

Media Contact

Mary Beth Bassett
Public Affairs Manager
Park Board of Trustees
Office: 409-797-5121
Email: mbassett@galvestonparkboard.org



Galveston Park Board Update: August 28, 2018

The Galveston Park Board of Trustees held its regular meeting at 1:30 p.m. Tuesday, August 28 at Park Board Plaza. Below is an update of news from the boardroom.

Park Board Approves Market Research Study

At its meeting Tuesday, the Park Board approved a \$150,000 contract with Tennessee-based Gray Research Solutions Inc. for market research. The scope of work outlined in the contract includes a destination immersion study, a lodging study, an attractions survey, visitor intercept study, seasonal analysis, focus forums and strategic recommendations. These recommendations are expected to help guide the Galveston Island Convention & Visitors Bureau's tourism promotions for the future. The year-long study is expected to begin in September.

Park Board Approves Contract with Media Placement Firm

On Tuesday, the Park Board approved a \$180,000 contract with Chicago-based MBuy to develop an advertising plan and place \$1.2 million worth of advertising and marketing media for the Galveston Island Convention & Visitors Bureau. The firm will provide services that include media planning, strategy, research and reporting.

Park Board Approves Changes, Upgrades to Galveston.com

At its meeting Tuesday, the Park Board approved a \$220,000 annual investment for upgrades and maintenance to Galveston's official destination website, Galveston.com. Included in the spend is \$140,000 to create e-marketing deliverables such as blogs, videos, and other special content as directed by the Galveston Island Convention & Visitors Bureau (CVB). An additional \$60,000 will be allocated for analytics tracking, campaign management and niche marketing content creation. Galveston.com will consolidate its social media channels with the CVB's at a one-time cost of \$20,000.

Outstanding FEMA Projects Closer to Completion

Of the more than 70 rebuilding projects the Park Board opened through the Federal Emergency Management Agency (FEMA) following Hurricane Ike in 2008, only six remain open and many are scheduled to be complete by the end of the upcoming fiscal year. On Tuesday, Park Board Project Manager Sheryl Rozier updated the Park Board about the status of those outstanding projects. Projects at Stewart Beach and East Beach include elevating electrical utilities, adding shade structures, concession areas, toll booths and signage. These projects are completed and awaiting close out. Structural repairs and upgrades to the pavilion at Dellanera R.V. Park are expected to be complete in the second quarter of fiscal year 2018-2019. Projects at Seawolf Park that remain to be completed include painting the USS Cavalla and that is expected to be complete in the first quarter of 2018-2019. Other projects at the park are pending FEMA approval and include demolishing the damaged pavilion, extending the fishing pier and mooring the U.S.S. Stewart.

Park Board to Repair Ramp at Dellanera Pavilion

On Tuesday, the Park Board approved a \$24,480 contract with Galveston-based Fichera/Gautier builders for repairs to the ramp at the Dellanera R.V. Park pavilion. The contract includes replacing existing floor boards and handrails with TrexSelect, a durable composite material. The ramp serves as the ADA-accessible entrance and exit for the pavilion. The project is expected to begin in September.

About the Park Board of Trustees

The Park Board of Trustees oversees beach maintenance and tourism development on Galveston Island, including operations for beach cleaning, the Galveston Island Beach Patrol and the Galveston

Island Convention & Visitors Bureau. For more information on the Park Board of Trustees, please visit www.galvestonparkboard.org.