



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Tuesday, March 21, 2023 at 9:00 a.m.
Park Board Plaza Board Room - 1st Floor
601 Tremont
Galveston, Texas 77550

- I. Call Meeting To Order
- II. Pledge Of Allegiance
- III. Roll Call And Declaration Of A Quorum
- IV. Conflict Of Interest Declarations
- V. Requests To Address The Committee
The public shall be allowed to provide comment to the committee regarding one or more agenda or non-agenda items. All requests to address the committee must be submitted in writing and can be presented to the committee reporter the day of the meeting or by completing the Public Comment Form available on the Park Board of Trustees website at the following link prior to the start of the meeting:

[HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65.](https://www.galvestonparkboard.org/forms.aspx?fid=65)
- VI. Discuss And Consider Approval Of Meeting Minutes

Documents:

[FEBRUARY 14, 2023 TDAC MEETING MINUTES.PDF](#)
- VII. Update On City Wide WI-FI For Special Events (David Smith, 5 Minutes)

Documents:

[CITY WIDE WI-FI OVERVIEW.PDF](#)
- VIII. Discuss And Consider Nominations For Industry Partner Of The Year

Documents:

[OVERVIEW_TDAC_DISCUSS AND CONSIDER NOMINATIONS FOR INDUSTRY PARTNER OF THE YEAR.PDF](#)
- IX. Discuss And Consider Approval Of Award Of Contract For Public Relations Consultancy (Meg Winchester, 10 Minutes)

Documents:

[PUBLIC RELATIONS CONSULTANCY OVERVIEW.PDF](#)

- X. Discuss And Consider Juneteenth Grant Program Applications (Tom Singleton, 10 Minutes)

Documents:

[JUNETEENTH GRANT PROGRAM RECOMMENDATIONS OVERVIEW.PDF](#)

- XI. Discuss And Consider Approval Of Funding For Zinc Media's Sustainable Travel Documentary (Bryan Kunz, 10 Minutes)

Documents:

[ZINC MEDIA SUSTAINABLE TRAVEL DOCUMENTARY OVERVIEW.PDF](#)

- XII. Presentation Of Washed Ashore Results (Melody Smith, 15 Minutes)

Documents:

[WASHED ASHORE RESULTS OVERVIEW.PDF](#)

- XIII. Monthly Visit Galveston Executive Reports

Documents:

[VISIT GALVESTON MONTHLY EXECUTIVE REPORTS.PDF](#)

- XIV. 2022-2023 Committee Work Plan

Documents:

[TDAC COMMITTEE WORK PLAN.PDF](#)

- XV. 2022-2023 Committee Calendar

Documents:

[TD COMMITTEE CALENDAR FY22-23.PDF](#)

- XVI. Future Agenda Items

- XVII. Announcements

- XVIII. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - May 9, 2023

- XIX. Adjournment

I certify that the above Notice of Meeting was posted in a place convenient to the public, in accordance with Chapter 551 of the Texas government Code, on or before March 17, 2023, 5:00 p.m.

Approved

Spencer Priest, Vice-Chair, TDAC

Approved

Marty Fluke, Park Board of Trustees

Approved as to Format

Kelly de Schaun, Chief Executive Officer

Please Note Members of the City Council may be attending and participating in the discussion.

In accordance with the provisions of the Americans with Disabilities Act (ADA), persons in need of a special accommodation to participate in this proceeding shall, within three (3) days prior to any proceeding, contact the Park Board Administration

Office, 601 Tremont, Galveston Texas 77550 (409-797-5147)



GALVESTON

* ISLAND *

Park Board of Trustees

Park Board of Trustees of the City of Galveston Tourism Development Advisory Committee

2/14/2023 - Minutes

I. Call Meeting To Order

The meeting was called to an order at 9:00 AM

II. Pledge Of Allegiance

The pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

The roll was called, a majority of the members were present, and a quorum was declared.

Members Present: Jeff Ossenkop, Claire Reisweg, Jeff Elkins, James Clark, Mark Scibinico, Shane Cantrell, Theresa Elliot, Monica Barry, Sherill Hilton, Craig Corbell, and Lisa Shaw.

Members Absent: Marty Miles, Willis Ghandi, and Richard See

IV. Conflict Of Interest Declarations

There were no conflict of interests declared.

V. Requests To Address The Committee

There were no requests made to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes

Sherill Hilton made a motion to approve November 8, 2022 meeting minutes.

Lisa Shaw second the motion

Vote: 9-0 with James Clark and Theresa Elliot abstained

VII. Update From The City Of Galveston Transportation Department On Winter Schedules (James Oliver, 10 Minutes)

James Oliver with Island Transit updated the committee on the City's Winter Schedule. The City of Galveston has not received any federal funding for 2022 or 2023 and they have to report to TXDOT and FTA. After the census it was determined that Galveston is now part of a UTA Zone with Texas City. The funding that comes in from the Federal Government will now be shared with Texas City. The charges for riders has changed to be in compliance with the half fare policies for seniors and disabled clients.

James Oliver is taking a trip to Denver to explore more technology to implement for the City instead of the paper data entry.

There are requests to add additional stops but the State Safety Oversight (SSO) has regulations on where the city can have transportation stops. There cannot be stops added unless the SSO is involved. Adding additional hours also has to be approved through the SSO. 65% of ridership happens only four months a year starting in March.

Ridership is 600-700 a month during off-season. March - July ridership is 3,000 a month. For a rate increase there is a 4-5 month process that requires data submitted and public comment.

The question was asked if the Park Board can help with the printing of the maps to support Island Transit. It was explained that there are items being worked on with Island Transit on advertising and promotions.

VIII. Update On 2023 Mardi Gras Transportation (Bryan Kunz, 5 Minutes)

Bryan Kunz gave the committee an update on Mardi gras shuttle services being offered for residents and visitors. The shuttle services make stops along the seawall and transports the guests to the Strand District. There are three routes offered for both weekends and is a continuous shuttle. The shuttle services utilized the first weekend received around 150 riders. \$9,800 is the price that is paid to Island Transit for the shuttle services.

IX. Discuss And Consider Special Event Incubator Funding For 2023 Galveston Esports Summit (Bryan Kunz, 10 Minutes)

Bryan Kunz introduced the Galveston Island Esports Summit planners who gave a presentation on their event taking place August 25-27, 2023. The event is designed to bring together Esports educators, influencers, professionals, trade, merchandisers, gamers, and all interested in the rapidly growing esports market. There will be multiple participants to the Summit which includes the US Army - Esports and Recruitment Houses (2), Texas Scholastic Esports Federation, NASA, Esports Trade Association (ESTA), Women in Games (WIGI), the US Marine Corps, the US Navy, and panels featuring esports professionals, educators, game developers, and technology leaders.

E-Sports continues to develop as one of the most rapidly growing industries across the globe. Therefore, the event is well-positioned for sustainable growth. Staff recommends approval of up to \$10,000 in funding.

Motion: Claire Reiswerg made a motion to approve the funding

Second: Craig Corbell

Vote: Unanimous (11-0)

X. Discuss And Consider Special Event Incubator Funding For 2023 La Izquierda Surf And Music Festival (Bryan Kunz, 10 Minutes)

Bryan Kunz introduced the event planners for the La Izquierda Surf and Music Festival, scheduled for May 6-7, 2023, at Menard Park.

The event is a two-day surf contest and music festival designed to attract visitors to stay a full weekend in Galveston. Activities planned include a surf contest, live entertainment, vendors, workshops, performances by local groups and community partners, non-profit spotlights, live art including a community mural, photo booth area, and much more.

The event will be supported by a marketing plan which includes digital, website, print, radio, and social media advertising. Attendance is expected to approach 10,000 and generate over 450 lodging room nights.

Staff recommends approval of up to \$8,485 in Incubator Funding.

Motion: Theresa Elliot made a motion to accept staffs recommendation to fund \$8,485

Second: Sherill Hilton

Vote: Unanimous (11-0)

XI. Discuss And Consider Special Event Incubator Funding For 2023 Moto Surf Texas Cup (Bryan Kunz, 10 Minutes)

The second annual MotoSurf Texas Cup, scheduled for May 2-8, 2023, is a multi-day watersports festival hosted at Moody Gardens by JetSurf Houston. The event will feature a three-day training camp and four days of racing and watersports entertainment.

MotoSurf racing consists of multi-class racing with a single rider aboard a motorized and highly modified surfboard. Racers can reach speeds approaching 40 miles per hour. The sport continues to grow in popularity around the world and within the U.S.

The event will be supported by a marketing plan which includes digital and social media advertising as well as public relations efforts. Attendance is expected to approach 2,000 and generate more than 300 lodging room nights.

Staff recommends approval of up to \$5,751 in Incubator Funding

Motion: Craig Corbell

Second: Jeff Elkins

Vote Unanimous (11-0)

- XII. Discuss And Consider Approval To Award Contract To Vanguard Truck Centers Of Houston For Visit Galveston Box Truck With Lift Gate (Jacquelyn Helton, 5 Minutes)

- XIII. Update Of 9th Annual Galveston Island Tourism Summit (Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton gave an update on this year's event taking place May 4, 2023. The committee was reminded that next month there will be a vote to announce the Industry Partner of the year at Tourism Summit. The committee asked staff why this event is not funded through HOT if it is an industry event. This event benefits the industry and it should come from HOT funding and placed in regular budget for immediate approval.

- XIV. Certified Galveston Ambassador Update (Shawna Reid, 5 Minutes)

Shawna Reid gave the committee an update on the new certified Galveston Ambassador Program. This program will replace the existing Certified Tourism Ambassador program and will roll out in 2024. This change will allow the program to be managed in-house so avoid delays or problems with the existing program. It will be recognized as a full certified program to allow continued education points.

- XV. Update On Galveston Visitor Center (Shawna Reid, 5 Minutes)

Shawna Reid gave an update on the Galveston Visitor Center, currently it is located within the Chamber of Commerce business. The Galveston Chamber will be moving to the Sealy Hutchings Building located at 24th and Strand on the third floor. Staff is currently in negotiations with owners to house the second floor for the Galveston Visitors Center. The second floor is ADA accessible and with an elevator. There will be several activations on the first floor as well to give a better experience to the visitors.

- XVI. Present 2021-2022 Park Board Of Trustees Annual Report (Melody Smith, 15 Minutes)

Melody Smith presented the Annual Report to the Committee. The annual report is produced each year and features the results from the organization by each department.

- XVII. Monthly Visit Galveston Executive Reports

The committee reviewed the last three months of the monthly executive reports.

- XVIII. 2022-2023 Committee Work Plan

For Reference

- XIX. Future Agenda Items

- XX. Announcements

Members of the committee gave an update of their upcoming events.

- XXI. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - March 21, 2023

XXII. Adjournment

Meeting adjourned at 10:51 AM



Agenda Item: Update on City Wide Wi-Fi for Special Events

Background: David Smith, Director of Fleet, Transit and Special Events will give an update to the Tourism Development Advisory Committee regarding city wide wi-fi on the island.



Agenda Item: Discuss and consider nominations for Industry Partner of the Year

Background: On May 4, 2022, Visit Galveston Island will host the 9th Annual Tourism Summit at the Galveston Island Convention Center, during National Tourism Week to educate and celebrate the exciting tourism industry. This is a FREE event to ALL tourism partners! Each year, our numbers increase as we bring together the organizations involved in the Galveston hospitality community to learn from one another and from experts in the field. The Summit is designed to involve, inform, educate, and excite Galvestonians. This year we have the opportunity to grow attendance again by offering a LIVE STREAM and in person experience, as well as our popular vendor expo, all featuring national and regional speakers presenting on a variety of topics aimed at increasing the number of travelers to Galveston. Those whose businesses are touched by travel from restaurateurs to hotel executives and transportation operators to nightlife professionals—will learn how to maximize their reach and get a chance to learn about new resources being made available to reach their goals.

This will be the 2nd year to recognize an Industry Partner of the year for Galveston Island. This can be an individual, organization or business that collaborates with the industry and demonstrates a strong commitment to increasing visitation by contributing to the growth and success of Galveston’s tourism products and services.

Staff Recommendation:

Discuss nominations for Industry Partner of the year. TDAC members will bring all nominations to the March meeting. At the April meeting TDAC members will review candidates and select the recipient of the 2023 Galveston Island Industry Partner of the Year.



Agenda Item: Discuss and Consider Approval of Award of Contract for Public Relations Consultancy

Background: A Request for Proposals was issued in February to engage a person or firm for on-going support in developing PR strategies and policies.

The Scope of Work includes:

Temporary Services

- Weekly coordination of public relations and advocacy goals to ensure successful implementation of the organization's Public Relations and Advocacy Plans. Includes weekly meetings with the PR team to set strategy, provide oversight of communications initiatives with staff, and provide technical feedback on communication products prior to publishing.
- Build strategy for communications department structure to include staffing needs and outline of job descriptions, including internal and external communications. Provide leadership and consulting in Strategic Communications Director recruitment and onboarding processes.
- Create internal communications plan to keep Park Board leadership, employees and stakeholders informed and oriented toward organizational goals, including Standard Operational Procedures, templates, and schedules.
- Other major organizational needs as agreed upon.

Ongoing Advisory Services

- Develop crisis communication strategies for addressing and navigating political environment as it relates to media and public perception.
- Key deliverable: Provide staff and Trustee media training, develop communication plans with identified goals, strategies, and tactics.
- Support advocacy and community relations initiatives. Review and support Park Board 60th anniversary initiative, including monthly content for feature communications, development of content for presentations, and collateral materials. Standardize District Tours program by creating institutional communication, protocol, and deliverables for use in the program.
- Other major organizational needs as agreed upon.

Staff Recommendation: Staff recommends approval of the 3-year contract with Cast Public Relations in the amount of \$48,000.00 per year with additional hours per year (up to 45 per month) at \$125.00 per hour not to exceed \$9,625.00 per year. This was the only bid received and Leah Cast worked for the Park Board for 9 years and upon leaving has done project work with her consulting company.

Funding Source (if applicable): TD70-7000 Special Projects



Agenda Item: Discuss and Consider Juneteenth Grantmaking Program Applications

Background:

In order to promote the development of Juneteenth activities and attract new overnight business in Galveston, the Trustees approved \$100,000 for a Juneteenth Grantmaking Program in the FY23 budget as line item “Juneteenth” under 7002 Contingency – Special Projects. As a result, staff at Visit Galveston and the Galveston Park Board have developed a targeted grantmaking program designed to enhance Juneteenth activities on the island. This program represents a new opportunity to highlight Galveston’s unique role in Juneteenth celebrations and the cultural history of Juneteenth on the island and draw overnight visitors to Galveston.

As part of the grantmaking process developed by staff, applications have been solicited from the community and staff have reviewed those applicants to determine feasibility and suitability of proposed projects. Eight (8) applications have been deemed suitable for funding by staff based on selected criteria. Those criteria include applicability to HOT statutes, proposed project, proposed marketing plan, proposed budget, expected return on investment of HOT funds, the organizer’s historical record of success in executing similar projects, and applicability to the program guidelines.

