



GALVESTON
★ ISLAND ★
Park Board of Trustees

Agenda Item Overview

Agenda Item: Present 2021-2022 Park Board of Trustees Annual Report

Background: Each year, staff prepares an annual report for the Park Board of Trustees that features results from the organization by each department. The report contains how the organization is funded and identifies past and current trustees, park revenues, and services provided by the Galveston Island Beach Patrol and Coastal Zone Management. Highlights from the Visit Galveston sales and marketing team are outlined in the report.

The following pdf is a copy of the full report.

PARKS

The Park Board manages R.A. Apffel Beach Park (East Beach), Stewart Beach, Dellanera RV Park, Seawolf Park, East End Lagoon Nature Preserve and Seawall Urban Park. The citizen-led Parks and Amenities Committee works with staff to develop and enhance these assets. The parks receive no property or sales tax and are funded through user-generated fees. This year, in accordance with the interlocal agreement with the City of Galveston, the Park Board contributed \$1,162,469 of park revenues to the City of Galveston's general fund, maintenance and repairs reserve fund, and capital reserve fund.

PARK REVENUE

R.A. APFFEL BEACH PARK EAST BEACH PARKING REVENUES - \$668,530 MAJOR EVENTS HOSTED World Ocean Day, AIA Sandcastle Competition, Artist Boat's Bucket Brigade, Sandcastle building lessons, volleyball and soccer tournaments 46 PROGRAMS DELIVERED 30 EVENT RENTAL AGREEMENTS EXECUTED 30 COMMUNITY EVENTS HOSTED	DELLANERA RV PARK CAMPING REVENUE - \$1,054,309 4 PROGRAMS DELIVERED EAST END LAGOON NATURE PRESERVE MAJOR EVENTS HOSTED World Migratory Bird Day and Ribbon Cutting Celebration of Interpretive Trail TOTAL CAPITAL IMPROVEMENTS \$804,921 Seawall Beach Drainage Project funded by GOMESA and IDC \$1.5 MILLION	STEWART BEACH PARKING REVENUE - \$602,006 MAJOR EVENTS HOSTED Walk to Cure Alzheimer's 5 PROGRAMS DELIVERED 5 COMMUNITY EVENTS HOSTED SEAWOLF PARK ADMISSION - \$444,247 FISHING - \$737,954 1ST YEAR OF FLOUNDER MORATORIUM MAJOR EVENTS HOSTED USS Texas Watch Party, Red Drum Tournament, CCA KidFish and Flower Banks Garden Art installation 11 PROGRAMS DELIVERED 3 EVENT RENTAL AGREEMENTS EXECUTED 4 COMMUNITY EVENTS HOSTED
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BEACH PATROL

The Galveston Island Beach Patrol (GIBP) team safeguards millions of beachgoers each year. Whether keeping close eye from lifeguard stands or patrolling by truck along the island's 32 miles of coastline. The department is funded through Hotel Occupancy Taxes.

515,328 PREVENTATIVE ACTIONS | **1,806** MEDICAL CALLS

4,768 ENFORCEMENT ACTIONS | **105,559** BEACHSIDE WATER SAFETY TALKS



COASTAL ZONE MANAGEMENT

Stewards of Galveston's coastal environment, the Coastal Zone Management (CZM) team works on the beachfront to keep the island's shores clean, green and pristine. The citizen-led Beach Maintenance Advisory Committee is comprised of research and science professionals and concerned citizens who make recommendations about beach nourishment, cleaning and litter control. Coastal Zone Management is funded through HOT and contributions from the Texas General Land Office and the City of Galveston.

1.9M POUNDS OF LITTER AND DEBRIS COLLECTED | **1,281** LEAVE NO TRACE CANOPIES COLLECTED

AND PICK UP ROAD TOWERS | ASSISTED ON 13 CITY FESTIVALS | 21 CONTACTS WITH MARINE WILDLIFE

TOURISM DEVELOPMENT

Visit Galveston is the official destination marketing organization of Galveston Island. The team works to promote tourism within the leisure, group travel and meetings and convention markets and is funded solely by visitor-generated Hotel Occupancy Tax. The Tourism development team works with guidance from the citizen-led Tourism Development Advisory Committee comprised of professionals in tourism, outdoor recreation and arts and culture. The Visit Galveston team is made up of Marketing, Group Sales, Destination Services and Public Relations.

MARKETING

OWNED MEDIA

- 2,051,758 website sessions and 3,956,012 pageviews
- Increased social channel followings by 600,898, generated 117,570,884 impressions (5% growth) with 8,112,568 engagement
- Received the Bronze award for best travel publication for Island Soul from the National Association of Travel Journalists

GROUP SALES

- Sales team produced 450 leads, highest on record for the current team - a 55% increase from 2020-2021
- Produced 69,388 definite room nights, a 15% increase from 2020-2021
- Welcomed over 143,000 meeting and convention attendees

DESTINATION SERVICES

- VISITOR INFORMATION CENTER WELCOMED 15,045 VISITORS
- MOBILE VISITOR INFORMATION CENTER WELCOMED 6,933 VISITORS
- 170 NEW CERTIFIED TOURISM AMBASSADORS A 60% INCREASE
- 20,595 COPIES OF ISLAND SOUL MAILED

PUBLIC RELATIONS

2,068,065,045 REACH | **\$6,180,888** AD VALUE EQUIVALENCY | **42** PRESS RELEASES DISTRIBUTED | **23** WRITERS HOSTED | **4** MEDIA EVENTS | **7** MEDIA MISSIONS

RESULTING PRESS COVERAGE IN:

THE EPOCH TIMES

PAID MEDIA
130,965,287 IMPRESSIONS SERVED
10,693,432 VIDEO COMPLETIONS
.65% CLICK THROUGH RATE (.07% industry average)