

April 1 - May 1 Department Report

Mary K. Hancock, Special Event Coordinator, CVB

- Met with Jose A. Esquivel, Brownsville Border Patrol Station (956) 460-7035 regarding possible Triathlon in January 2011, fundraiser
- David Brown , Mtg. regarding Beach Concert July 3-4 & permitting process & rules and regs
- Mtg/Special Event permits for Iron Pigs Motorcycle Club May 6-9 Isla Grand
- Planning-coordination for Kiteboarding Round Up ongoing (Event Dates May 1-9)
- Furnished rules and regs and all beach front contacts for Disney Radio/Chase Bank / Proposed Free Event July 5, 2010 (Sand Sculpture, Lessons, giveaways, 'Make Summer More Fun')
- Gather detail and relate guidelines for pending special event permits for (2) Mercados, Iron Pigs Summer Party, Wardstock, 1st Baptist Church
- Research for Atkins Group on history of advertising dollars spent, creative and sponsorship for Sand Castle Days in advance of April planning meeting for marketing.
- Updates to www.sopadre.com event calendar (ongoing)
- Median banner signage (ongoing coordination, calendar, artwork approval, TX DOT applications) Contact scheduled events thru October for median signage opportunity.

Marketing Dollars funded by SPICVB for Beach N Bikerfest 2010

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|-------------------------|--------|-----------------------------------|
| • El Norte | \$800 | paid directly |
| • Thunder Press | \$650 | reimbursed to Magic Valley Riders |
| • Ride Texas Mag.1 | \$1910 | paid directly |
| • Motorcycle Events Mag | \$1500 | paid directly |
| • BnBiker median banner | \$155 | includes \$20 shipping |

Mary K. Hancock / Film Commission / CVB

April Report

Attended AFCI (Association of Film Commissioners International) in LA April 15-18

State of Texas coops one large booth representing all film commissions including State Office. Commissioners promote their locations to film professionals. With new Film Incentives from

the State to aid film makers shooting in Texas, we were far busier than in the past. Houston, Dallas, El Paso, Austin, Brownsville, and San Antonio were also in attendance.

- **Televisa Filming to promote Island to Mexican & Valley Market**

Axess TV (Televisa) (McAllen)

Liz Robles host/airs in Texas and Mexico

Channel 19 cable in US (not sure about channel in Mexico)

- **Telemundo, Filming to promote Island to Mexican Market**

‘Yolanda De La Cruz Presents’

Channel 40 Mexico

Channel 2 Cable

Airs Sat. at 5 & 10 pm wkly

- **Japanese Television NYC / Requesting bonfire on beach for possible commercial filming regarding bonfire builders as ‘interesting jobs’. (Limited Budget/may want footage) Nippon TV/Japan**