Staff Recommendation:

Staff recommends the approval of the accompanying grant applications and referral to the Park Board of Trustees for consideration.



Juneteenth Grant Program Term Sheet

Organization:

Club 68

Project Title:

Club 68 Zydeco Concert

Grant Request:

\$6,700

Proposed Activity Date:

June 17, 2023

Proposed Funding Use:

Club 68 plans to host a Zydeco band with the goal of promoting Juneteenth in Galveston by enhancing nightlife festivities and encouraging overnight stays. Funds will be used to hire a Zydeco band and promote the event. In particular, funding will pay for ticket costs, flyers, newspaper ads, and radio advertisement.

Proposed Marketing Plan:

Club 68 will work with businesses to post flyers, place ads with regional newspapers and radio stations, and target adults 30 and older.

Expected Attendance:

200 attendees

Staff Grant Award Recommendation:

\$6,700

The Club 68 Zydeco Concert is a unique opportunity to highlight traditional African American southern music while celebrating the legacy of Juneteenth in the region. This concert will cater to a niche audience and draw music lovers from a multi-state region. By highlighting the musical culture of southern Texas through the Zydeco genre, visitors will explore the musical traditions of communities that have celebrated Juneteenth for more than 150 years.

Staff recommends the award of this grant due to the organizer's extensive history of producing successful concerts and Juneteenth events; the niche audience of Zydeco lovers and live music enthusiasts that will visit; and the event's timing in the calendar of Juneteenth celebrations.



Juneteenth Grant Program Term Sheet

Organization:

Frelot Productions & Ragamuffin Productions

Project Title:

Juneteenth Comedy Show

Grant Request:

\$20,000

Proposed Activity Date:

June 17, 2023

Proposed Funding Use:

Funding will support a two-hour comedy show celebrating Juneteenth in Galveston and featuring four internationally renowned comedians including Myra J., J. Anthony Brown, Michael Colyar, and George Wallace. A portion of proceeds will be donated to a scholarship fund for local students. Funds will pay for marketing, talent fees, transportation and lodging, food, and the venue.

Proposed Marketing Plan:

Marketing efforts will include digital flyers, press releases to regional outlets, ads on various radio and television platforms, billboards, and social media advertising. Additionally, artists will participate in a regional press tour. Advertising efforts will focus on urban and mainstream markets to highlight the draw of nationally relevant acts.

Expected Attendance:

400 attendees

Staff Grant Award Recommendation:

\$10,000

The Juneteenth Comedy Show represents an opportunity to host internationally known comedians in Galveston for the Juneteenth weekend celebrations. This event will provide entertainment for adults traveling to Galveston to celebrate Juneteenth and will entice visitors to stay overnight in order to participate in this event and other night events planned for the entire weekend. Additionally, this comedy show will highlight Galveston as a diverse entertainment destination for Juneteenth celebrations.

Staff recommends this project for award due to the organizer's significant history of producing successful comedy shows; the drawing power of the comedians in the proposed line-up; the scheduling of the event on Saturday night representing an important time block for drawing overnight guests; the extensive marketing experience of the event organizers; and the detailed event plan submitted.



Juneteenth Grant Program Term Sheet

Organization:

Nia Cultural Center, Inc.

Project Title:

Juneteenth Emancipation Celebration Gospel Concert

Grant Request:

\$20,000

Proposed Activity Date:

June 16, 2023

Proposed Funding Use:

The Nia Cultural Center will use funding to present a signature gospel concert to celebrate the newly designated federal Juneteenth holiday in Galveston. This celebration will feature nationally recognized gospel artists and will honor and recognize national and regional civil rights advocates or advocates for making Juneteenth a national holiday. It will also attract local and out-of-town participation in Juneteenth activities. It will also help to identify Galveston as the center of Juneteenth celebrations both in Texas and nationally.

Proposed Marketing Plan:

Nia Cultural Center will launch a robust publicity campaign leading up to the 2023 Juneteenth holiday weekend. This campaign will include news releases, regional print, broadcast media, the Nia Cultural Center website, social media accounts, and newsletters. Additionally, the event will be included in the VisitGalveston.com Juneteenth event page, and push cards will be placed at local hotels, cruise terminals, and at the Juneteenth Legacy Project Headquarters.

Expected Attendance:

1,200 attendees

Staff Grant Award Recommendation:

\$20,000

Beginning in 2022, the Juneteenth Emancipation Celebration Gospel Concert has drawn crowds of people to Galveston to kick-off the Juneteenth weekend. Support for this event would produce a significant return on investment and provide a marquee event to bring people to Galveston for a weekend of Juneteenth celebrations.

Staff recommends this project due to Nia Cultural Center's significant history of successful Juneteenth events that draw overnight visitors; the capacity of Nia Cultural Center's staff to produce multiple signature events; the detailed event plan submitted; and the organization's commitment to highlighting the history and impact of Juneteenth in Galveston.



Juneteenth Grant Program Term Sheet

Organization:

Galveston Island African American Treasures

Project Title:

Galveston Juneteenth History Podcast

Grant Request:

\$20,000

Proposed Activity Date:

Year Round

Proposed Funding Use:

The Galveston Island African American Treasures group plans to produce a series of podcasts highlighting the history of Juneteenth in Galveston. This podcast will focus on capturing the history of black Galvestonians during the Juneteenth era, as well as subsequent generations of black Galvestonians affected by Juneteenth and General Order No. 3. Episodes will include audio and video elements, and will be made available on multiple platforms. Funds will be used for production costs as well as marketing costs to include sponsored social media ads.

Proposed Marketing Plan:

The podcast will be marketed using search engine optimization techniques during production to ensure that marketing efforts are streamlined across platforms. This will include using keywords in sponsored social media ads and promoting the episodes continually to build an audience. Embedded advertising opportunities will also help to promote the podcast across online platforms.

Staff Grant Award Recommendation:

\$10,000

As part of an effort to develop new tourism products in Galveston, Visit Galveston staff has identified the “Galveston Juneteenth History Podcast” as a tourism product that will enhance cultural tourism offerings to visitors. This product will provide widespread coverage of Galveston’s history through the African American lens, and promote cultural heritage tourism for the many visitors to Galveston that have personal and familial history on the island. A podcast’s ability to reach a geographically diverse audience encourages tourism to the island, particularly overnight visitors, and enhances the connections that people make with Galveston ensuring return visits.

Staff recommends this award due to the applicants’ experience with the broadcast and podcast mediums; the thorough business plan provided; the unique tourism product; the capacity to generate overnight visitation beyond the initial production of the podcast; and the enhancement of historical and cultural tourism markets.



Juneteenth Grant Program Term Sheet

Organization:

Reedy Chapel AME Church

Project Title:

Reedy Chapel Gospel Concert and Block Party

Grant Request:

\$20,000

Proposed Activity Date:

June 18 & 19, 2023

Proposed Funding Use:

Reedy Chapel is the site of the first documented celebration of Juneteenth. The church community seeks to re-enact the original march from old Galveston Courthouse to the Chapel for a block party, prayer service, and thanksgiving ceremony, as well as a Gospel concert from a local youth choir. This event will host diverse participants across two days. Reedy Chapel expects to host the prayer service and Gospel concert on Sunday, June 18th; and the Juneteenth march re-enactment and block party will take place on Monday, June 19th.

Proposed Marketing Plan:

Reedy Chapel plans to engage social media ads, regional radio stations, regional and national television programming, email marketing, flyers, and regional billboards. Sponsored social media ads will begin one month before the event.

Expected Attendance:

300 attendees

Staff Grant Award Recommendation:

\$10,000

The Reedy Chapel Gospel Concert and Block Party represents the continuation of one of the oldest Juneteenth celebrations in the country. This two day block party and concert will provide opportunities for overnight visitors to take part in a classic Galveston Juneteenth celebration. Additionally, the role of Reedy Chapel in the delivery of General Order No. 3 highlights Galveston's central role in Juneteenth history.

Staff recommends this award due to Reedy Chapel's long history of producing significant Juneteenth celebrations; the historical significance of the organization in celebrating Juneteenth; the timing of the events in relation to other Juneteenth celebrations, notably taking place over two days and during the daytime hours; and the event's ability to draw overnight visitors as one of the marquee Juneteenth celebrations in Texas.

Juneteenth Grant Program Term Sheet

Organization:

Galveston County Council of Greeks, and Old Central Cultural Center

Project Title:

Juneteenth Sneaker Ball

Grant Request:

\$20,000

Proposed Activity Date:

June 17 or 18, 2023

Proposed Funding Use:

Funding for the Juneteenth Sneaker Ball will be used to host a gala including a sit-down dinner and a silent auction. This event will establish an annual ball to support the Juneteenth holiday, highlight Galveston's role in the history of Juneteenth, and draw overnight visitors to Galveston to celebrate Juneteenth. Additionally, this event will collaborate with other Juneteenth events to offer a slate of festivities that will increase overnight stays. Funds will pay for the event venue, marketing, entertainment, and decorations. Proceeds from the event will support scholarships for local students, and programs at Old Central Cultural Center

Proposed Marketing Plan:

The organizers plan to utilize the wide network of each of the nine Greek organizations collaborating on the event through social media channels and sponsored social media ads; mail campaigns; radio, podcast, and television media; and print publications both local and national. The marketing plan will target the broad membership of each Greek organization; national organizations like the NAACP and National Urban League; sneaker enthusiasts and special interest groups; and celebrities and athletes.

Expected Attendance:

500 attendees

Staff Grant Award Recommendation:

\$20,000

The Galveston County Council of Greeks and Old Central Cultural Center propose to bring a new Juneteenth event to Galveston, the Juneteenth Sneaker Ball. This event would replicate similar Sneaker Ball celebrations that have been popular in other parts of the country. A Juneteenth Sneaker Ball would provide a marquee event on Sunday to attract overnight visitors seeking an upscale gala.

Staff recommends this project for award due to the Galveston County Council of Greeks' significant history of producing marquee events on the island. This includes their annual Mardi Gras Gala, and Holiday Ball. This organization also has a history of successful marketing efforts, and event organizers include individuals with extensive experience in promoting events. Additionally, this project will draw a national audience due to the group's significant network of Greek fraternities and sororities. These factors suggest an opportunity to generate considerable overnight stays, and highlight Galveston as the premier destination for celebrating Juneteenth.



Juneteenth Grant Program Term Sheet

Organization:

Galveston Symphony Orchestra

Project Title:

Galveston Symphony Orchestra and Galveston Heritage Chorale Juneteenth Concert

Grant Request:

\$20,000

Proposed Activity Date:

June 18, 2023

Proposed Funding Use:

Funding will be used to host a free concert of the Galveston Symphony Orchestra together with the Galveston Heritage Chorale performing traditional African American music in honor of Juneteenth. The concert would include 50-60 musicians led by Trond Saeverud and June Collins Pulliam. Funds will pay for marketing expenses and for musicians' performances.

Proposed Marketing Plan:

Galveston Symphony Orchestra will engage a marketing firm to develop an ad campaign targeting various regional print media and social media outlets. Marketing efforts will be focused in the South-Central Texas region with an emphasis on encouraging tourism related to the Juneteenth holiday.

Expected Attendance:

1,000 attendees

Staff Grant Award Recommendation:

\$10,000

The Galveston Symphony Orchestra and Galveston Heritage Chorale Juneteenth Concert will provide an opportunity for local musicians to highlight the history and impact of Juneteenth on Galveston's music community. This free concert will be an opportunity for visitors of all ages to participate in Juneteenth activities and will be an opportunity to host a diverse group of participants. Additionally, this event will promote the unique music heritage of Galveston and introduce regional audiences to Galveston's music community.

Staff recommends the award of this grant due to the organizer's extensive history of producing successful concerts; the event's placement in the Juneteenth weekend's schedule of celebrations; the availability of this event to a diverse audience; and the broad appeal of the subject matter.



Juneteenth Grant Program Term Sheet

Organization:

Juneteenth and Beyond, LLC.

Project Title:

Juneteenth Tours

Grant Request:

\$9,000

Proposed Activity Date:

June 1-30; Year Round

Proposed Funding Use:

Juneteenth and Beyond intends to provide guided tours of the Galveston Freedom Trail which outlines the historical occurrence of Juneteenth. Tours will be managed and conducted by Dr. Araminta Sorrell, owner of Juneteenth and Beyond. These tours will represent the first such tours in Galveston. Thematic tours focused on cultural tourism will provide a unique opportunity for visitors to engage in the rich fabric that has influenced Texas and the South. Juneteenth Tours offers an opportunity to enhance and draw visitation to Galveston.

Proposed Marketing Plan:

Texas's population represents the largest overall black population in the country, representing more than 3.9 million people. Marketing will focus on regional efforts to connect with African American communities through travel media, radio and TV ads, social media campaigns, and print flyers targeting tourism businesses. This marketing plan will focus on drive markets in the Houston region and repeat visitors to Galveston, particularly those that frequent hotels, cruise ship terminals, shops, and restaurants.

Staff Grant Award Recommendation:

\$9,000

As part of an effort to develop new tourism products in Galveston, Visit Galveston staff has identified the "Juneteenth Tours" project as a tourism product that will enhance cultural tourism offerings to visitors. The lack of cultural heritage tours in Galveston is notable in light of the number of visitors seeking opportunities to connect with Galveston's history. Expanding these cultural heritage tourism opportunities is particularly important given many people's personal connections to Galveston, and the impact those connections can have on visitors choosing to stay overnight on the island.

This staff recommendation is based on the tour operator's experience with tourism, historical education, and community outreach; the thorough and extensive business plan including detailed budget analysis; the unique tourism product offering; and the capacity to expand the range of tourism products for Juneteenth celebrations.



Agenda Item: Discuss And Consider Approval Of Zinc Media’s Sustainable Travel Documentary

Background: Travelers are becoming more cognizant of the impact tourism places on sensitive places and overvisited communities. When they choose to travel, they seek locations that embrace sustainable practices. Galveston Island is striving to become a trailblazer in sustainable tourism. Tourism industry partners are becoming increasingly engaged in efforts to reduce their impact on our ecosystem and encourages the same of their patrons. Evidence of these efforts include beach nourishment projects, banning of straws, plastic utensils and bags in select businesses, the community wide Washed Ashore Marine Debris Art Exhibition, Blue Flag Eco Award and more.

These efforts have been recognized by Zinc Media Group. Zinc Media has partnered with Sustainable Travel International and Sublime Magazine to produce a series entitled “Sustainable Travel: Where Next?” The film series began in 2022, featuring destinations like Australia, Barbados and Oslo. They have not featured a destination in the United States, and their research for industry leaders led them to Galveston.

The documentary will highlight efforts by the travel and tourism sector to protect our planet and its treasured destinations. From farm-to-table culinary experiences to recycling and reuse programs, each episode showcases real-life examples of sustainable travel in action, bringing to life uplifting stories of conservation, regeneration, inclusion, empowerment, and resilience. Designed to inspire and engage on an international scale, the series is supported by a global marketing and distribution campaign to reach the desired audiences.

