

## 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](http://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](http://www.travelnation.tv)