

Media Contact

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Galveston Park Board Update: October 31, 2014

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

Board Presents Special Event Operational Plan

On Tuesday, Galveston Park Board Special Events Manager Bryan Kunz presented a special event operational plan. The plan aims to coordinate efforts between event promoters and Park Board staff. Key provisions of the plan include evaluating new events to ensure that they are compatible with Galveston's image, do not compete with existing events and have the potential to generate overnight stays. In addition, Park Board staff will consider each event's potential impact on local traffic, noise and security concerns. The plan will guide staff to better evaluate events to ensure that they meet expectations.

Board Presents End of Year Tourism Statistics and Revenue

The board Tuesday presented Hotel Occupancy Tax revenue figures for the 2013- 2014 fiscal year. The figures show that overall revenue was 15% over budget and 5% over 2012-2013 actual receipts.. With the exception of September, every month showed revenue gains. These gains occurred despite the frigid early spring, Texas City oil spill and unusually large seaweed landings seen during the summer months. Galveston's hotel occupancy and average daily rate are compared to its competitive set of area destinations. The set includes South Padre Island, Corpus Christi, San Antonio, Houston, Dallas, Fort Worth and Arlington. Galveston led the competitive set in hotel occupancy in June and August, trailing South Padre Island in July. Galveston's average daily rate was highest among the set in April, June, August and September.

Board Approves to Spend \$22,000 for Strategic Planning Sessions

On Tuesday, the board approved to spend \$22,000 to work with Master Connection Associates (MCA) for tourism oriented strategic planning and training. MCA, a consulting firm based in California, will facilitate four sessions in Galveston during the year. The firm will work with members of the Park Board's Convention and Visitors Bureau (CVB), island business owners and hotel general managers to develop long-term planning to better position Galveston as a tourist destination.

Board Presents Beach Nourishment Update

Park Board Executive Director Kelly de Schaun reported that the board and General Land Office (GLO) have signed contracts for the sand to be used for the Dellanera beach nourishment project. Sand delivery is expected to begin December 1. She and representatives from the Galveston District Army Corps of Engineers met with a group of more than 30 island business owners on October 27 at Casa del Mar. Together, they provided an update on the 61st to 103rd Street nourishment project. She said the audience expressed support for the project. De Schaun requested authority to solicit letters of support from community groups for the beach nourishment projects. The board approved the request.

Announcements:

- On Tuesday, the board approved to spend \$67,870.69 for the purchase of three Beach Patrol fleet trucks and a passenger van.
- Please note Park Board meetings in November will take place Thursday, November 13 at 1:30 pm and Thursday, November 20 at 12:00 pm.

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.