Zinc Media will work with Visit Galveston and our partners to produce a 3-to-5-minute film (90 second social media cut), highlighting the stories of businesses, locals, and nonprofit organizations. Their crew will help bring to life a compelling and engaging story that helps raise awareness of Galveston. Visit Galveston will be involved in every step of the process from script writing, to filming, all the way through to broadcast quality editing. Visit Galveston will own all content created from the series (generally 90 minutes to 2 hours of unedited content).

Filming would commence in April, all will take approximately two days. A teaser film will be produced for distribution on Earth Day (April 22nd) and World Environmental Day (June 5th). The full documentary will be released on World Tourism Day (September 27th). It will also be featured at the Sonoma Film Festival in 2024.

The cost to participate in this docuseries starts at \$38,000. If an additional day of filming is required for the content we desire, an additional cost of \$6,200 per day is incurred.

To see 2022 films please visit <https://sustainabletravel.org/where-next/>

Staff Recommendation: Responsible and Sustainable Tourism will continue to be a point of interest for travelers seeking destinations that reflect their values. Staff recommends approval of up to \$45,000 in funding.

Funding Source (if applicable): TD-70-7002 Special Projects

Sustainable Travel: Where Next?

Marketing Highlights

DOCUMENTARY SERIES PRODUCED IN PARTNERSHIP

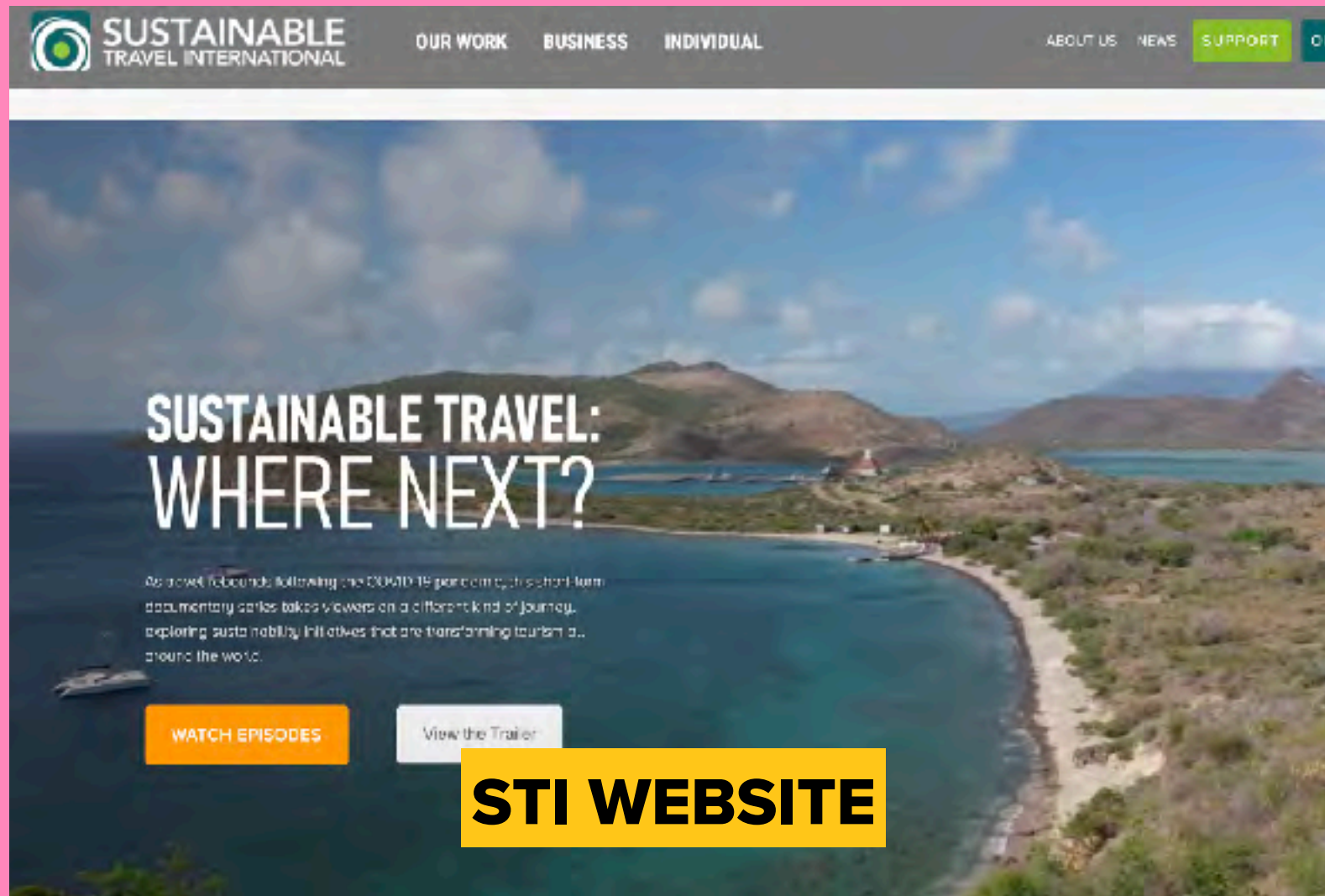
Sublime

ZINC
media group

 **SUSTAINABLE**
TRAVEL INTERNATIONAL

Where was the content seen?

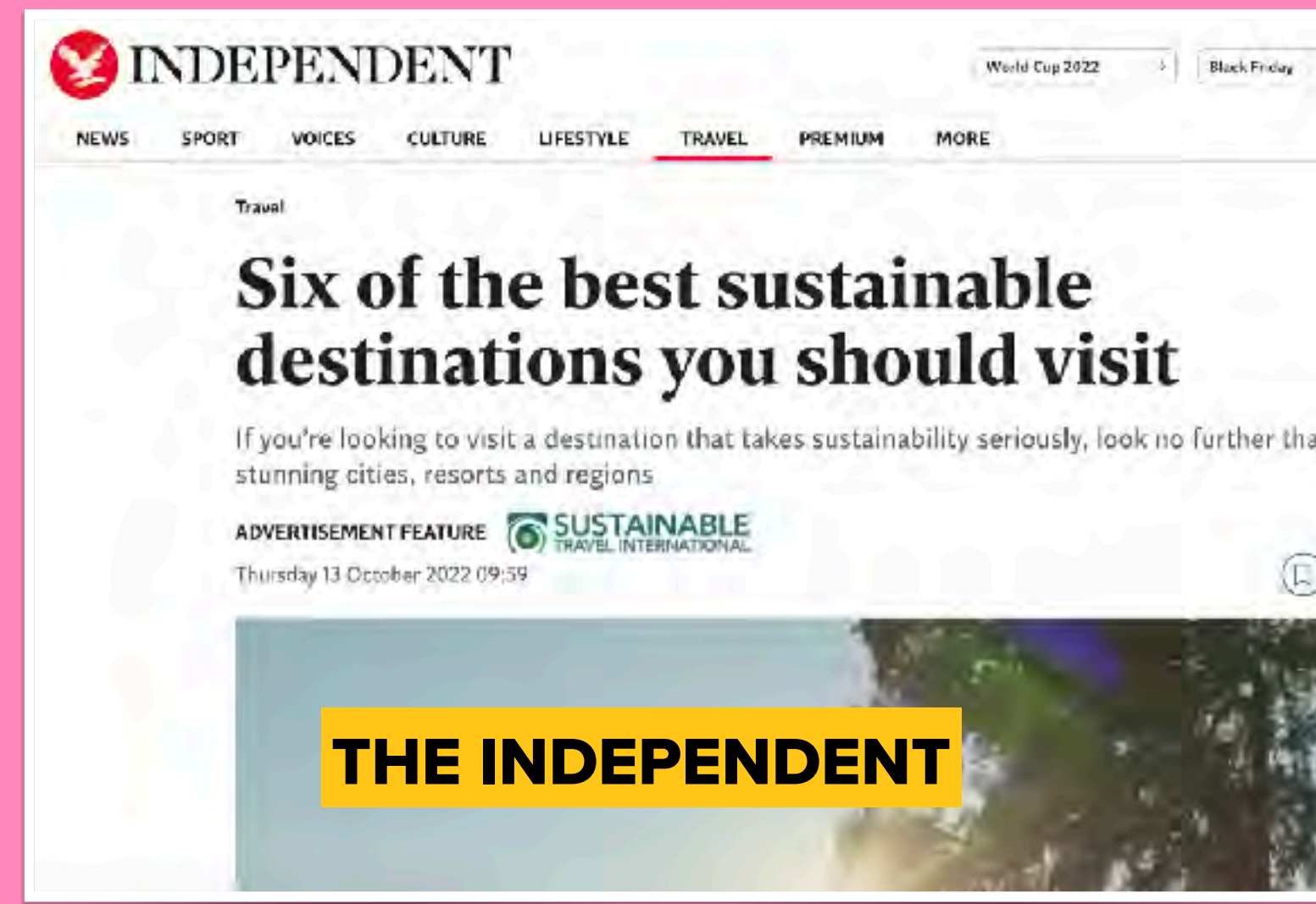
We kick-started the campaign on World Tourism Day 2022, with the series streaming on the Sustainable Travel International website. This was supported by a number of activities across various other media partner sites, as well as social media and travel press titles. However, the campaign isn't over, so please continue to like and share the content using the hashtag #sustainabletravelwherenext



The content is all hosted on a dedicated landing page on the STI website - [stream it here](#)

Website traffic/figures: 114,596 views (Sept-Nov 22). The Landing page received 11,012 pageviews.

Feedback: *“The website had a significant spike in traffic, specifically to the series connect, during the launch”*



The series was discussed in a bespoke editorial feature on The Independent website - [read it here](#)

Website traffic/figures:
Total Site: 237.2M views (Sept-Nov 22)

