



Agenda Item: Discuss Destination Sustainability Plan

Background: The Galveston Park Board partnered with Jones Lang LaSalle (JLL), a world leader in Global Tourism and Destination Development, to create a Destination Sustainability Plan for Galveston Island. At the October TDAC meeting, JLL Leadership, Daniel Fenton, Executive Vice President of Global Tourism and Destination Development Services and Bethanie DeRose, Senior Vice President of Strategic Advisory & Asset Management presented an overview of the study.

During that presentation, JLL discussed that the Destination Sustainability Planning process focused in on six key areas for recommendations, each detailing Stakeholder & Resident Impact, Visitor Impact, Strategic Direction and Funding Implications. These key areas included:

1. Enhance key natural resources
2. Support the City's implementation of a mobility plan
3. Focus on strategic product and experiential development
4. Develop a short-term rental policy
5. Proactively seek new full service, resort-style accommodations
6. Support greater pedestrian connectivity between the port and the historic and commercial districts

Based on the recommendations and areas of focus described in this report, 38 strategic initiatives were identified that could be addressed within the next five years, outlined in the attached document. Each initiative is detailed by the area of impact (Resident/Stakeholder/Visitor), the organization who will lead the initiative (Park Board/City of Galveston/Joint), and the prioritization of these initiatives (Green/Yellow/Orange...which represent a progression of time to completion and project complexity).

Primary focus areas in the upcoming budget year include wayfinding and destination highlight signage, exploring charter airlift at Scholes International Airport, and identifying cultural and heritage experiences for new product development. These include the Causeway Banner Program, Broadway Banner Program, Berma Shave Styled Signage Program, Digital Billboards, EDA Grant Program, Special Projects to support airlift feasibility studies and installation of a product development staff position.

Funding Source: Projects: TD70-7000 and TD70-7002, Staff:TD70-5000