

Media Contact

Ivette Wilhelm
Public Relations Coordinator
Park Board of Trustees
Office: 409-797-5124
Email: iwilhelm@galvestonparkboard.org



Galveston Park Board Update: January 23, 2013

The Galveston Park Board of Trustees held its regularly scheduled meeting at 1:30 p.m. Tuesday, January 22 at the Galveston Island Convention Center. Below is an update of news from the board room.

Mardi Gras Transportation Funding

Tuesday, the Park Board of Trustees approved to spend \$10,800 on Mardi Gras transportation services for the 2013 event. The money will fund three shuttle routes to be operated by Clear Lake Shuttle on Friday and Saturday evenings during Mardi Gras. The shuttles will run from select Galveston hotels and Seawall locations to the downtown entertainment district, dropping off passengers at 21st Street and Wharf Road in front of Willie G's restaurant. The shuttles will run from 6 p.m. to 2 a.m. with an additional bus per route from 9 p.m. to 1 a.m. The Mardi Gras transportation is intended to alleviate congestion downtown and prevent drinking and driving.

Contracts Awarded for Economic/Image Studies

The Park Board of Trustees on Tuesday unanimously agreed to award the contract for its 2013 economic impact study to the Philadelphia-based tourism consulting company Tourism Economics. The study – at a cost of \$24,500 – will assess the overall economic contribution of tourism to Galveston Island. The Park Board awarded the image study contract to Denver-based research firm Corona Insights at a cost of \$21,679. The image study will survey travelers and analyze the general public perception of Galveston as a tourist destination. The Park Board expects the findings to better position future tourism marketing efforts.

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.

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