mary K. Hancock, Special Event Coordinator, CVB

- Aug 14 Volleyball Event/McAllen Sports /Coordination
- Surf & Turf Adventure Race Aug 21 (registration, course planning and day of assistance)
- SPI Labor Day Volleyball (beach permits for courts)
- Ruffrider Regata / Round The Island (Coast Guard logistics, parking issues)
- Coordinate efforts/ Pete Mendoza/McAllen Harley Davidson regarding permitting and street closure for Stunt show at Mooncussers Oct. 9
- Seafood & Music Fest discussions regarding banner postings and promotional opportunities for Bay Boat promotions.
- Coordinating promotional efforts & banner opportunities for Border Bash Labor Day Event at Convention Centre
- Met with Greg Zenetta, Dubelgee Ent., regarding Spring Break opportunities.(Red Bull Event)
- Conference call with David Vaughn/Rink Entertainment, Nashville regarding CMT concert event Spring Break
- Working with Rich Penner CPC Events on plan for Coca Cola to expand Spring Break programming to gain national exposure.
- Confirming 2011 event dates for published & online calendars (ongoing)
- Median banner signage (ongoing coordination, calendar, artwork approval, TX DOT applications)
- Contacting scheduled events thru October for median signage opportunity.
- Updates to current www.sopadre.com event calendar (ongoing)

Vacation/time off August 17-20, 2010

Film Commission

Rio Bravo Pictures applied for incentive funding from our State Film Office based on their total spending of \$184,169 of Regional spending (within a 50 mile radius of South Padre Island.) The production was a Lone Star Bank Commercial shot in

January. SPI film office worked with this project to identify locations and secure permits. They have been awarded \$13,813 for Regional spending and creation of 87 jobs for this project.

Travel Channel 'Travel Nation'

Spoke to producer regarding request for sponsorship for segment filming here on SPI. Discussed logistics, permitting, etc. and referred to Dan Quandt to review proposal.

www.travelnation.tv