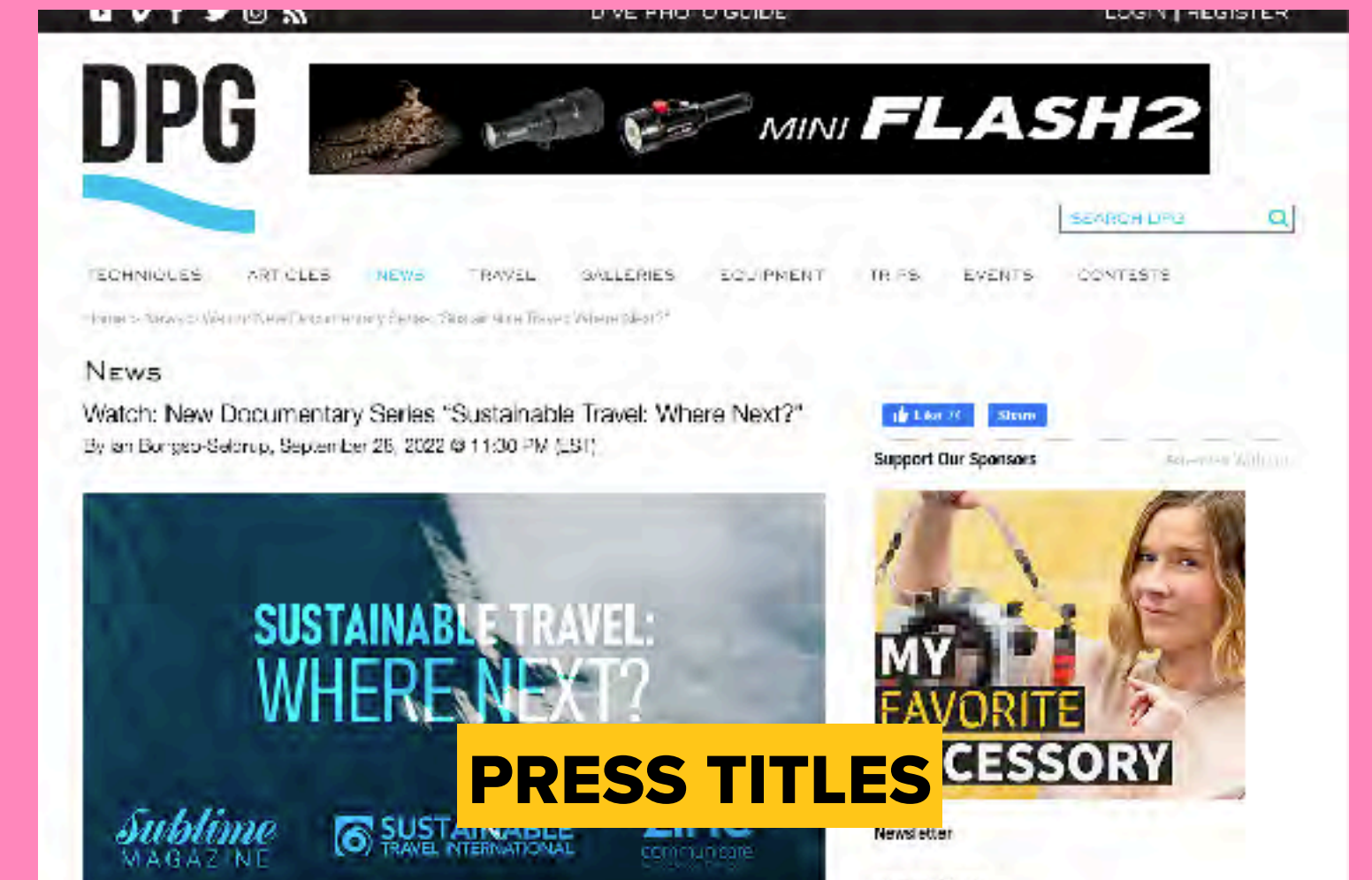
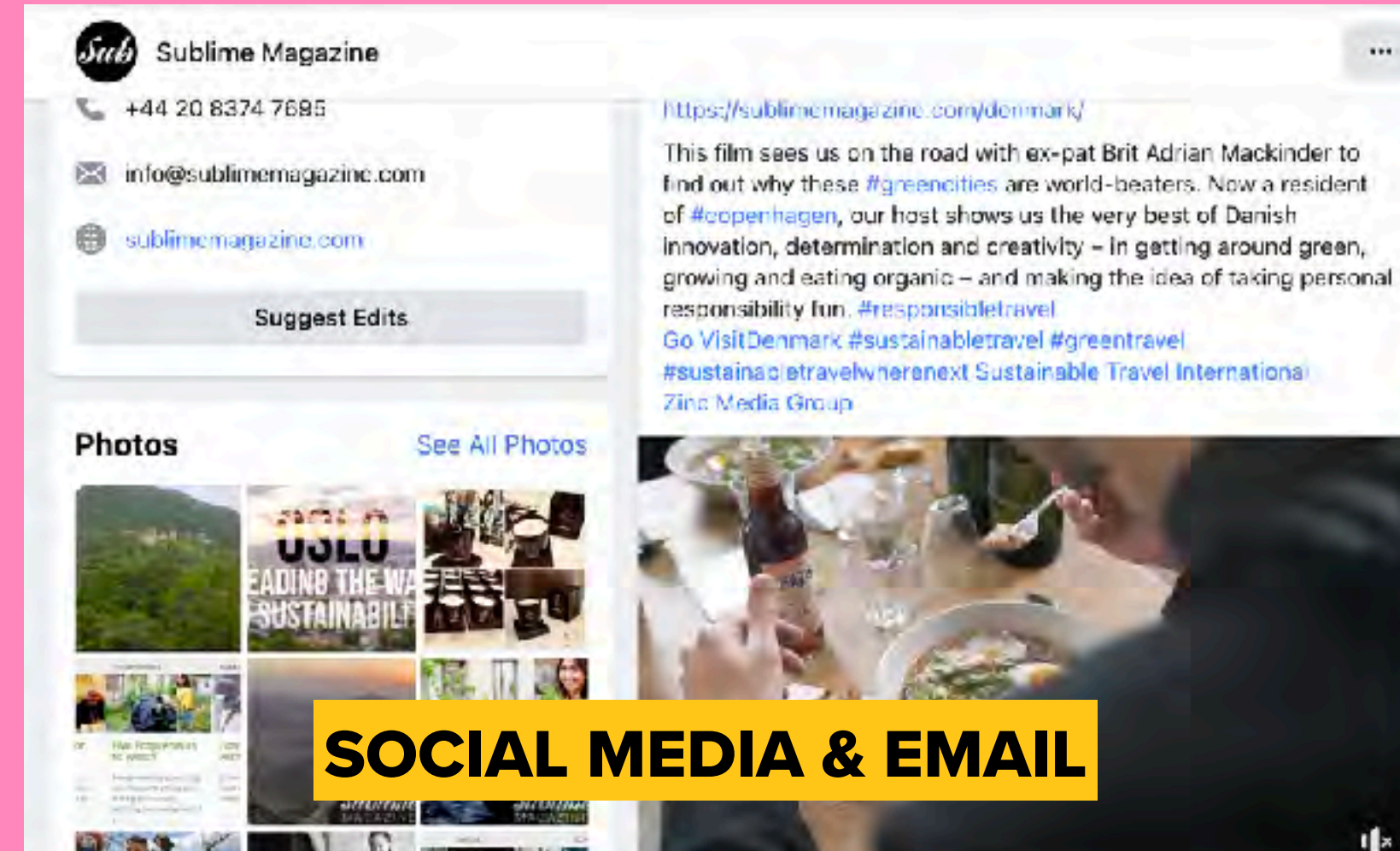
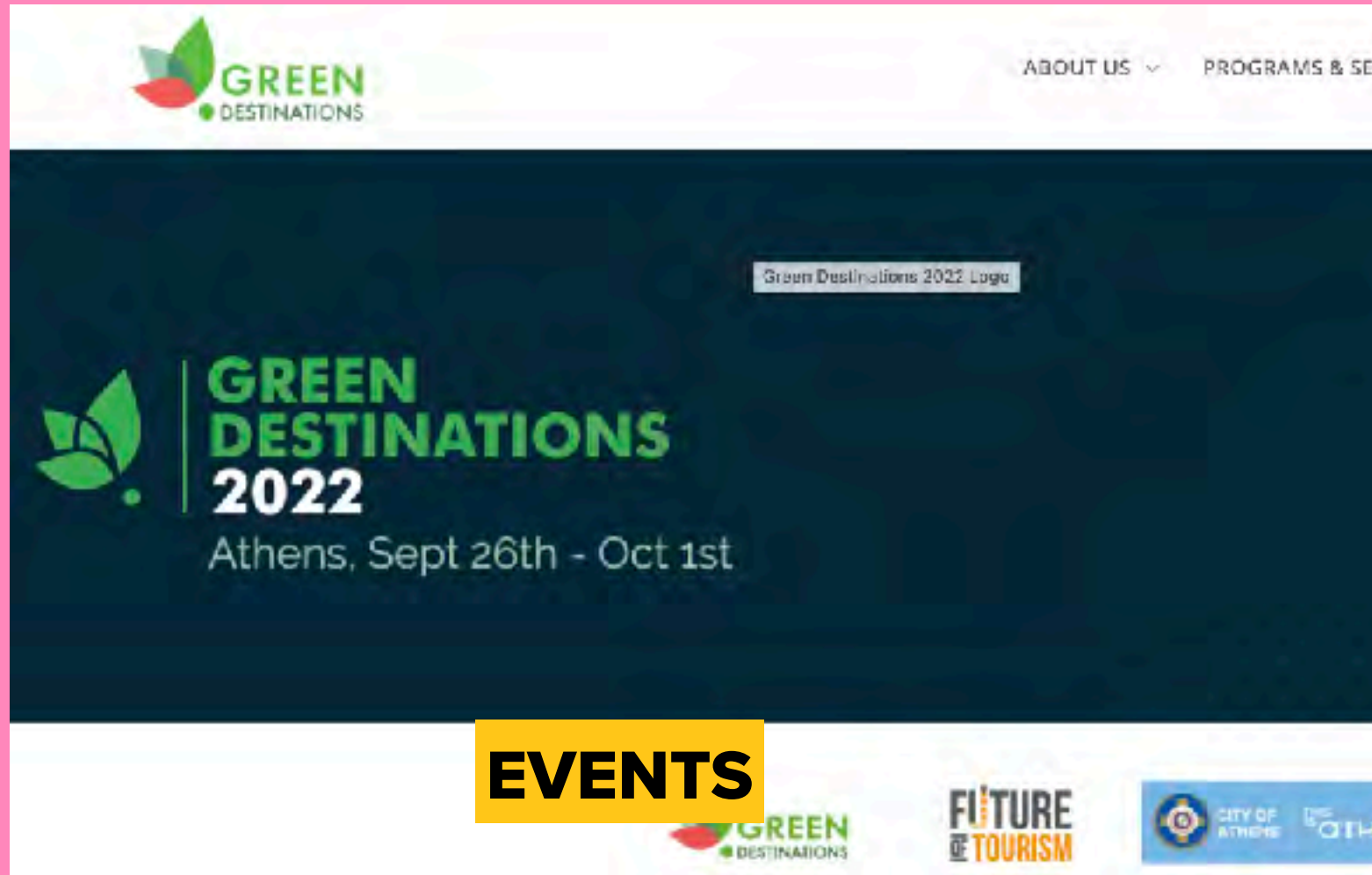
Article: 2491 page views
1985 Unique visitors
40 second dwell time
1 days' worth of engagement time.
52% saw the campaign was on a desktop device, 45% saw it on a mobile device and 2% saw it on a tablet.



The content is part of a full take-over of Sublime TV, with a banner on the homepage of Sublime Magazine - [watch it here](#)

Potential Reach: 93,820 / Page Views: 951,20
Website traffic/figures: 4k+ views (Sept-Nov 22)

Where was the content seen? - cont'd



The content was shown at the Green Destinations Summit in Athens (Sept-Oct '22), as well as the Sedona Film Festival in (Sept '22)

Feedback: Our theater is 99 seats; and we had 85 people here for the series! VERY POSITIVE RESPONSE! In fact, sparked some GREAT conversation for the panel discussion afterwards and a lot of ideas on how to promote Sedona as a Sustainable Tourism destination. We had members of our City Council, Chamber of Commerce and Tourism bureau on the panel, and all were impressed by the content of the films (as were our audience members).

The social media clips are continuing to be shared with STI's, Zinc Communicate, and Sublime's 150k+ social followers on Instagram, Facebook, Twitter, TikTok, YouTube, and LinkedIn. Total views are around 50k so far.

EMAIL: On the launch day, the email campaign was sent to STI's mailing list of 12,099 subscribers, with a 24% open rate.

Potential Reach: 150k+ followers & subscribers

Please continue to like and share the content across the social platforms

Shared with STI's 82+ press and news contacts, with pick up on Dive Photo Guide - [read the article here](#), and was published on [Green Lodging News](#).

(See full list of publications on next page)

Main press titles with which the content was shared

Adventure.com <https://adventure.com/>
AFAR <https://www.afar.com/>
American Way Magazine <https://americanway.com/en/>
Aspire <http://aspiretravelclub.co.uk/>
BBC <https://www.bbc.com/>
Breaking Travel News <https://www.breakingtravelnews.com/>
Business Traveller <https://www.businesstraveller.com/>
CBS News - Eye on Travel <https://petergreenberg.com/category/eye-on-travel/>
Citizen Femme <https://citizen-femme.com/>
CNBC <https://www.cnbc.com/cnbc-travel/>
Condé Nast Traveler <https://www.cntraveler.com/>
Condé Nast Traveller (UK) <https://www.cntraveller.com/>
Conference & Incentive Travel <https://www.citmagazine.com/>
Country & Town House www.countryandtownhouse.co.uk
Departures <https://departures-international.com/>
Elite Traveler www.elitetraveler.com
Escape News Ltd <https://www.escape.com.au/meet-the-team>
Fairfax, Traveller www.traveller.com.au
Fathom <https://www.fathomaway.com/>
Financial Times <https://howtospendit.ft.com/> / www.ft.com
Food & Travel <https://foodandtravel.com/>
Forbes <https://www.forbes.com/travel/?sh=7fdd62e3463a>
Frommer's <https://www.frommers.com/>
Glass www.theglassmagazine.com
Global Citizen <https://www.globalcitizen.org/en/>
Globetrender <https://globetrender.com/>

GreenBiz <https://www.greenbiz.com/>
Harper's Bazaar www.harpersbazaar.com/
HELLO! <https://www.hellomagazine.com/>
House & Garden www.houseandgarden.co.uk
HuffPost <https://www.huffpost.com/>
Inhabitat <https://inhabitat.com/>
JustLuxe <http://www.justluxe.com/index.php>
Lonely Planet <https://www.lonelyplanet.com/>
Luxury Daily LuxuryDaily.com
Luxury Travel Advisor & Travel Agent Central <https://www.luxurytraveladvisor.com/>
Luxury Travel Magazine <https://www.luxurytravelmagazine.com/>
Marie Claire <https://www.marieclaire.co.uk/>
Marie Claire UK www.marieclaire.co.uk
National Geographic Traveler <https://www.nationalgeographic.com/travel/>
National Geographic Traveller UK <https://www.nationalgeographic.co.uk/>
Outside <https://www.outsideonline.com/>
OutThere <https://www.outthere.travel/>
pebble <https://pebblemag.com/>
Recommend <https://www.recommend.com/>
SheerLuxe <https://sheerluxe.com/>
SKIFT <https://skift.com/>
Spectator Media Group <https://www.spectator.co.uk/>
Stylist <https://www.stylist.co.uk/>
SUITCASE <https://suitcasemag.com/>
Sunset www.sunset.com
Sustainability Times <https://www.sustainability-times.com/>
The Guardian <https://www.theguardian.com/>

The Independent <https://www.independent.co.uk/>
The New York Times <https://www.nytimes.com/>
The Travel <https://www.thetravel.com/>
The Washington Post <https://www.washingtonpost.com/>
Town & Country <https://www.townandcountrymag.com/>
Travel + Leisure <https://www.travelandleisure.com/>
Travel and Tour World <https://www.travelandtourworld.com/>
Travel Daily <https://www.traveldailymedia.com/>
Travel Daily News <https://www.traveldailynews.com/>
Travel Market Report <https://www.travelmarketreport.com/>
Travel Mole <https://www.travelmole.com/>
Travel Professional News <https://www.travelprofessionalnews.com/>
Travel Pulse <https://www.travelpulse.com/>
Travel Weekly <https://www.travelweekly.com/>
Travelers Today <http://travelerstoday.com/>
Travindy <https://www.travindy.com/>
Treehugger <https://www.treehugger.com/>
Triple Pundit <https://www.triplepundit.com/>
TTG Luxury <https://www.ttgmedia.com/>
U.S. News & World Report <https://www.usnews.com/>
Vanity Fair www.vanityfair.com
Verge Magazine <http://www.vergemagazine.com/>
Where Traveler <https://www.wheretraveler.com/>
Woman & Home <https://www.womanandhome.com/>


Sustainability

We are passionate about protecting the world around us, and this comes through in the purposeful, sustainability focused work that we create at Zinc Communicate.

This series was a completely carbon neutral production, which led us to invest in some wonderful projects all around the world, with thanks to our partners Sustainable Travel International.

If you would like to learn more about this, please contact [Kaitlyn Brajcich](#).

KATINGAN MENTAYA PROJECT

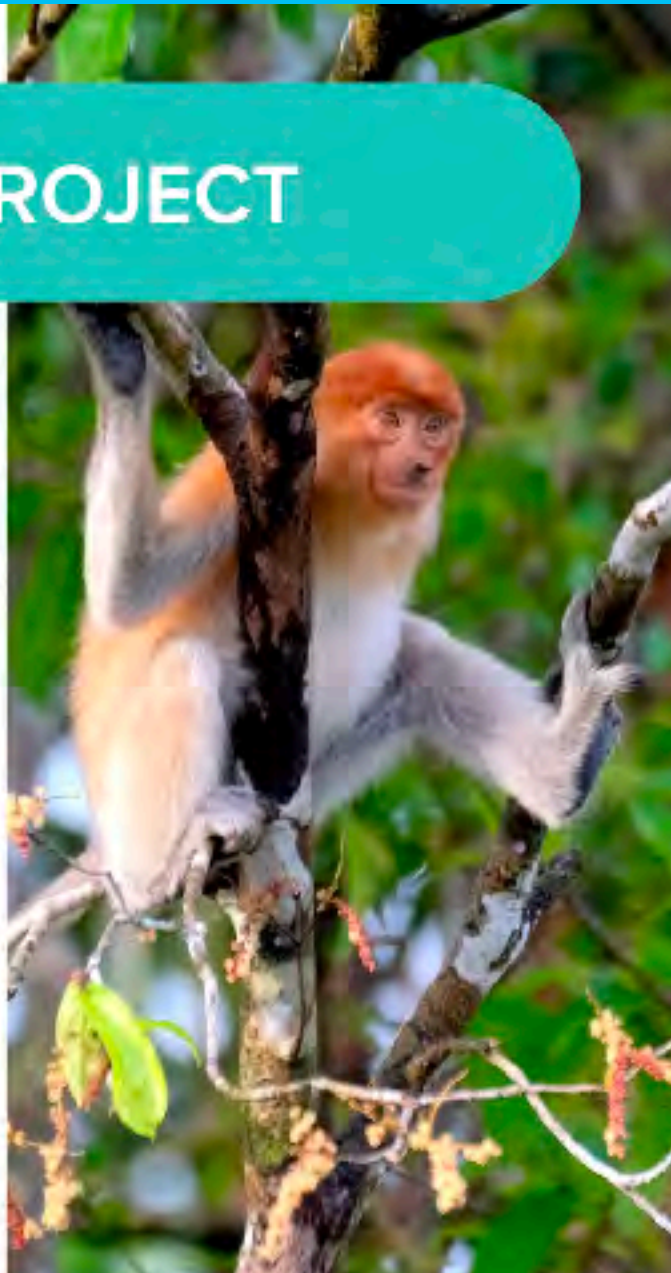

 **Blue Carbon**

Indonesia


This project is protecting and restoring one of the largest remaining peat swamp forests in Indonesia. Massive stores of carbon are locked away beneath the swamp's surface, while the aboveground forest habitat is home to over 5% of all remaining Bornean orangutans. Along with conserving this critical ecosystem, the project is enhancing the quality of life of rural communities by creating livelihood opportunities, formalizing land rights, and improving public services.

