

May 1 – June 1 Department Report

Mary K. Hancock, Special Event Coordinator, CVB

- Produced Power Point presentation w/music re: events and activity ideas for Group Presentations for Connie Ledbetter/Sales Dept
- Research / special event ordinances with recommendations for Dan Quandt & CM. There are issues regarding designations, the process involving City Manager's Office and temporary structure permitting that complicate the current process.
- Follow-up meetings with Kite Round Up Committee to break down/review event
- Processed permit/coordinated town services for Mothers Day Mercado
- Coordination for TGSA Event now scheduled for June 4-5 (Julie Doyle/Corpus)
- Met with Bill Butler/UT Health Science Centre. Re: special event designation
- 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.
- Coordinated with SPI Volleyball and City entities (Coastal Resources, Police & Public Works) to stage 74 Team (pre-registered) Tournament for Memorial Day Weekend at Boomerang Billy's Beach. On site monitoring for 2 day tournament.

SPI Volleyball Memorial Weekend Tournament

This was a very well attended 2-day event at Boomerang Billys Beach. Because of boardwalk construction and dune restoration we are losing this event site due to space limitations. Regency (next door) gave permission for 2 courts but that space will be lost soon due to dune construction. We have not found another site (that will agree to host this event) that has adequate space to accommodate more teams. Travelling teams need a 3 day weekend for this tournament. The entourage, travelling with these teams, is large and sits along side this event in support. The level of play is professional and exciting and many tourists return to watch for this reason.

Men's Doubles /21 teams, Women's Doubles/18 teams, Co-Ed Team Play/35 Teams

Local in-kind Sponsors/Louies, Marcellos, Blackbeards, Tom & Jerry's, Scampis

Cash Sponsors /Surf Motel, Farm Bureau

Teams travelled from Austin, San Antonio, Houston, Kansas City, and Corpus Christi.

SPI Kite Roundup Report (Kite Boarding Event) (\$15,000 advertising dollars)

This successful 9 day event, on the Sand Flats north of the Convention Centre, saw registered participants from the following states and countries: (by written survey) Oregon, Florida, California, Kansas, Colorado, Texas, Utah, Minnesota, Massachusetts, Arizona, Hawaii, Washington, New York,

Illinois, Iowa, Mexico (Tamaulipas and Quintana Roo), Canada (Winnipeg, Toronto, Alberta & Ontario) , France, French Polynesia, and Fiji

To date:

- Event has tracked 1628 room nights
- 169 Registered participants (In addition to their attending entourage)

Crowds observing the competition (open to the public) tripled in numbers from last year.

- Registered participants were given the opportunity to demo equipment from numerous manufacturers and pros present on flats. Seven companies donated \$5500 in equipment for giveaways and awards to participants.
- Evening events were held at Padre Island Brewing Co., Parrot Eyes Bar and Grill, and Louies Backyard.
- Local sponsors included La Quinta Inn, Wind Water Hotel, Furcron Realtors, XL Kites, Air Padre Kiteboarding, Valley International Airport, On The Beach Surf Shop, Schlitterbahn Beach Water Park & South Padre Island Convention & Visitors Bureau

Mary K. Hancock / Film Commission / CVB

No May Activity