



**Agenda Item:** Final Recap Of The 2020 Holiday Activations To Include Tree Decorating Contest, Mardi Gras For The Holiday's And Elfie Selfie

**Background:** With several events cancelling due to COVID-19, the Park Board created and executed three new holiday activations for 2020 including a downtown tree decorating contest, a Mardi Gras float contest and an Elfie Selfie social media contest.

The following is a brief overview:

**1. Downtown Holiday Tree Trimming Contest:** Downtown businesses signed up and received holiday trees as part of an initiative to encourage visitation to multiple locations, increase sales, create fun photo-ops, and engage with customers by voting for their favorite entry from December 1, 2020 – January 4, 2021.

Highlights:

- 46 businesses signed up
- 5,266 visits to online contest blog
- 2,287 votes (one vote only per email address)

Sponsorship/Prize Winners:

- First Place Prize - \$2,000 to Simply Twisted
- Second Place Prize - \$1,000 to Old Galveston Trading Company
- Third Place Prize - \$500 to La Kings
- Decorating Sponsorship (45 @ \$250.00) - \$11,000
- Tree Sponsorship (50 @ \$75.00) - \$3,750

**2. Mardi Gras for the Holidays:** Mardi Gras Floats were decorated for the holiday season and on public display at the Port of Galveston Cruise Terminal on Saturday, December 12 and 19 from 5pm-10pm.

Highlights:

- 7 floats participated: 3 from Krewe of Aquarius, 2 from Krewe Babalu and 2 from Krewe of Bacchus
- Approx 300 cars attended between two weekends
- 2,029 visits to online contest blog
- 497 votes received (one vote only per email address)

Sponsorship/Prize Winners:

- First Place: \$3,000 to Krewe Babalu (King Klaus)
- Second Place: \$1000 to Krewe of Aquarius (Octopus)
- Third Place: \$500 to Krewe Babalu (Queen Klaus)
- Float Sponsorship (7@ \$500.00) - \$3,500

**3. Elfie Selfie Social Media Contest:** Oversized floor decals were placed around the island as photo-ops to educate visitors on the diversity of amenities on the island and provide prizes to winners who posted images on social channels using the hashtag #GalvestonElfie.

Highlights:

- 17 decals placed around the island
- 434 images were posted on Instagram
- 968 visits to online blog site