Additional Resources:

- [Photos](#)
- [Full project description](#)



TROCANO ARARETAMA CONSERVATION PROJECT



 **Forests**

Brazil

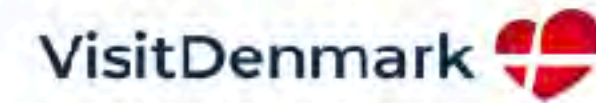
Located along the Madeira River, this project is protecting a vast area of the Brazilian Amazon that is under imminent threat of deforestation. By improving living conditions and strengthening environmental monitoring and awareness, this project will conserve this critical ecosystem while improving quality of life for local communities.

Additional Resources:

- [Photos](#)
- [Full project description](#)



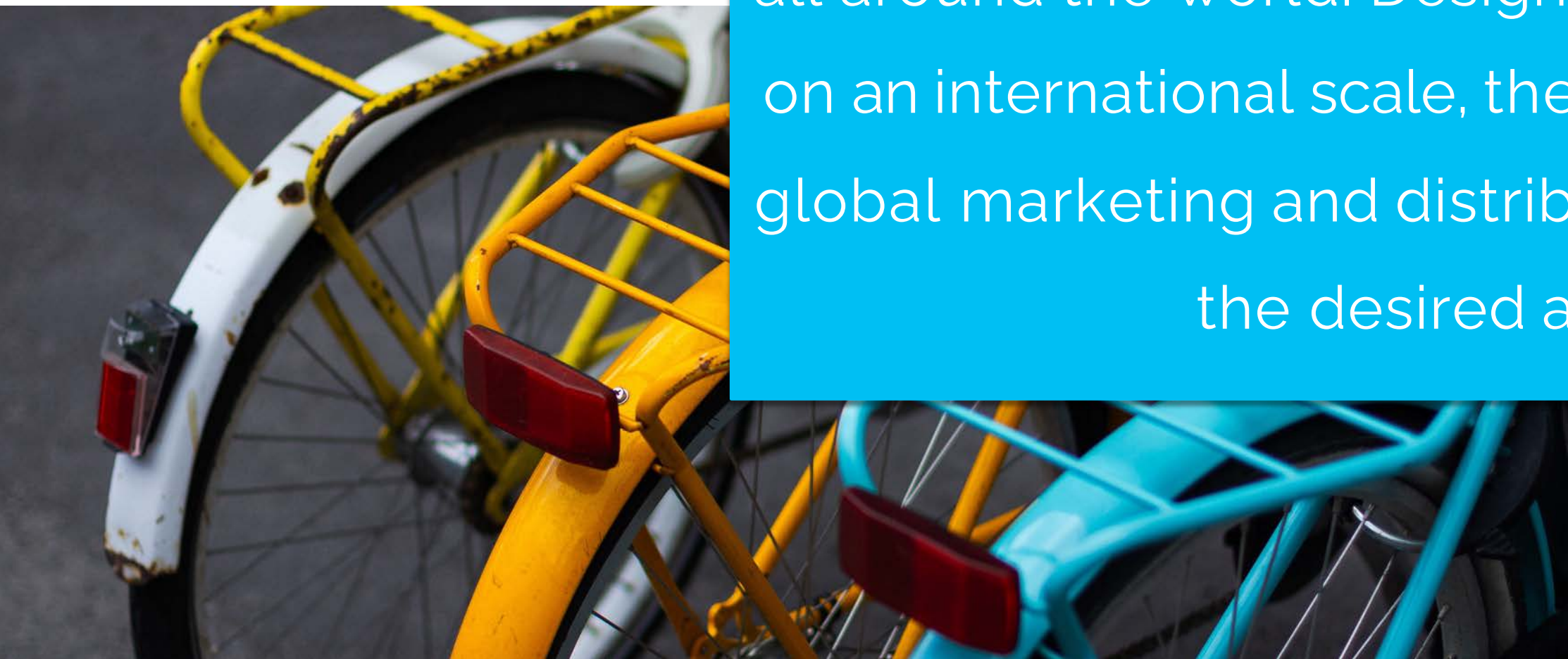
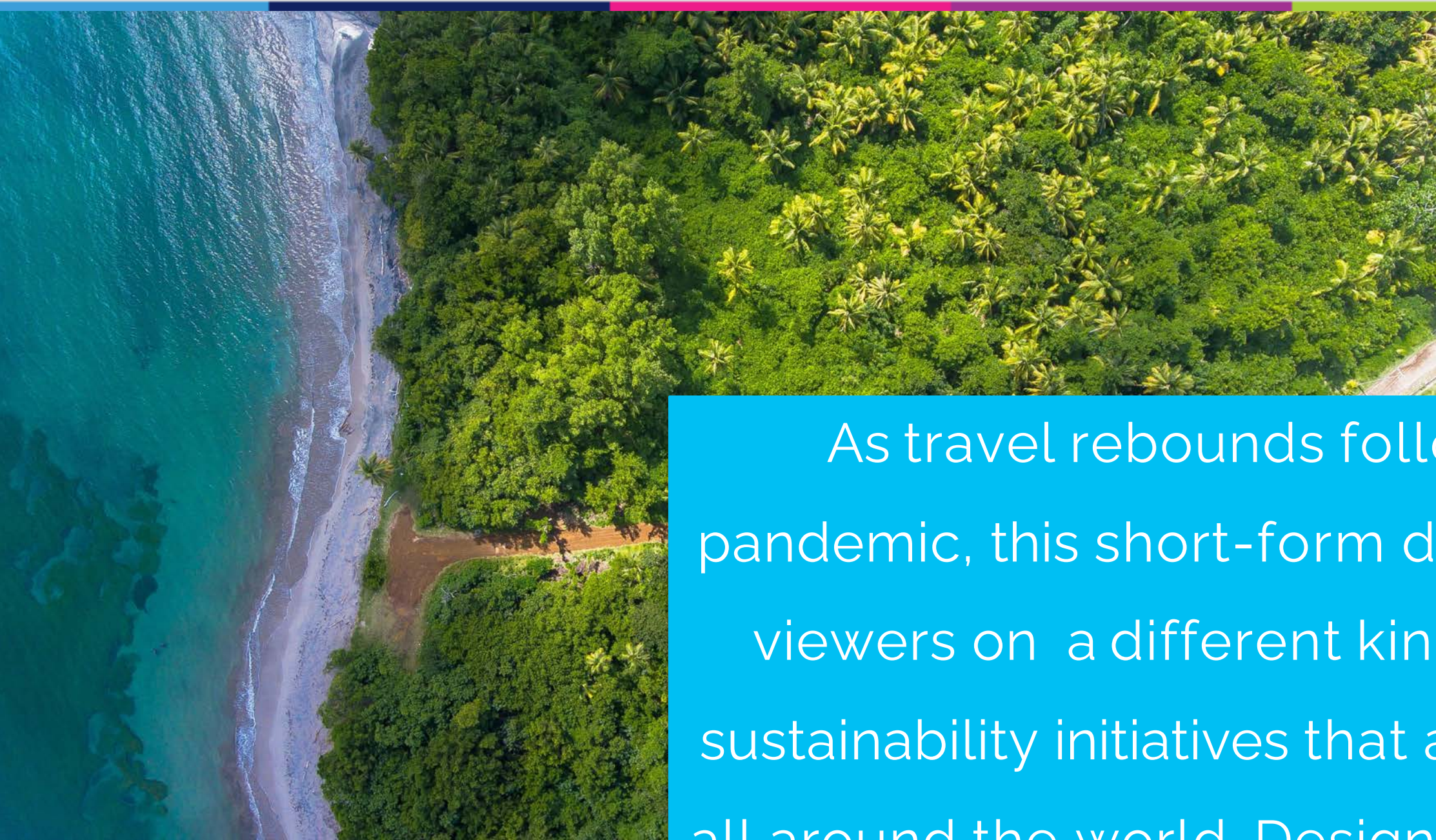
Partners





Content proposal
for Galveston Park
Board, to sponsor
the
'Sustainable Travel:
Where Next?' series,
produced in
partnership with
Sustainable Travel
International and
Sublime Magazine

SUSTAINABLE TRAVEL: WHERE NEXT?



As travel rebounds following the COVID-19 pandemic, this short-form documentary series takes viewers on a different kind of journey, exploring sustainability initiatives that are transforming tourism all around the world. Designed to inspire and engage on an international scale, the series is supported by a global marketing and distribution campaign to reach the desired audiences.

The Opportunity

We would like to offer Galveston Park Board the opportunity to sponsor one of the episodes in the series. For this, you will have the Zinc documentary crew filming with you for one day or more in Galveston and surrounding nature areas, capturing the essence of your glorious destination.

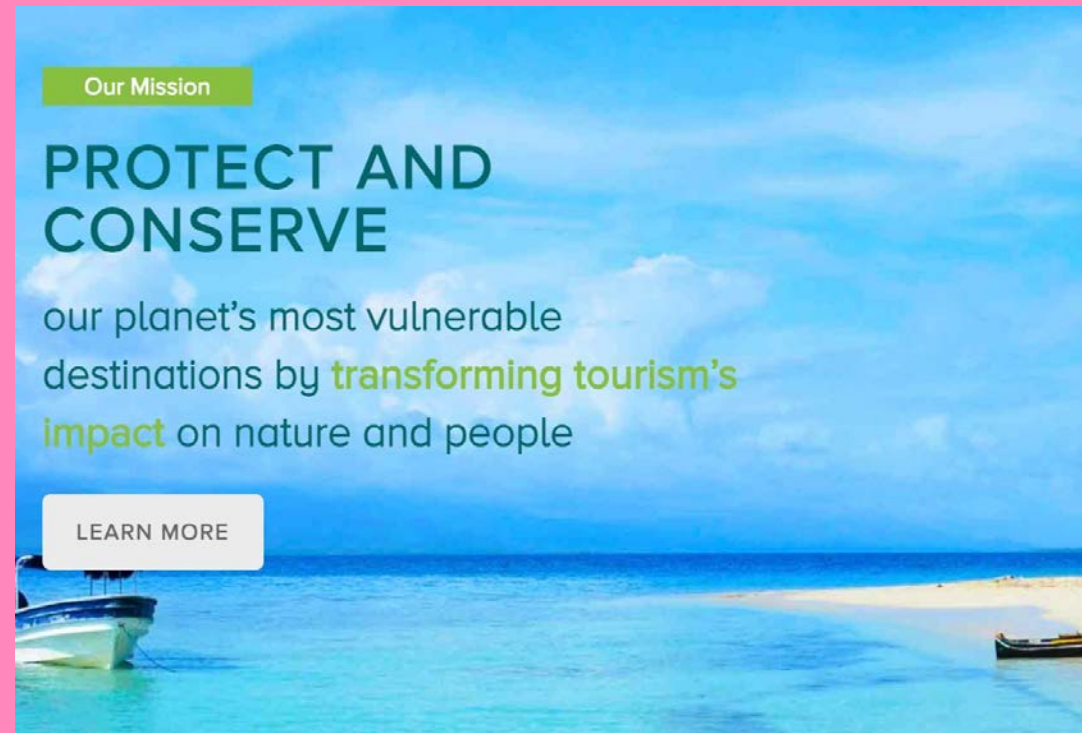
Our Series Creative Director, Jack Davies, will help bring to life your story in a compelling and engaging way that will help you raise awareness of your destination, attract visitors, and share the great sustainable projects underway in Galveston, with tourists, and socially conscious viewers around the world.

From script writing, to filming, through to broadcast quality editing, we will be there every step of the way, helping you to shape the perfect piece of content.

The alignment with Sustainable Travel International and Sublime Magazine, along with the supporting social media campaign, will help elevate your destination onto the global travel market and give your content the stamp of authority it needs to cut through and inspire your viewers.

Supported by a strong marketing strategy, we will help you engage with your target audience, wherever they may be.

Reaching a Socially Conscious Audience



Dedicated landing page on the STI website, to 195k+ visitors. [See Season 1 here.](#)



Editorial on The Independent website, to 24m+ readers. [See Season 1 example here](#)



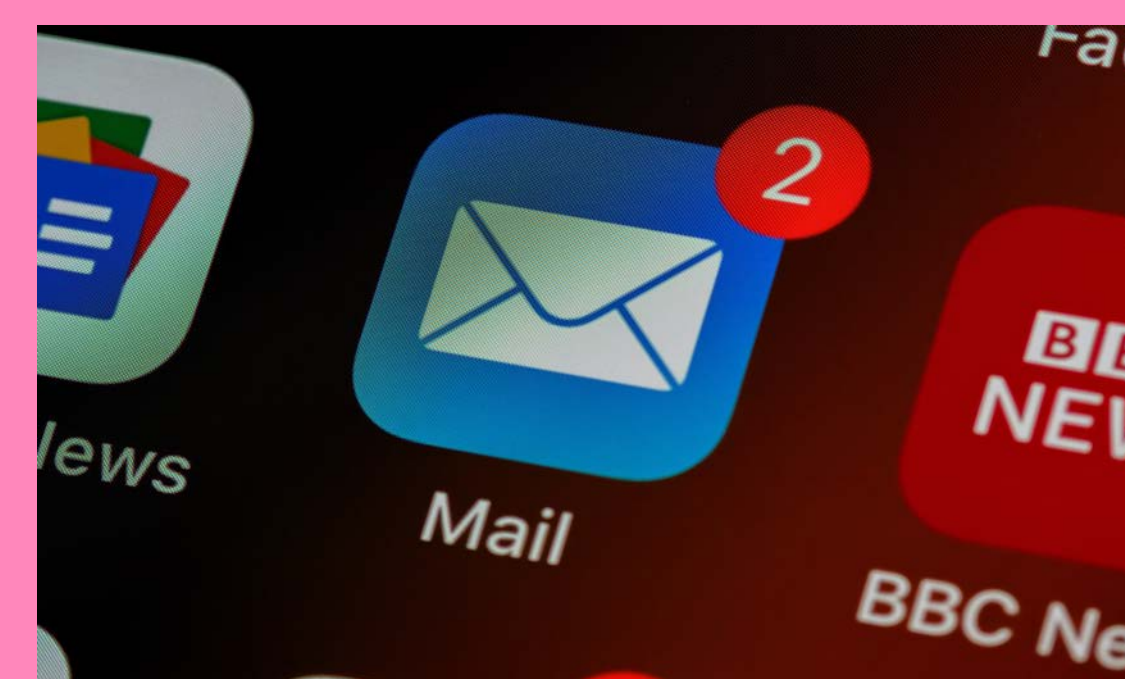
Hosted on Sublime TV. [See Season 1 example here.](#)



