



GALVESTON
* ISLAND *
Park Board of Trustees

Discuss Recommendations to the Park Board of Trustees for July 4th, 2023 Holiday Activities:

After activating a new drone show program to replace traditional fireworks and sponsoring the Seawall 4th of July Parade in 2022, staff met with City Leadership to debrief. The 2022 activities drew record numbers to the Seawall and brought into full view the concerns tied to security, crowd control, and safety, all everchanging concerns in relation to large unrestricted gatherings. This inspired both institutions (City and Park Board) to rethink deliverables and activations.

Several thoughts and ideas were presented during the join meeting which include:

- 4th of July Parade should be family focused, and the time and location should be shifted to a step-off time of 10am and moved to a location in the Downtown Historic District
- Daytime activities designed to encourage visitation early in the day and through late afternoon should be the focus of future funding and sponsorship. This approach will not only spread-out crowds but offer lift in business to the hospitality community (attractions, recreation facilities, restaurants, and retail)
- Eliminate free evening events which drive unneeded compression on the island and substantial strain on law enforcement and first responders. Instead, open the opportunity to a private promoter to create an evening event behind a paid gate
- Explore the opportunity to produce a Holiday Drone Show on the night of July 3rd, presented in the Historic Downtown, to encourage overnight visitation and extend the holiday experience
- If there was a desire by the City of Galveston to move forward with a traditional July 4th Fireworks show, a private promoter should be identified who will work with city officials to design and produce a show in a controlled environment at a location and time of the citys choosing, just like any large-scale festival or event
- Explore the opportunity to extend the celebration, bridging Juneteenth to July 4th with daytime, visitation-generating activities, establishing "Freedom Days" on Galveston Island

Staff would like to explore these thoughts and ideas and any additional recommendations from the committee. We have been asked to create two plans, one to include a July 3rd Drone Show in the Historic Downtown area, and a second activation plan to include creating energy around Freedom Days, bridging Juneteenth and July 4th. A list of ideas generated by TDAC in 2021 is provided in the attached document. With that direction, staff will finalize the plans, and bring them back to TDAC at the November meeting for final approval. The plans will then be taken to the Board for their consideration and approval.



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On Wednesday, November 17th, 2021, the following ideas were generated by members of the Tourism Development Advisory Committee (TDAC). These were established to respond to a request from the Park Board of Trustees, offering a July 4th alternative to traditional fireworks. Several members of TDAC and staff will be discussing these ideas with the Beach Maintenance Advisory Committee (BMAC). Through this process we will develop one comprehensive plan to present to the Park Board of Trustees should they decide to forego fireworks in 2022.

Ideas For Consideration:

Various Activations to Extend the Holiday Celebration

The City of Galveston has named the two-week run between Juneteenth and July 4th 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 25th – 26th

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 2nd – July 3rd

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:

Umbrella Parade (Patriotic)

Golf Carts

Wagons, Trikes and Bikes

Pet Parade

Vintage Cars

Motorcycles

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.