



**GALVESTON**  
\* ISLAND \*  
*Park Board of Trustees*

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**Agenda Item: Discuss and Consider Selection and Approval of July 4<sup>th</sup> Celebration Activities**

**Background:** The following represents various options to celebrate July 4<sup>th</sup> on Galveston Island. This includes traditional fireworks, alternatives to traditional fireworks, and additional activities which can be presented during Freedom Days (June 19 – July 4<sup>th</sup>).

Alternatives to traditional fireworks and additional activities were generated by a subcommittee of the Tourism Development Advisory Committee (TDAC) and presented for full committee approval at the February 2022 meeting. These were established to respond to a request from the Park Board of Trustees, offering a July 4<sup>th</sup> alternative to traditional fireworks should the Park Board of Trustees decide to forego fireworks in 2022.

In addition to the TDAC alternatives, the Board requested staff to explore the possibility of a Drone Show.

**Ideas For Consideration:**

**Traditional Fireworks - \$35,000**

Traditional fireworks display with an estimated show length of 25 minutes. The show would include a range of 800-1000 shells. This comes with the additional commitment to fund clean-up initiatives through contracted resources the night of the fireworks display and for two days following the show to ensure that all potential debris is collected and properly disposed of.

**Fireworks Alternative for July 4th**

**July 4<sup>th</sup> Laser Show - \$34,250**

Should the Board decide to not host traditional fireworks, the Committee recommends replacing that with a Laser Light Show positioned on the seawall. The company will provide four 30w air cooled YAG lasers, four haze machines and four 40' high inflatable screen. The 30w YAG projectors have the ability to project aerial patterns into the sky (FAA approval required) and target specific bounce mirrors that will allow us to direct the green beams in the opposite direction viewable the entire length of the Sea Wall. We will build a goal-post arrangement around each laser position to hold mirrors that will direct the beams to the rear of the projector. A total of four haze machines will generate a safe non-toxic smoke in the air. Smoke machines will be positioned throughout the performance area to help enhance the laser aerial patterns.

**Board Requested Fireworks Alternative for July 4th**

**July 4<sup>th</sup> Drone Show - \$90,000**

As an alternative to traditional fireworks destinations/organizations have been trying to look for safer methods to celebrate, and drones have become a viable option. At the request of the Board, staff connected with Drone Light Show Events out of Los Angeles California. The all-inclusive pricing for the production includes custom programming, shipping, event production crew, crew accommodations, crew travel, and the drones. The show includes 1000 drones, with a show that is 20-25 minutes in length and includes custom formations, stock formations and web-based music connections. Traditional Sound Systems can be added for an additional fee.

**In addition to traditional fireworks or alternative laser show, TDAC is recommending the exploration of additional activations to extend the holiday celebration - \$65,000 (not to exceed)**

The City of Galveston has named the two-week run between Juneteenth and July 4<sup>th</sup> as Freedom Days, and we will lift-up that theme or a variation of that theme for this promotion. The activities will either be ongoing and hosted throughout the promotion period or they will be date specific.

On-Going:

**Window Decorating Contest** – Merchants Island Wide invited to Register and Participate – Residents/Visitors to vote for favorite Window Display. Merchants capturing top votes win cash prizes.

**Freedom Days Passport** – Residents/Visitors who visit 10 shops are entered in a drawing for a grand prize, one prize for Galveston Island Resident, one prize for Visitor.

Weekend Activations:

June 25<sup>th</sup> – 26<sup>th</sup>

**Sandcastle Building Competitions** – Saturday/Sunday activations along the Seawall. Create 6 activation Zones for the promotion. On Saturday afternoon (3-ish) the competition will begin. Each zone will have one Sandcastle Building Instructor who will lead the Amateur Build contest. Participants will include family/friend's groups and interested island business groups (max 8 ppl per team). Instructor will provide initial training and tips, will offer advice throughout the 4-hour build. Castles are voted on by Beach Goers via a QR Code Sign with link to VisitGalveston.com.

On Sunday morning, the 6 Instructors will compete in a Sandcastle Building competition with a support team of their choice (max 8ppl per team) beginning at 9am. Castles are voted on by Beach Goers via a QR Code Sign with link to VisitGalveston.com.

**Music on the Sand** – Small music groups will perform Saturday and Sunday at the Sandcastle Build Sites. The music will be of various genre, primarily beach, acoustic, country. On Saturday from 3pm – 8pm and on Sunday from 9am – 2pm

July 2<sup>nd</sup> – July 4<sup>th</sup>

**Parade Island** – Promote a series of parades across the island...everyone loves a parade. These will be strategically timed to ensure no overlap. The 5 parade focuses (participants) include:

Marine Corp League July 4<sup>th</sup> Parade

Umbrella Brigade (Patriotic)

Golf Carts

Wagons, Trikes and Bikes

Vintage Cars/Motorcycles



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**Beach Volleyball Tournament** – Explore the opportunity to bring a large 1-2 day Beach Volleyball Tournament to the Island.

**Music on the Sand** – Small music groups will perform Saturday, Sunday, and Monday (3pm – 8pm daily) along the Seawall at the 6 Sandcastle Build Sites established the week prior. The music will be of various genre, primarily beach, acoustic, country.

**Staff Recommendation:** Staff recommends approval of up to \$100,000 from the budget line created for this purpose. Staff has presented a range of alternatives to the Board to select from. A decision is needed at this time in order to secure vendors for the various activations and opportunities presented. Products and services are in limited supply and should we delay, several of the options will no longer be available. Once the Board makes their selection, we will quickly move to contract, keeping within the confines of the stated budget allocation.

TDAC recommends proceeding with traditional fireworks display and the additional activities presented to celebrate Freedom Days in Galveston. TDAC will finalize their recommendation on February 15<sup>th</sup>, 2022, in advance of the Board meeting on that same date.

BMAC recommends to **not** support traditional fireworks financially and accepts TDAC's recommendations for alternatives to traditional fireworks.

**Funding Source:** Projects: TD65-7000