Shared with 95+ industry and consumer and press titles



Wide-reaching social media campaign via STI, Sublime and Zinc Communicate channels



Shared through STIs, Zinc's and Sublime's newsletter subscribers

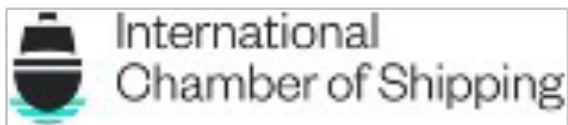
Core Deliverables

- **Production:** Delivery of one 3-5 minute film to form part of the series, plus 90 second teaser summarising key messages from your episodes to encourage viewers to get quick info, or watch the longer film
- **Filming:** 2 days of filming in locations of your choice, with TV documentary crew and broadcast equipment
- **Post-Production:** Broadcast quality content, with graphics & music included
- **Marketing:** Inclusion in the marketing and distribution campaign

COST TO BE INVOLVED

£35,500

Some of Our Recent Clients



VALERIE VAN DER GRAAF
HEAD OF BUSINESS PROGRAMMING
VALERIE.VANDERGRAAF@ZINCMEDIA.COM



ZINC FILM

2023

Press releases to go out to the following media outlets:

Adventure.com	https://adventure.com/
AFAR	https://www.afar.com/
American Way Magazine	https://americanway.com/en/
Aspire	http://aspiretravelclub.co.uk/
BBC	https://www.bbc.com/
Breaking Travel News	https://www.breakingtravelnews.com/
Business Traveller	https://www.businesstraveller.com/
CBS News - Eye on Travel	https://petergreenberg.com/category/eye-on-travel/
Citizen Femme	https://citizen-femme.com/
CNBC	https://www.cNBC.com/cnbc-travel/
Condé Nast Traveler	https://www.cntraveler.com/
Condé Nast Traveller (UK)	https://www.cntraveller.com/
Conference & Incentive Travel	https://www.citmagazine.com/
Country & Town House	www.countryandtownhouse.co.uk
Departures	https://departures-international.com/
Elite Traveler	www.elitetraveler.com
Escape News Ltd	https://www.escape.com.au/meet-the-team
Fairfax, Traveller	www.traveller.com.au
Fathom	https://www.fathomaway.com/
Financial Times	https://howtospendit.ft.com/ / www.ft.com
Food & Travel	https://foodandtravel.com/
Forbes	https://www.forbes.com/travel/?sh=7fdd62e3463a
Frommer's	https://www.frommers.com/
Glass	www.theglassmagazine.com
Global Citizen	https://www.globalcitizen.org/en/
Globetrender	https://globetrender.com/
GreenBiz	https://www.greenbiz.com/
Harper's Bazaar	www.harpersbazaar.com/
HELLO!	https://www.hellomagazine.com/
House & Garden	www.houseandgarden.co.uk
HuffPost	https://www.huffpost.com/
Inhabitat	https://inhabitat.com/
JustLuxe	http://www.justluxe.com/index.php
Lonely Planet	https://www.lonelyplanet.com/
Luxury Daily	LuxuryDaily.com
Luxury Travel Advisor & Travel Agent Central	https://www.luxurytraveladvisor.com/
Luxury Travel Magazine	https://www.luxurytravelmagazine.com/
Marie Claire	https://www.marieclaire.co.uk/
Marie Claire UK	www.marieclaire.co.uk

National Geographic Traveler	https://www.nationalgeographic.com/travel/
National Geographic Traveller UK	https://www.nationalgeographic.co.uk/
Outside	https://www.outsideonline.com/
OutThere	https://www.outthere.travel/
pebble	https://pebblemag.com/
Recommend	https://www.recommend.com/
SheerLuxe	https://sheerluxe.com/
SKIFT	https://skift.com/
Spectator Media Group	https://www.spectator.co.uk/
Stylist	https://www.stylist.co.uk/
SUITCASE	https://suitcasemag.com/
Sunset	www.sunset.com
Sustainability Times	https://www.sustainability-times.com/
The Guardian	https://www.theguardian.com/
The Independent	https://www.independent.co.uk/
The New York Times	https://www.nytimes.com/
The Travel	https://www.thetravel.com/
The Washington Post	https://www.washingtonpost.com/
Town & Country	https://www.townandcountrymag.com/
Travel + Leisure	https://www.travelandleisure.com/
Travel and Tour World	https://www.travelandtourworld.com/
Travel Daily	https://www.traveldailymedia.com/
Travel Daily News	https://www.traveldailynews.com/
Travel Market Report	https://www.travelmarketreport.com/
Travel Mole	https://www.travelmole.com/
Travel Professional News	https://www.travelprofessionalnews.com/
Travel Pulse	https://www.travelpulse.com/
Travel Weekly	https://www.travelweekly.com/
Travelers Today	http://travelerstoday.com/
Travindy	https://www.travindy.com/
Treehugger	https://www.treehugger.com/
Triple Pundit	https://www.triplepundit.com/
TTG Luxury	https://www.ttgmedia.com/
U.S. News & World Report	https://www.usnews.com/
Vanity Fair	www.vanityfair.com
Verge Magazine	http://www.vergemagazine.com/
Where Traveler	https://www.wheretraveler.com/
Woman & Home	https://www.womanandhome.com/



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.

JANUARY 2023 EXECUTIVE SUMMARY

VISIT GALVESTON

For January, we produced **45** leads with **14,294** potential room nights. In addition, we had **25** Definite Bookings resulting in **8,036** room nights with an estimated economic impact of **\$6,942,130**. Year to Date Definite Bookings are **26,128** future room nights. The definite business booked year to date has a potential economic impact of approximately **\$20,457,974** for Galveston Island. (*Note: This figure is based on Destinations International's Economic Impact Calculator.*)

Definites: 25

2023 – 19

2024 – 3

2025 – 3

ACTIVITIES & UPDATES:

- **INDUSTRY MEETINGS/NETWORKING:**
Southwest Showcase Tradeshow – Haley, Dottie, and Bryan
Galveston Island Lunch Affaire – Haley, Dottie, and Bryan
MPI HAC Luncheon – Ciara
Clear Lake Chamber Luncheon – Ciara
Galveston Festival and Events Workshop – Haley, Tiffany and Bryan
TACVB Winter Conference – Tiffany
- **SITE VISITS/FAMs:**
Group Family Travel, 2023, Tiffany and Bryan
Grace Presbyterian, 2023, Tiffany

DESTINATION SERVICES

- **Group Serviced:**
33 events serviced / 13,911 event attendance

DESTINATION EXPERIENCES

- **Visit Galveston App**

	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>
Total Users – 2,050	6,106	17,748	9,536
Total Sessions – 2,926	8,116	21,760	12,936
Pageviews – 25,130	55,623	102,463	63,476
IOS Downloads – 264	657	1,832	1,277
Android Downloads - 83	191	424	407
- **Visitor Information Centers Traffic**

	<u>Last Month</u>	<u>2022-2023</u>	<u>2021-2022</u>	<u>2020-2021</u>
Visitor Information Center	1,990	5,854	15,045	9,052
VICi	1,000	1,150	6,933	0
- **Visitor Guide Distribution**

	<u>Last Month</u>	<u>YTD</u>	<u>2021-2022</u>
Digital Guide Requests:	976	3,080	7,027
Mailed Guide Requests:	3,009	10,131	20,595
Bulk Guide Distribution:	186 Cases	445 Cases	1,631 Cases
- **CTA Program**

New CTA's - 27	YTD: 51	2022-2023: 170
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ADVERTISEMENTS:

- Digital Billboards in Houston
- OTT, Video Pre-Roll & Streaming commercials in key target markets
- Digital & Native articles in key target markets
- Digital ads on TripAdvisor

- Digital ads on Expedia/VRBO
- Digital ads on Google
- Digital ads with iHeartMedia
- Digital ads and native articles on 365Houston
- Print and digital ads in Houston Family Magazine
- Greater Houston Official Visitors Guide
- Digital ads on Meeting Planners International
- Social Media Ads on Facebook and Instagram
- Texas Meeting Planner Guide
- CVENT Destination Guide
- TSAE Texas Society of Association Executives Magazine

SPECIAL EVENTS:

- Met with promoter about hosting surf contest and music festival May 2023.
- Began discussion with promoter about hosting vintage auto tour event April 2023.
- Continued discussion with promoter about hosting vintage auto race fall 2023.
- Continued discussion with promoter about hosting large-scale boat/auto show in fall 2023.

FILM PROJECTS:

- Sharp Entertainment – filming for TLC network reality-based TV series.
- 3 Headed Monster Productions – filming for national food retailer commercial campaign.



January 2023 Overview



	LEADS						DEFINITES						Economic Impact
	2020/2021		2021/2022		2022/2023		2020/2021		2021/2022		2022/2023		
	#	TRN	#	TRN	#	TRN	#	TRN	#	TRN	#	TRN	
October	10	3,554	34	19,015	26	8,196	10	4,170	6	2,876	18	6,331	\$3,381,012.00
November	13	7,179	36	14	23	11,916	6	4,176	11	4,800	13	4,912	\$3,284,837.00
December	16	9,635	33	12,573	28	5,790	9	4,094	18	7,253	21	6,849	\$6,849,995.00
January	28	9,333	36	13,228	45	14,294	8	4,976	22	6,321	25	8,036	\$6,942,130.00
February	14	5,303	39	16,682			9	3,426	13	9,031			
March	39	15,315	39	15,150			18	6,374	17	5,601			
April	23	7,368	36	15,161			7	2,930	17	5,081			
May	20	8,814	47	25,195			14	5,467	16	7,808			
June	31	12,198	44	17,539			13	6,841	14	4,929			
July	30	17,693	25	13,816			7	2,754	6	6,719			
August	27	12,965	43	15,954			6	2,958	15	3,499			
September	40	15,811	38	18,734			33	13,313	12	4,497			
Total	291	125,168	450	183,061	122	40,196	140	61,479	167	68,415	77	26,128	\$20,457,974.00
Goals		135,000		135,000		135,000		61,000		66,000		68,000	
Percentages		92.72%		135.60%		29.77%		100.79%		103.66%		38.42%	



January 2023 Monthly Website Summary

URL	Visits	Users	Time on Site	Pages per visit
2021 visitgalveston.com	63,940	56,936	:54	1:31
2022 visitgalveston.com	121,427	96,938	1:54	1.96
2023 visitgalveston.com	230,102	182,655	1:52	1.83

visitgalveston.com:

- 230,102 sessions of which 182,655 were new users with 420,592 pageviews
- 32,974 (18%) desktop sessions, 141,911 (77.46%) mobile sessions and 8,318 (4.54%) tablet sessions
- Most visited pages are 'homepage' at 17,355, 'webcams' at 10,249, 'things to do' at 12,000, 'webcams' at 11,661, 'cruise lines' at 10,146, 'events' at 8,477, '12 bucket list worthy things to do' at 8,458, 'north galveston webcam' at 7,838, 'restaurant week' at 7,815, 'things to do beaches' at 7,758, 'dellanera rv park' at 7,752, 'harbor webcam' at 7,592, 'washed ashore blog' at 7,583, 'where to stay' at 5,649, 'babes beach webcam' at 5,532, 'seawall beach webcam' at 5,510, 'cruising' at 5,035, 'visitor guide request' at 4,461, 'mardi gras returns headliner' at 4,243, 'downtown webcam' at 3,949, 'where to stay hotels' at 3,090, 'museum day' at 2,871, 'seawolf park' at 2,830, 'stewart beach webcam' at 2,745 and 'family fun' at 2,597
- Average time on site @ 1:52 seconds

Geographic Overview:

- Texas represents 55.52% or 103,839 visits of all US visitors, followed by Illinois w/ 9,106, Oklahoma w/ 7,707, Missouri w/ 6,646, Florida w/ 5,450, Louisiana w/ 5,268, Wisconsin w/ 4,737, Arkansas w/ 4,084, Kansas w/ 3,553 and Iowa w/ 3,368
- After the US market (97.06% of visitation) Canada represents the most significant visitors at 0.83% followed by United Kingdom at .26% and Mexico at .22%
- Visitation by city, Houston represents 13.05% of all visitors, followed by Dallas w/ 11.6% or 22,447, Galveston w/ 2.59% or 5,474, Austin w/ 2.59% or 5,019, Chicago w/ 2.18% or 4,216, Miami w/ 1.97% or 3,801, San Antonio w/ 1.69% or 3,266, Fort Worth w/ 1.05% or 2,034, Oklahoma City w/ 1.05% or 2,028, League City w/.80% or 1,544, The Woodlands w/ .60% or 1,156, Cypress w/ .59% or 1,134, Texas City w/.50% or 975 and Atlanta w/.48% or 937

PUBLIC RELATIONS

JANUARY 2023 END OF MONTH REPORT

MEDIA OUTREACH

International Media Marketplace: The Visit Galveston PR team attended the International Media Marketplace and Summit in New York. Together, the team attended professional development presentations and had one-on-one appointments with more than 30 writers representing outlets including: Hearst Newspapers, Cruise Critic, Business Jet Traveler, Midwest Features Syndicate, Chicago Tribune, American Way, National Geographic Travel, AARP, Hemispheres, Cruise & Travel Report, FYI50+ Magazine, Travel Awaits, Cruise Critic, Texas Lifestyle Magazine, Fodor's Travel, Matador Network, Wine Enthusiast, AAA Home & Away, Luxury Family Travel, San Antonio Magazine, Fort Worth Star Telegram, Midwest Living, Travel + Leisure, The Washington Post, Dallas Morning News, TIME Magazine, Shape, Jax Fax Travel, The Points Guy, News Break, Shondaland

MEDIA FAM

The Visit Galveston PR team coordinated a visit for web travel writer Bill Clevlen.

