



Agenda Item: Presentation of Washed Ashore Results

Background:

In January 2021, the Park Board contacted The Washed Ashore Project, a non-profit traveling art exhibit made entirely of marine debris collected from beaches. The intent was to bring a handful of sculptures to the island as part of the organization's environmental initiatives promoting clean beaches. The initial conversation led to more significant future collaboration opportunities among the institutions. In July 2022, the Park Board approved a city-wide exhibition scheduled for December 10, 2022, to March 5, 2023.

The exhibition included more than 19 locations throughout the island, marking the first time the sculptures were not behind a paid gate in the US.

To encourage visitation at multiple locations, the Visit Galveston team gamified participation by offering prizes on social channels and created a Washed Ashore Challenge through the app.

The Visit Galveston team worked with partners and leveraged marketing through the following channels:

- Distributed joint press releases and media outreach
- Promoted as part of the Winter Wonder Island events
- Posted multiple blogs and events on VisitGalveston.com
- Posted multiple videos and images across all social media platforms
- Created on-site signage and a printed collateral piece with map
- Encouraged cross-promotion with tourism partners

Washed Ashore Sculpture Locations:

- Grace, Humpback Whale Tail - Seawolf Park
- Octavia, Giant Pacific Octopus - Saengerfest Park
- Annie, Anemone - Visitor Information Center
- Jelly Bloom - Galveston Arts Center
- Stanley, Sturgeon - Bryan Museum
- Brody, Adelie Penguin - Railroad Museum
- Finn, Mako Shark - Tremont Hotel
- Noah & Sunny, Fish - The Grand 1894 Opera House
- Pinky, Fish - Galveston Children's Museum
- Sea of Debris wall hanging - Rosenberg Library
- Rosa, Bald Eagle - Pier 21
- Priscilla: Parrotfish - Royal Caribbean Cruise Terminal
- Gumdrop Jelly Reef - Grand Galvez
- Edward, Leatherback Sea Turtle - Pleasure Pier
- Flash, Marlin - Rainforest Café
- Giacometti, River Otter and Greta, Great White Shark - Moody Gardens
- Sylvia, Silvertip Shark - Artist Boat Heritage Preserve
- Flip Flop Fish, Seamore, Pot-Bellied Seahorse - Dellanera RV Park

Overall, the exhibit was a success, and staff will share results and statistics during the TDAC meeting.