

March 1 - April 1, 2011 Department Report

Mary K. Hancock, Special Event Coordinator, CVB

- Monitor beach set ups and tear downs. Update appropriate departments of actual start dates and any issues that may arise during this time. (Start and tear down dates are weather dependant)
- Review/Advise Coastal Resources on additional requests regarding vehicle permits on beach
- March 5-23 / Daily meetings with CPC Events regarding coordination of Coca Cola Beach event, questions and concerns.
- March 12-23 / Direct morning group meetings (during Texas Week) with CPC, Code Enforcement, Police, CVB & Hotel Mgmt./security
- Inform City departments of weather delays at event site
- Inform all special event promotions of predicted severe weather affecting set ups (in order to drop tents and secure other set ups) Many times those kids running the promotion are not the contact numbers on permit as shifts change. I usually have these numbers or will drive to those locations to advise.
- Monitor daily activities at all 10 Event Sites including but not limited to:
 - Litter/trash issues (coordinating with Code Enforcement and/or Public Works)
 - Unpermitted solicitation (Code Enforcement)
 - Health & Safety (EMS/Beach Rescue/Police)
 - Visit with all promoters' crews daily regarding complaints, advice, questions and concerns
 - Confirm 60 porto pot units have been cleaned daily and monitor during Texas week for overflow
- Monitor special projects such as recycler program at Coca Cola Beach for effectiveness.
- Attend stage activation on Coca Cola Beach daily from noon to 6pm as liaison for public services and trouble shooting for promoters.
- Facebook postings for South Padre Island Spring Break page
- Develop online postings & updates for Spring Break Website (ongoing)
- Updating www.sopadre.com online calendar thru Dec. 2011 (ongoing)

Film Commission (Spring Break)

- No activity except Girls Gone Wild. We do not aid this group in their efforts. We do monitor their schedules to ensure there are no violations of codes or property trespass.

- Attended Polar Bear Dip for photos & on sight coordination
- Site visits and beach logistics with Runtexas.com/Bill Gardner in consideration for April Event (Night Beach 5&10K)
- Worked with Helen Williams WGA coordinating Winter Texan Golf Registration/Tournament at SPI Golf Course
- Finalized bids, scheduling and servicing contract for (54 Spring Break) portable toilets in beach accesses, beach events & entertainment district
- Developed Winter calendar with photos to distribute at Valley Events
- Developed one page events' listing for Feb. /Visitor Center distribution
- Spring Break Meeting with City Mgr. & City Leadership Team (informational and planning)
- Attended Coca Cola Beach Activation Planning Summit with CPC Events, Dept Directors, & Isla Grand Hotel Mgmt. regarding stage activation and logistics planning.
- Coordination meeting with C3 Productions & SPI Police regarding Red Bull Sound Clash Event / March 17 / logistics and guidelines for permitting
- Discussions with Rio Valley Youth Soccer Association regarding possible venues for 2011 beach tournament

- Designed new Special Event Permit and check list for Dept. Directors, in order to enhance enforcement and simplify submission process.

FILM COMMISSION (No activity)