



GALVESTON
★ ISLAND ★
Park Board of Trustees

Discuss and Consider Approval of 2023 Holiday Activities, June 23rd Through July 4th:

At the November 2022 TDAC Meeting, the committee finalized its recommendations regarding holiday activities which are presented here for consideration by the Park Board of Trustees. As requested, the committee developed two plans, one includes a drone show on July 3rd in the historic downtown district, and a second includes activities to bridge the two summer federal holidays of Juneteenth and July 4th. The total approved budget is \$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.

Of the two Options that were developed at the request of the Board, TDAC recommends advancing Option 2 for approval as it provides a larger impact, driving visitation from Juneteenth Celebrations through July 4th.

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 are expected to 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 June 30 – 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)