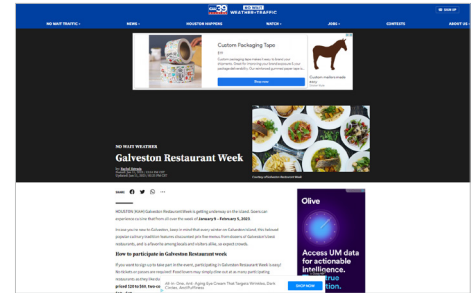
PRESS RELEASES DISTRIBUTED

- *Mardi Gras Headliners*
- *January Event Roundup*
- *Galveston Museum Day*

MEDIA REQUESTS

Darlene Faires, KRIV-TV; Christopher Elliott, USA Today; Joey Amato, Pride Journeys; Bill Clevlen, Bill on the Road.com; Dan Dixon, Small Market Meetings; Heidi Gollub, Texas Lifestyle Magazine; Nick Ryerson, Houston Chronicle; Craig Cheeseman, KPRC-TV; Kristin Barclay, Focus Daily News; JoAnn Holt, Dallas freelance; Florian Martin, Houston Business Journal; Ashley Burch, Texas Highways; Nick Bailey, Black Texas; Cynthia Drake, Austin freelance; Christopher Lambert, KRIV-TV; Chris Gray, Jose Mendiola, Galveston County Daily News; Mary Robnett, Trip Advisor; Andria Frankfort, The Buzz Magazines; Madeline Hollern, Austin Monthly; Nina Martinez, Texas Monthly

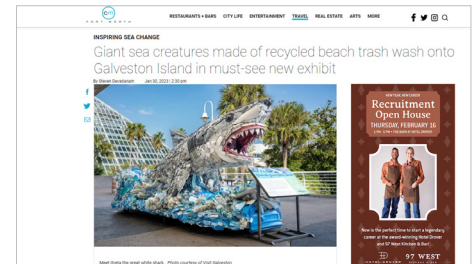
YEAR	REACH	AD VALUE EQUIVALENCY
2023	233,289,065	\$229,236.68
2022	75,052.340	\$182,839.26



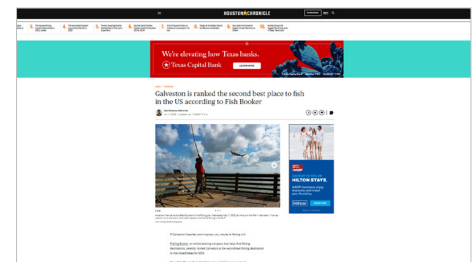
Galveston Restaurant Week gets some Houston attention



Galveston Park Board environmental initiatives are recognized in our hometown news



Washed Ashore gains makes headlines in this Fort Worth outlet



Galveston named a top fishing city

PUBLIC RELATIONS

JANUARY 2023 END OF MONTH REPORT

ADVOCACY

STORY PITCHES

Festival & Events Workshop, Juneteenth Brown Bag lecture series and Dellanera Beach Nourishment Project

CRISIS COMMUNICATION

Monitored news coverage surrounding short term rental registration, City Council Ordinances, Executive Sessions and legal procurement

GALVESTON COUNTY DAILY NEWS

- Coordinated ten stories and three guest columns with the Galveston Daily News including “\$8.3 million Galveston beach project aims to be completed by February,” “Galveston hopes Texas program puts city on live music map” and “\$8.3 million Galveston beach project aims to be completed by February.”
- Inside the Park Board Column:
 - Park board wins award for lecture series
 - Park Board to host festival and event workshop
 - Visit island restaurants and museums this month

CHAMBER OF COMMERCE E-BLASTS

- Festival & Events Workshop
- Juneteenth Brown Bag lecture series

PARK BOARD SOCIAL MEDIA

- Park Board Facebook: 10 posts, 191,732 reached
- Park Board LinkedIn: 2 posts, 928 impressions

UPCOMING PROJECTS

- Beach Parks Open
- Black History Month
- Park Board 60th Anniversary
- Tourism Summit

January 2023 | Media Coverage Report

Outlet	Headline	Date	Medium	Outlet Type	DMA	Houston	Country	Tone	Reach	Publicity Value	Source URL	Text Snippet
MSN Travel	15 Winter Trip Ideas in Texas	1/2/2023	Online	Online, consumer			United States	POS	67,151,557	\$15,444.86	http://msn.com/en-us/travel/tripideas/15-winter-trip-ideas-texas-ar-AA14m3y8i7u8Bn846E	on sale next week (December 2022). Courtesy of Visit Galveston 13. Galveston Island Historic Pleasure Pier haven't been the Texas Gulf
Houston Chronicle Online	From Mardi Gras to film festivals, here are some of Houston's biggest events coming in early 2023	1/2/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	688,539	\$157.21	http://houstonchronicle.com/news/houston-texas/trending/article/houston-festivals-2023-17685453.php	2023 as the year of the rabbit. More information to come from the festival's website FEBRUARY The crew of Epixi Roastie Parade goes down
MSN Entertainment	Top Music Festivals in Texas	1/2/2023	Online	Online, consumer	National		United States	POS	67,151,557	\$15,444.86	http://msn.com/en-us/music/news/top-music-festivals-in-texas-ar-AA15144c	Church, 1515 N. Live Oak St. on January 6 & 7 • The Grand 1894 Opera House - Galveston Whitney Houston Tribute - January 13th Old Bridge Stage
Houston Chronicle Online	Little cottage-guest house offers big lessons in Galveston history	1/4/2023	Online	Online, consumer	Houston, TX	Yes	United States	NEU	688,539	\$157.21	http://houstonchronicle.com/lifestyle/home-design/article/galveston-cottage-house-176329599.php	the island, Canetti has become a Master Gardener and a docent at the Bryan Museum, and she also writes for the Galveston Daily News
Community Impact Newspaper	5 events to attend in the Houston area this weekend, Jan. 6-8	1/5/2023	Online	Online, consumer			United States	NEU	500	\$0.32	http://communityimpact.com/houston/heights-river-oaks-montrose/events/2023/01/05/5-events-to-attend-in-the-houston-area-this-weekend-jan-6-8/	of the Festival of Lights trail, 10 a.m.-4 p.m. (daily), 4-10 p.m. (Festival of Lights), 5:00-5:00. Moody Gardens, 5 Hope Blvd., Galveston
Houstonian News	Little cottage-guest house offers big lessons in Galveston history	1/5/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://houstonian.news/little-cottage-guest-house-offers-big-lessons-in-galveston-history/	island, Canetti has become a Master Gardener and a lecturer at the Bryan Museum, and she also writes for the Galveston Daily News
HAPPENINGNEXT	All Access Tours of the 1895 Moody Mansion	1/8/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://happeningnext.com/event/all-access-tours-of-the-1895-moody-mansion-eid40c16b2e41	a portion of the plumbing system – all of which are now part of the Galveston Children's Museum. On the top floor, you will see artifact storage
HAPPENINGNEXT	Galveston Restaurant Week(s)	1/8/2023	Online	Online, consumer			United States	POS	N/A	\$0.00	http://happeningnext.com/event/galveston-restaurant-weeks-eid409f919a2n	Galveston Restaurant Week(s) happening at Galveston Island, Texas, Galveston, United States on Mon Jan 09 2023 at 12:00:00 PM
House of Coco	5 Awesome Beaches To Visit In Houston With Family	1/8/2023	Online	Online, consumer				POS	3,241	\$0.00	http://houseofcoco.net/5-awesome-beaches-to-visit-in-houston-with-family/	of events are coming to Greater Houston this year. From the historic Mardi Gras Festival in Galveston to the Orange Show Art Car Parade downtown
Houston Chronicle	AROUND THE REGION: Biggest events coming to area in early 2023	1/8/2023	Print	Newspaper	Houston, TX	Yes	United States	NEU	141,938	\$54,840.50	N/A	spirit along with tropical weather and a 32-mile coastline. Experience Galveston's coastal cheer: this time of year at Moody Gardens' Holiday in
Austin Travels Magazine	Experience holiday magic in these 15 Texas Towns	1/9/2023	Online	Online, consumer			United States	POS	N/A	\$0.00	http://austintravels.com/trips/holiday-magic/	treasures from the late 19th century. With so many things to do, Galveston Island is an ideal spot for a weekend getaway you'll never
Mummy Matters	5 Beautiful Places to visit with Family in Houston, Texas	1/9/2023	Online	Online, consumer			United States	POS	1,076	\$0.25	http://deepinmummy.com/5-beautiful-places-to-visit-with-family-in-houston-texas/	Hafield of Rod Bending Charters reported catches of sheephead along the Galveston jetty rocks on live shrimp. He's still finding some
The Galveston County Daily News Online	Fishing action picking up in Galveston Bay	1/9/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	53,235	\$24.49	http://galveston.com/news/entertainment/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	treasures from the late 19th century. With so many things to do, Galveston Island is an ideal spot for a weekend getaway you'll never
Mummy Matters	5 Beautiful Places to visit with Family in Houston, Texas	1/10/2023	Online	Online, consumer			United States	POS	1,076	\$0.25	http://deepinmummy.com/5-beautiful-places-to-visit-with-family-in-houston-texas/	parties, elegant balls, and of course, beads. As always, Mardi Gras Galveston offers up diverse, family fun - and some adult galveston-carnival-meriment/
CultureMap Houston	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island meriment	1/11/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	84,160	\$19.36	http://culturemap.com/news/travel/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	HOUSTON (KJRH) Galveston Restaurant Week is getting underway on the island. Goers can experience cuisine that from 1840 over the
CV39 NewsFix	Galveston Restaurant Week	1/11/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	28,780	\$5.47	http://cv39.com/weather/galveston-restaurant-week/	adventure they won't forget. Recommended Hotel: The Tremont House, Galveston, a Tribute Portfolio Hotel 12. Shreveport This city is in the
Family Destinations Guide	25 Best Weekend Getaways From New Orleans (2023) - Quick Trips!	1/11/2023	Online	Online, consumer			United States	POS	N/A	\$0.00	http://familydestinationsguide.com/best-weekend-getaways-from-new-orleans-2/	park, wooden roller coaster. Here they have the Boardwalk Bullet. Pleasure Pier - Galveston This looks like a much more updated version of a
102.3 The Bull FM	How Many Amusement Parks Does Texas Officially Have?	1/12/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://1023thebullfm.com/texas-amusement-parks/	more updated version of a boardwalk amusement park. I've never been to Galveston, but this area looks absolutely gorgeous in the video. Looks like
92.9 MIN	How Many Amusement Parks Does Texas Officially Have?	1/12/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://929min.com/texas-amusement-parks/	Wine Festivals And Events January Music Festivals In Texas • Gospel Music Festival - Rockport (January 6 & 7, 2023) Rockport's Gospel Force
MSN Entertainment	Top Music Festivals in Texas	1/12/2023	Online	Online, consumer	National		United States	NEU	67,151,557	\$15,444.86	http://msn.com/en-us/music/news/top-music-festivals-in-texas-ar-AA15144c	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island meriment
News Break	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island meriment	1/12/2023	Online	Online, consumer			United States	POS	1,552,000	\$356.86	http://newsbreak.com/news/2887439691615/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island meriment
News Talk 1290 Online	How Many Amusement Parks Does Texas Officially Have?	1/12/2023	Online	Online, consumer		Wichita Falls, TX Lawton, OK	United States	NEU	50,513	\$11.62	http://news1290.com/texas-amusement-parks/	CultureMap Houston 4 hours agoRead full article
All Events in	Mardi Gras! Galveston	1/13/2023	Online	Online, consumer			United States	NEU	323,416	\$74.39	http://allevents.in/news/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	February 10 - 21, 2023 At Mardi Gras! Galveston, the extravaganza found in Texas's largest Mardi Gras celebration starts with the beads! More than
Focus Daily News Online	Mardi Gras Galveston is 3rd Largest Mardi Gras Celebration in U.S.	1/13/2023	Online	Online, consumer	Dallas-Fort Worth, TX		United States	NEU	7,479	\$3.44	http://focusdailynews.com/mardi-gras-galveston-is-3rd-largest-mardi-gras-celebration-in-us/	Galveston Mardi Gras 2012. Events and Parades on the Strand and The Seawall. Photo credit Visit Galveston Facebook Twitter Pinterest
HAPPENINGNEXT	All Access Tours of the 1895 Moody Mansion	1/13/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://happeningnext.com/event/all-access-tours-of-the-1895-moody-mansion-eid40c16b2e41	a portion of the plumbing system – all of which are now part of the Galveston Children's Museum. On the top floor, you will see artifact storage
News Break	Great Escapes: Our guide to Galveston, TX	1/13/2023	Online	Online, consumer			United States	NEU	1,552,000	\$356.86	http://newsbreak.com/news/2890105046726/great-escapes-our-guide-to-galveston-tx	by @FWWhoody FTW today City Editor Kate, here, my family loves Galveston Island. Doesn't matter how many other beach towns you haven't been to.
Trekaroo	Over 20 Fun Things to Do in Galveston with Kids	1/13/2023	Online	Online, trade/industry			United States	NEU	4,708	\$1.08	http://blog.trekaroo.com/things-to-do-in-galveston-with-kids/	From ghost tours to water parks and plenty of time at the beach, here are the best things to do in Galveston, Texas on a family
CultureMap Houston	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island meriment	1/14/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	84,160	\$19.36	http://culturemap.com/news/entertainment/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	the return of raucous revelry that dates back to more than a century, Mardi Gras! Galveston, known as the third-largest Mardi Gras bash in the
Family Destinations Guide	30 Best Weekend Getaways From San Antonio (2023) - Quick Trips!	1/14/2023	Online	Online, consumer			United States	POS	N/A	\$0.00	http://familydestinationsguide.com/best-weekend-getaways-from-san-antonio-2/	and sightseeing. We also recommend you go on a Dolphin sightseeing tour for a unique experience. If you're a fan of big slips and boats, head
HAPPENINGNEXT	The Slags at Bubba's on The Strand - Galveston TX	1/14/2023	Online	Online, consumer			United States	POS	N/A	\$0.00	http://happeningnext.com/event/the-slags-at-bubbas-on-the-strand-galveston-tx-eid409f919a2n	The Slags at Bubba's on The Strand - Galveston TX happening at Bubbas on the Strand, 2408 STRAND
News Break	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island meriment	1/14/2023	Online	Online, consumer			United States	POS	1,552,000	\$356.86	http://newsbreak.com/news/2887439691615/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island meriment
The Galveston County Daily News Online	Friends of Galveston Beaches Program	1/14/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	53,235	\$24.49	http://galveston.com/news/entertainment/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	CultureMap Houston 2 days agoRead full article
Daily Advent	Top 12 Live Shows & Concerts in Houston This Week: January 16 to 22, 2023	1/15/2023	Online	Online, consumer			United States	NEU	414,414	\$95.12	http://dailyadvent.com/news/949c39809056f2ed17b4d272f8765-top-12-live-shows-concerts-in-houston-this-week-january-16-to-22-2023	The world-renown Pink Martini come to Galveston's Grand 1894 Opera House this weekend! Courtesy of Pink Martini Catch music's biggest talents at
CultureMap Austin	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island fun	1/16/2023	Online	Online, consumer	Austin, TX	Yes	United States	POS	113,072	\$26.01	http://austin.culturemap.com/news/travel/mardi-gras-galveston-austin-travel/	the return of raucous revelry that dates back to more than a century, Mardi Gras! Galveston, known as the third-largest Mardi Gras bash in the
CultureMap Dallas	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island fun	1/16/2023	Online	Online, consumer	Dallas-Fort Worth, TX	Yes	United States	POS	58,570	\$13.47	http://dallas.culturemap.com/news/travel/mardi-gras-galveston-camp2023/	parties, elegant balls, and of course, beads. As always, Mardi Gras Galveston offers up diverse, family fun - and some adult galveston-carnival-meriment/
CultureMap San Antonio	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island fun	1/16/2023	Online	Online, consumer	Austin, TX	Yes	United States	POS	18,096	\$3.93	http://sanantonio.culturemap.com/news/travel/mardi-gras-galveston-camp2023/	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island meriment
News Break	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island meriment	1/16/2023	Online	Online, consumer			United States	POS	1,552,000	\$356.86	http://newsbreak.com/news/2892293759836/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	CultureMap Austin 1 hour agoRead full article
CultureMap Houston	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island fun	1/17/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	84,160	\$19.36	http://culturemap.com/news/entertainment/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	the return of raucous revelry that dates back to more than a century, Mardi Gras! Galveston, known as the third-largest Mardi Gras bash in the
News Break	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island fun	1/17/2023	Online	Online, consumer			United States	POS	1,552,000	\$356.86	http://newsbreak.com/news/2892511113149/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island fun
The Galveston County Daily News Online	Hundreds gather around Galveston County to celebrate MLK Day	1/17/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	53,235	\$24.49	http://galveston.com/news/hundreds-gather-around-galveston-county-to-celebrate-mlk-day/article_5645a5c4-4ef6-5688-bd5f-5274e0446eb.html	signed into legislation by Congress and President Ronald Reagan in 1983 GALVESTON hundreds gathered in downtown Galveston on
CultureMap Houston	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island meriment	1/19/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	84,160	\$19.36	http://culturemap.com/news/entertainment/mardi-gras-galveston-returns-with-beads-bashes-masked-balls-moody-mansion-meriment/	the return of raucous revelry that dates back to more than a century, Mardi Gras! Galveston, known as the third-largest Mardi Gras bash in the
HAPPENINGNEXT	All Access Tours of the 1895 Moody Mansion	1/19/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://happeningnext.com/event/all-access-tours-of-the-1895-moody-mansion-eid40c16b2e41	a portion of the plumbing system – all of which are now part of the Galveston Children's Museum. On the top floor, you will see artifact storage
Roadtrippers	Let the good times roll at these Mardi Gras celebrations outside of New Orleans	1/19/2023	Online	Online, consumer			United States	NEU	282,276	\$64.92	http://roadtrippers.com/magazine/mardi-gras-celebrations-outside-new-orleans/	farther from Bourbon Street, you'll find something to love this Mardi Gras season at these regional celebrations. "a little" /B&B Galveston
Chron Online	Why Seabrook should be your family's next Southeast Texas getaway	1/20/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	11,410,000	\$13,121.50	http://chron.com/life/travel/article/seabrook-texas-17658377.php	in Galveston, Texas Kemah Boardwalk like its sister property, the Galveston Historic Pleasure Pier, the Kemah Boardwalk is owned and operated
HAPPENINGNEXT	Galveston Museum Day	1/20/2023	Online	Online, consumer			United States	POS	N/A	\$0.00	http://happeningnext.com/event/galveston-museum-day-eid409f919a2n	Galveston Museum Day happening at 2217 Strand St, Galveston, TX 77550-1515, United States on Sat Jan 28 2023 at 12:00 pm to 06:00 pm Galveston
Houston Chronicle	Why Seabrook should be your family's next Southeast Texas getaway	1/20/2023	Print	Newspaper	Houston, TX	Yes	United States	POS	141,938	\$108,751.50	N/A	Just 40 minutes from Houston's city center, Seabrook, Texas has been touted as one of the state's best places to live. A vibrant coastal community, it fills on the west side of
Traveling Lifestyle	15 Best Beaches in TEXAS to Visit in Spring 2023	1/20/2023	Online	Online, consumer			United States	POS	25,605	\$0.00	http://travelinglifestyle.net/best-beaches-texas/	Here, keep in mind that the island is home to retirees. Jamaica Beach Located in Galveston County, Jamaica Beach is a beautiful Texas
Houston On The Cheap	Galveston Tours - dolphin tours, ghost tours, & more!	1/21/2023	Online	Online, trade/industry			United States	NEU	N/A	\$0.00	http://houstononthecheap.com/galveston-tours-dolphin-ghost-boat-tour	posts on 40 Fun Things To Do with Kids and Toddlers and Free Parking in Downtown Houston 2023. Galveston Tours - Galveston
Tourism Trends	Experience Seabrook, Texas: a vibrant coastal community	1/21/2023	Online	Online, consumer			United States	POS	N/A	\$0.00	http://tourism-trends.co.uk/vacation/experience-seabrook-texas-a-vibrant-coastal-community/	the year's most popular regatta, an annual October event since 1987. The race starts in Galveston and ends with a party in Port
Galveston BubbleLife	Must read: Savor Galveston: Galveston restaurant week	1/22/2023	Online	Online, consumer			United States	POS	N/A	\$0.00	http://galvestontx.bubblelife.com/v/257511/SNDD/SavorGalvestonGalvestonRestaurantWeek.html	Savor Galveston: Exploring Galveston's Restaurants. For a small city, Galveston packs a big personality. Houstonians and other
HAPPENINGNEXT	Galveston Museum Day	1/22/2023	Online	Online, consumer			United States	POS	N/A	\$0.00	http://happeningnext.com/event/galveston-museum-day-eid409f919a2n	Galveston Museum Day happening at 2217 Strand St, Galveston, TX 77550-1515, United States on Sun Jan 29 2023 at 12:00 pm to 06:00 pm Galveston

