

## Feb. 1 – March 1, 2010 Dept. Report

Mary K. Hancock, Special Event Coordinator, CVB

- Kiteboard Round Up : Ad placement final,
- Beach N Bikerfest: Ad placement ongoing
- Unlimited Sports Adventures meeting regarding 2 fall events & funding requirements
- Film Commission / update location photos/produce hand outs in prep for Locations Trade Show
- Feb 12 / Attended GLO Adopt A Beach re: WT Clean Up in Feb.
- Feb. 13 / Attended Valentine Mercado to assure all Town services in place
- Updates: TX DOT Online calendars , 3 mo. June-Aug. postings
- Glory Sports Tour/Beach Soccer/Travis Tew...2010 summer tour / conference call
- Post events on SPI Facebook page
- Research vendors & order median banners for Spring Break, Kite Board Rodeo

### 2010 Spring Break

- Updates to Spring Break website ongoing
- Ongoing mtgs. w/Coastal Resource Mgr./ re: sp break logistical beach set ups & permits
- Coordinate promotions for Regional Coca Cola & local lodging facilities with Oscar Valdez/San Benito for sampling V8 Fusion
- Met with Joe Lackey ,Alpine Towers/N Carolina for US Army Course set up & permitting
- Permitting for Lotus Mkt. beach set ups/Padre South /Monster Drinks
- Coordinate .Activities '5 Star Energy' Drink Spring Break / Semana Santa
- Mtg. w/ Audrey Orozco / Red Bull, Field Mkt. Mgr. /  
promotions, permitting, rules and regs.
- Permit Guidelines & referrals for beach front properties & night venues:  
Kitten Bathing Suits, Coco Bongo, Amp Energy, Malibu, Express, Monster, Victoria Secret, Hawaiian Tropic, Trojan,
- Feb. 23 Attended Spring Break Law Enforcement luncheon
- Buddy Young/Beach Reach /mtg to discuss alternative 'meeting space' for 550 students and Spring Break program. Also assistance with Beach Clean Up and Dune Planting
- Coordinate *Alternative* Spring Break activity/ TX Wk. Beach Clean Up & Dune planting
- Heat Wave Car Show/mtg. with Bill Elsey regarding banner promos.
- Coordinate PR outreach between Coke and SPI/ Facebook etc.
- Coordinate planning efforts regarding CPC/Coke VIP dinner

## Marketing Dollars Awarded for Event Promotion

### 2010 Kite Round Up

May 1-9, 2010

[www.spikiteroundup.com](http://www.spikiteroundup.com)

**\$15,000 awarded**

Kiteforum	\$2500	online banner/link
Ikitesurf	\$2500	online banner/link
SBC Kiteboard Mag.	\$2800	full page/March-April Issue (Canadian)
Kiteworld Mag.	\$2495	full page/Feb-March Issue
Kiteboarder Mag	\$ 942.50	full page/April Issue
Kiteboarding Mag.	\$3615.	Full page/March-April
Houston Photo Imaging	\$140	Median Banner

Total Placement \$14,992.50 to date

### Beach N Biker Fest

April 15-17, 2010

[www.beachnbikerfest.com](http://www.beachnbikerfest.com)

**\$5000 awarded**

Ride Texas Magazine	\$1910	Feb-March issue/ full page
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Thunder Press	\$650	March/Daytona Bike Week map logo & half page ad
Motorcycle Events Mag.	\$1500	¼ page ad, full page w/ editorial , map pin, wall calendar
Total	\$4060	to date