



GALVESTON
* ISLAND *
Park Board of Trustees

Agenda Item Overview

Agenda Item: Discuss and Consider Proposed 2023 Holiday Activities, June 23rd Through July 4th

Background: At the October 2022 TDAC Meeting, staff discussed the direction provided by the Park Board of Trustees. The desire to develop two plans, one to include a drone show on July 3rd in the historic downtown district, and a second to include activities to bridge the two summer federal holidays of Juneteenth and July 4th. After capturing input from the Tourism Development Advisory Committee (TDAC) at the October 11, 2022 meeting, the following plans were developed for TDAC review and approval. The final recommended plan, including two plans as described, will then be taken back to the Board for consideration and approval at the November 15, 2022 meeting.

Overview of the two activation plans, as well as additional committee comments from the October discussion are found in the attachment.

TDAC was charged with developing two plans for Celebrating June/July holidays. One plan to include a July 3rd Drone Show and a second plan to include activities offered between Juneteenth and July 4th.

Total Approved Budget: \$100,000

For both plans, TDAC felt that it was important to allocate a portion of the budget for a sponsorship of traditional fireworks should the City of Galveston decide to facilitate that activity. As discussed with City staff, perhaps this could be done through a contracted event producer, selected, and managed by City staff, at a location of their choosing. For both plans, this Sponsorship will be capped at \$25,000.

Option 1 - July 3rd Drone Show, July 4th Morning Parade in Historic Downtown, and Sponsorship of City Organized Fireworks (\$60k - Drone, \$15K - Parade, \$25k - Fireworks). **\$100k** July 4th Budget.

Option 2 – Bridge Activities June 23-25 and June 30 – July 2, July 4th Morning Parade in Historic Downtown, July 3rd and 4th Small Bands around the Island, and Sponsorship of City Organized Fireworks (\$60k* – Bridge Activities, \$15k – Parade, \$30k – July 3-4th daytime bands, \$25k – Fireworks). **\$130k**

*Total Bridge Activities will be an investment of \$60k, comprised of \$30k from the Juneteenth Budget and \$30k from the July 4th budget.

Bridge Activities will create activities extending the celebration through the weekends between the two federal holidays (June 23-25 & June 30 - July 2) creating energy around the gap weekends. These activations include:

- Beach Bonfires and S'mores– East Beach-3 staffed locations (Friday Nights 6/23 and 6/30, 7-10pm)
- Themed Golf Cart Parades – Downtown (Saturday mornings, 6/24 and 7/1)
- Sandcastle Lessons and Competition (Targeting Saturday afternoons, 6/24 and 7/1)
- Beach Volleyball Tournament (Targeting June30 – July 2 weekend)
- Small Bands around the Island, 3 stages(Sunday afternoon's, 6/25, and 7/2)
- Independence Days Selfie and Education Quest (June and July) (Similar to Elfie Selfie)

Comments from TDAC Members for program vetting:

- Not to have a paid to enter any event, as it would not be inclusive

- Worried about the viewability of a downtown drone show
- Worried about creating a large gathering downtown instead of the Seawall
- If there was a drone show, what are the WIFI capabilities downtown
- Is a drone show actually a revenue generator for business

Other comments included:

- Utilize the “free” drone show for Juneteenth and explore a paid, reduced size show for July 3rd
- If the City decided to have Fireworks that we could be a sponsor
- Parade like the Mardi Gras parade that goes on Seawall and downtown
- An alternative to naming the Bridge Weekends as “Freedom Days” could be “Path to Freedom”