



Agenda Item: Discuss Seawall Parking and Park Annual Pass Price Increases

Background: On May 4, 2019, Galveston residents voted to extend the Seawall Parking Program through 2029. Part of the extension included an increase in pricing. The State of Texas required that the City of Galveston be in full compliance with their beach access plan before they would grant an increase in pricing. There were also administrative measures that had to be undertaken at the State level to finalize the change.

Seawall Parking

Pricing: Effective March 10, 2021, pricing along Seawall Boulevard will increase as follows:

Former Rates	Effective 03/10/2021
\$1.00 per hour	\$2.00 per hour
One hour minimum	Two hour minimum
\$8.00 per day maximum	\$16.00 per day
\$25.00 annual pass	\$45.00 annual pass

Communication:

- The CVB will work with the Public Information Officer at the City of Galveston to communicate on the increase in pricing to residents, encouraging locals to buy before the increase goes into effect.
- Seawall Urban Park staff will notify our partners along the Seawall to include Ohana Surf and Skate, 61st Street Fishing Pier and Jimmy’s on the Pier.
- Call Center Operations will notify callers of future increase in pricing as time permits.
- Rack cards will be updated with new pricing models and distributed throughout Galveston as well as by our Seawall crew.
- Staff across all departments will be notified of the change and talking points to ensure consistency in message.

Impact to Budget:

To date, Urban Park has generated \$197,160.00 in parking revenues minus fees. This is 32% higher than the same timeframe last year, which is \$47,254.

When building the budget for the current fiscal year, staff projected the increase would take effect in March and were conservative in their figures. If we take the new pricing model and apply it to the transactions we saw in Summer 2019, we will see an increase in revenue of \$630,627. This would bring total annual revenue to \$1,481,309.00, which is 16% above budget.

This figure does not consider any Ultimate Pass sales at our beach parks. If the Parks mimic 2019 in Season Pass Sales and we conservatively say 30% of passes sold are “Ultimate Passes”, we will see an additional revenue of \$7,200.00.

Park Season Passes

As a result of the price increase in Seawall Parking Passes, the Annual Park Pass prices will be updated as well. We will now offer two passes.

Pricing: Residents and visitors may buy an Ultimate Pass which gives them access to all Beach and Pocket Parks as well as the Seawall Urban Park for a total of \$95.00 per year. If they are not interested in Seawall Parking, they can purchase a Park Season Pass for \$50.00

Former Rates	Effective 03/10/2021	
\$50.00 annually	Ultimate Pass \$95.00	Season Park Pass \$50.00
Includes access to: East & Stewart Beach, Dellanera RV Park Beach Parking, Pocket Parks, and Seawall Boulevard	Includes access to: East & Stewart Beach, Dellanera RV Park Beach Parking, the Pocket Parks, and Seawall Boulevard	Includes access to: East & Stewart Beach, Dellanera RV Park Beach Parking, and the Pocket Parks

Communication:

- The CVB will work with Park Management to communicate on the increase in pricing to residents, encouraging locals to buy before the increase goes into effect.
- We will share our messaging with the City of Galveston Park’s & Recreation Department, who also sells Ultimate and Season passes at their Pocket Park Locations
- Staff across all departments will be notified of the change and talking points to ensure consistency in message.
- Park Staff will be trained in selling the new passes and will have a special script for guests who return with a Park Pass.

Impact to Budget:

In previous years, the Parks offered a \$50 pass that was inclusive of the Seawall Parking Pass. \$25 was split among the beach parks, and the remaining \$25 was transferred to the Seawall Urban Park budget. Had we maintained this pricing model, \$45 would have been transferred to the Seawall Urban Park budget, and the Parks would have split the remaining \$5.

The Park budgets were built in accordance with the new model, and therefore the budgeted figures for FY20.21 should be reached provided sales mimic that of Summer 2019. For reference, the budgeted annual pass figures for the Parks are as follows:

Dellanera RV Park: \$8,075.00
 East Beach: \$8,140.00
 Stewart Beach: \$8,000.00

Staff Recommendation: Discuss item only

Funding Source (if applicable): Budgeted Revenue Item