



Agenda Item: Update On The Washed Ashore Island Wide Art Exhibition

Background: The rise of COVID in 2020 resulted in millions flocking to coastal communities in search of outdoor recreation opportunities. Increase in visitation on Galveston Island had a significant impact on solid waste collections and trash left on our beaches. The Park Board launched a “Talk Trash” initiative that engaged citizens and local stakeholders to find creative solutions to not only solid waste handling, but preventative actions such as educating visitors, residents and local businesses on best waste management and reduction practices. Several initiatives came out of those discussions, with a strong emphasis on education.

In January 2021, the Park Board reached out to The Washed Ashore Project, a non-profit traveling art exhibit made entirely of marine debris collected from beaches, with the intent of bringing a handful of their sculptures to the island as part of our Blue Flag Initiative. The initial conversation led to greater opportunities for collaboration among the institutions. In July 2022, the Board of Trustees approved the first phase of several proposed for Galveston Island.

The Chief Tourism Officer and Chief Operations Officer recently visited the offices and art studio for Washed Ashore and are excited to share an update on this project.

Exhibition of Existing Washed Ashore Pieces

The Washed Ashore Sculptures will be on display across the island. A majority will be located outdoors. The proposed locations of those pieces are listed below, but there may be slight changes in location as staff firms up the details with the various partners.

- Bryan Museum
- Dellanera RV Park
- Fisherman’s Wharf and Historic Seaport Museum Median
- Galveston Art Center
- Galveston Children’s Museum
- Galveston Visitor Information Center
- Hotel Galvez
- Moody Gardens – Aquarium
- Moody Gardens – Visitor Center
- Pier 21
- Pleasure Pier
- Railroad Museum
- Rainforest Café
- Rosenberg Library
- Royal Caribbean Cruise Terminal
- Sangerfest Park
- Seawolf Park
- The Grand 1894 Opera House
- The Tremont House



In addition to exhibition pieces, Washed Ashore will provide installation, educational signage, customized conservation education (training of docents for example), custom media appearances and support.

Marketing the exhibit will be a joint partnership between Washed Ashore, Visit Galveston and a docent training program for exhibit hosts and the CTA program. Visit Galveston will leverage its earned, owned and paid channels. Below are a few examples:

- Joint press release and media outreach
- Travel writer FAM
- Included with Winter Wonder Island and Winter Texan promotions
- Creating a collateral piece
- Website/Visit Galveston App
- Social Media
- Digital Ads
- Billboards

Pieces will begin arriving later this month through the end of November. The exhibits will officially launch on Saturday, December 10th and will run through Friday, March 3rd.

Staff Recommendation: update only

Funding Source (if applicable): update only

