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## **Galveston Park Board Update: March 27, 2015**

The Galveston Park Board of Trustees held its regular meeting at 1:30 p.m. Tuesday, March 24 at Park Board Plaza. Below is an update of news from the boardroom.

### **Galveston Park Board to Seek Additional Funding for Beach Nourishment Project**

On Tuesday, the Park Board approved to seek additional funding for the beach nourishment project slated to take place along Galveston's Seawall beaches between 61<sup>st</sup> and 91<sup>st</sup> streets this summer. The bids to dredge the ship channel and place the sand on to the beach came in higher than originally estimated, according to a report by the U.S. Army Corps of Engineers (USACE). To date, the General Land Office (GLO) has pledged \$500,000, the City of Galveston's Industrial Development Corporation has pledged \$3 million and the Park Board has pledged \$1.5 million for the project. Additionally, five local banks have collaborated to loan the Park Board an additional \$1.5 million. Park Board executive director Kelly de Schaun said this is the first opportunity Galveston has had to take advantage of a USACE beneficial dredge project, which can be an ongoing source of beach replenishment for the island.

### **CVB's 2014 Holiday Marketing Campaign Boosted Visitors & Revenue**

At Tuesday's Park Board meeting, the Galveston Island Convention & Visitors Bureau gave a marketing update to the board, reporting that the island experienced significant boosts in hotel occupancy and hotel revenue during the bureau's 2014 holiday campaign. GICVB Marketing Director Melody Smith reported that last November and December the island increased hotel occupancy by 11% and hotel revenue by 20.5% compared to 2013. These numbers directly correlate with the bureau's 2014 "Winter Wonder Island" campaign – which included print, broadcast, radio and billboard advertising, plus social media messaging and public relations outreach – designed to promote holiday activities and tourism in Galveston during the winter months. Smith said Moody Gardens' new Ice Land exhibit was a major factor in the island's 2014 success as it provided fresh momentum for the island-wide campaign. Smith also reported that since the bureau began a holiday marketing campaign in 2011, overall hotel revenue during November and December has increased by 99%.

### **Park Board Names Jeri Kinnear Chair of the East End Lagoon Advisory Committee**

At its meeting Tuesday, the Park Board announced that Galveston resident Jeri Kinnear will serve as the chair of the East End Lagoon Advisory Committee. Kinnear was a founding member of the city's East End Lagoon committee in 2005 and served as chair of the Park Board from 2006 to 2010. The purpose of the committee is to protect the wetland environment located on the island's east end while creating economic and recreational opportunities for the area. In addition, committee members will review and recommend policy as it relates to the vision, resource allocation and overall operation of the East End Lagoon. Moody Gardens President John Zendt will serve as the committee's vice-chair.

### **Downtown Oversight Committee Presents Marketing Efforts**

On Tuesday, the Downtown Oversight Committee presented an update on its marketing efforts. The committee was awarded \$100,000 from the downtown marketing fund last year. Their projects include printing and distributing maps of downtown Galveston, print advertising and special events. The Downtown Oversight Committee develops promotional strategies for the downtown area and provides recommendations for the allocation of revenue generated from downtown parking and other potential sources.

### **Park Board's East Beach to Host Beach Blanket Bingo Electronic Music Festival**

Galveston's East Beach will be the site of the Beach Blanket Bingo Electronic Music Festival this summer. The Park Board approved bringing the festival back to the island for its second year. Its organizer said he

hopes to attract at least 7,000 people to the event. The festival will bring well-known DJs to play electronic music at the beach and will take place Aug. 1.

### **Announcements**

- On Tuesday, the Park Board approved to spend \$21,500 for wading depth topographical surveys to be conducted by Houston-based Atkins North America.
- At its meeting Tuesday, the Park Board approved to award \$33,985 to Galveston-based Competitive Electric for new light fixtures at Seawolf Park.
- On Tuesday, the Park Board approved a concessionaire agreement with Island Ice, which will operate at Stewart Beach.

### **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](http://www.galvestonparkboard.org).

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