HAPPENINGNEXT	Mardi Gras Umbrella Decorating Day	1/22/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://happeningnext.com/event/mardi-gras-umbrella-decorating-day-e654969e497	Mardi Gras Umbrella Decorating Day happening at Clay Cup Studios, 2219 Postoffice St, Galveston, TX, United States, Galveston, United States on Sun Jan 22, 2023 10:00 AM in the region, and the importance of the industries that keep Galveston a thriving coastal city and tourism destination today. Museum Day posts on 40 Fun Things To Do with Kids and Toddlers and Free Parking in Downtown Houston 2023. Galveston Tours - Galveston
Houston Family	Galveston Museum Day	1/22/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	3,136	\$0.81	http://houstonfamilymagazine.com/familyfun/galveston-museum-day-2/	Galveston Museum Day posts on 40 Fun Things To Do with Kids and Toddlers and Free Parking in Downtown Houston 2023. Galveston Tours - Galveston
Houstonian News	Galveston Tours – dolphin tours, ghost tours, & more!	1/22/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://houstonian.news/galveston-tours-dolphin-tours-ghost-tours-more/	Galveston Tours – Galveston
CultureMap Fort Worth	Mardi Gras! Galveston returns with beads, bashes, masked balls, and more island fun	1/24/2023	Online	Online, consumer	Dallas-Fort Worth, TX		United States	POS	10,025	\$2.51	http://fortworth.culturemap.com/news/travel/mardi-gras-galveston-carnival-2023/	Knows as the third-largest Mardi Gras bash in the U.S., returns to Galveston Island for its 112th annual celebration February 10-21 North
Good Sam Camping	9 Spring Break Getaways that Beat the Big Crowds	1/24/2023	Online	Blog, consumer	National		United States	POS	25,753	\$5.92	http://blog.goodsam.com/spring-break-camping-destinations/	Put these campgrounds when visiting Hilton Head Island for spring break. Hilton Head Harbor RV Resort & Marina Savannah Lakes RV Resort Lake
HAPPENINGNEXT	All Access Tours of the 1895 Moody Mansion	1/24/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://happeningnext.com/event/all-access-tours-of-the-1895-moody-mansion-e6d40c16b6f51	a portion of the plumbing system – all of which are now part of the Galveston Children's Museum. On the top floor, you will see artifact storage
HAPPENINGNEXT	Get Birdy with Galveston Island Nature Tourism	1/24/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://happeningnext.com/event/get-birdy-with-galveston-island-nature-tourism-e63a9929276	as a Bird City Texas community? Now's the chance to get Birding with Galveston Island Nature Tourism! See how you match up to our feathered
Houston Chronicle Online	Months after iconic Hotel Galvez's new pink exterior sparked uproar, Galvestonians love the result	1/24/2023	Online	Online, consumer	Houston, TX	Yes	United States	NEU	688,539	\$157.21	http://houstonschronicle.com/lifestyle/home-design/article/Hotel-Galvez-Renovation-1711582.php	and fabric-lined walls are part of the colorful new tradition at one of Galveston's iconic landmarks, the historic Grand Galvez on
The Galveston County Daily News Online	\$8.3 million Galveston beach project aims to be completed by February	1/24/2023	Online	Online, consumer	Houston, TX	Yes	United States	POS	53,355	\$24.49	http://gpnnews.com/news/8-3-million-galveston-beach-project-aims-to-be-completed-by-february/article_7dc17a9b-0b6d-5d31-b3c0-8a7d9f55aa.html	yards of sand near one of the island's most popular tourist attractions GALVESTON Docks of dump trucks carrying sand pulled onto the
Trailer Life Online	9 Spring Break Getaways that Beat the Big Crowds	1/24/2023	Online	Online, consumer	National		United States	POS	136,416	\$31.38	http://blog.goodsam.com/spring-break-camping-destinations/	spring break. Hilton Head Harbor RV Resort & Marina Savannah Lakes RV Resort Lake Jasper RV Village See all area Good Sam Parks. The
The Hinterland Gazette	Galveston was ranked second in the Top 12 Fishing Towns in the United States	1/25/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://hinterlandgazette.com/galveston-was-ranked-second-in-the-top-12-fishing-towns-in-the-united-states/	Galveston was ranked second in the Top 12 Fishing Towns in the United States
EPIC TV Online	More than 30 Houston events, concerts and shows to see in February	1/26/2023	Online	Online, consumer	Houston, TX	Yes	United States	NEU	706,406	\$568.66	http://click2houston.com/features/2023/01/26/more-than-30-houston-events-concerts-and-shows-to-see-in-february/	Gras! Galveston returns. During the two-weekend event, the streets of Galveston's Strand Historic District will teem with joyful revelers
Coast Monthly	Mardi Gras! Galveston	1/28/2023	Online	Online, consumer			United States	POS	N/A	\$0.00	http://coastmonthly.com/currents/savethedate/mardi-gras-galveston/article_0f8e9b0e-4fda-5f30-8f1c-2180aca26101.html	Gras Award Presentation, this is the first parade to kick off Mardi Gras Galveston 2023. This parade is packed with marching bands.
HAPPENINGNEXT	All Access Tours of the 1895 Moody Mansion	1/28/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://happeningnext.com/event/all-access-tours-of-the-1895-moody-mansion-e6d40c16b6f51	a portion of the plumbing system – all of which are now part of the Galveston Children's Museum. On the top floor, you will see artifact storage
HAPPENINGNEXT	CHRIS GANTRY LIVE	1/28/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://happeningnext.com/event/chris-gantry-live-e63a9929276	Location Old Quarter Acoustic Cafe Galveston, TX Advertisement IT'S KING'S DAY, Mardi Gras season in
HAPPENINGNEXT	Mardi Gras with Kevin Anthony & Friends	1/29/2023	Online	Online, consumer			United States	NEU	N/A	\$0.00	http://happeningnext.com/event/mardi-gras-with-kevin-anthony-andamp-friends-e63a9929276	Mardi Gras with Kevin Anthony & Friends happening at Lil' Buffalo Grill, 13 Eva Main, Galveston, TX, United States, Galveston, United States on Sun
News Break	City prepares for Mardi Gras! Galveston, running February 10-21	1/29/2023	Online	Online, consumer			United States	POS	1,552,000	\$356.86	http://newsbreak.com/news/2906850673024/city-prepares-for-mardi-gras-galveston-running-february-10-21	City prepares for Mardi Gras! Galveston, running February 10-21 Galveston's gov. 1 day agoEduful article on original website
News Break	It's Mardi Gras season once again in Galveston and there are several important things for you to know	1/29/2023	Online	Online, consumer			United States	POS	1,552,000	\$356.86	http://newsbreak.com/news/2906888942519/it-s-mardi-gras-season-once-again-in-galveston-and-there-are-several-important-things-for-you-to-know	Photo byAV AREA ENTERTAINER It's Mardi Gras season once again in Galveston and there are several important things for you to know as you prepare
Coaster Buzz	Galveston pier will include amusement park	1/30/2023	Online	Online, consumer			United States	POS	9,374	\$2.11	http://coasterbuzz.com/news/galveston-pier-will-include-amusement-park/	who built a fortune with a showman's flair, is resurrecting one of Galveston's most iconic tourist attractions - the Pleasure Pier. The \$60
CultureMap Fort Worth	Giant sea creatures made of recycled beach trash wash onto Galveston Island in must-see new exhibit	1/30/2023	Online	Online, consumer	Dallas-Fort Worth, TX		United States	POS	10,925	\$2.51	http://fortworth.culturemap.com/news/travel/galveston-washed-ashore-recycled-trash/	gate, per press materials. "The sculptures are impressive," said Galveston Chef/Tourism Officer Michael Woody says. "But they're even more
Houston Chronicle Online	Months after iconic Hotel Galvez's new pink exterior sparked uproar, Galvestonians love the result	1/30/2023	Online	Online, consumer	Houston, TX	Yes	United States	NEU	688,539	\$157.21	http://houstonschronicle.com/lifestyle/home-design/article/Hotel-Galvez-Renovations-1711582.php	and fabric-lined walls are part of the colorful new tradition at one of Galveston's iconic landmarks, the historic Grand Galvez on
KODA-FM Online	Mardi Gras Galveston SUNNY 99.1 Rick Lovett	1/30/2023	Online	Online, consumer	Houston, TX	Yes	United States	NEU	5,269	\$1.31	http://sunny99.1heart.com/featured/rick-lovett/content/2023-01-30-mardi-gras-galveston/	Texas happens over two weekends, February 10 - 21, in the streets of Galveston's Strand Historic District. Nearly two dozen parades, lots of
News Break	Giant sea creatures made of recycled beach trash wash onto Galveston Island in must-see new exhibit	1/30/2023	Online	Online, consumer			United States	POS	1,552,000	\$356.86	http://newsbreak.com/news/2908301028007/giant-sea-creatures-made-of-recycled-beach-trash-wash-onto-galveston-island-in-must-see-new-exhibit	Galveston Island in must-see new exhibit! Steven Derazdarian CultureMap Fort Worth 2
Travel + Leisure Online	The Best Texas Beaches for Every Kind of Traveler	1/30/2023	Online	Online, consumer	National		United States	POS	2,005,222	\$1,614.20	http://travelandleisure.com/best-texas-beaches-7100101	an under-the-radar Texas coastal destination located halfway between Galveston and Corpus Christi in a tranquil fishing village. You'll find
Vietname Explorer	More than 30 Houston events, concerts and shows to see in February	1/30/2023	Online	Online, consumer			United States	NEU	204,240	\$0.00	http://vnxplorer.net/more-than-30-houston-events-concerts-and-shows-to-see-in-february-57532959.html	this time of year we're looking forward to two major celebrations - Mardi Gras! Galveston and the Houston Livestock Show and Rodeo. But the
Houston On The Cheap	Things to do in Galveston this weekend of February 3, 2023	1/31/2023	Online	Online, trade/industry			United States	POS	N/A	\$0.00	http://houstononthecheap.com/things-to-do-in-galveston-this-weekend-of-february-3-2023	Sunset Tour – 2 adults for just \$66.67 Catch the sunset at the Port of Galveston during this guided Segway tour along the city's seawall.
TOTALS		77					United States			233,489,665	\$229,236.68	

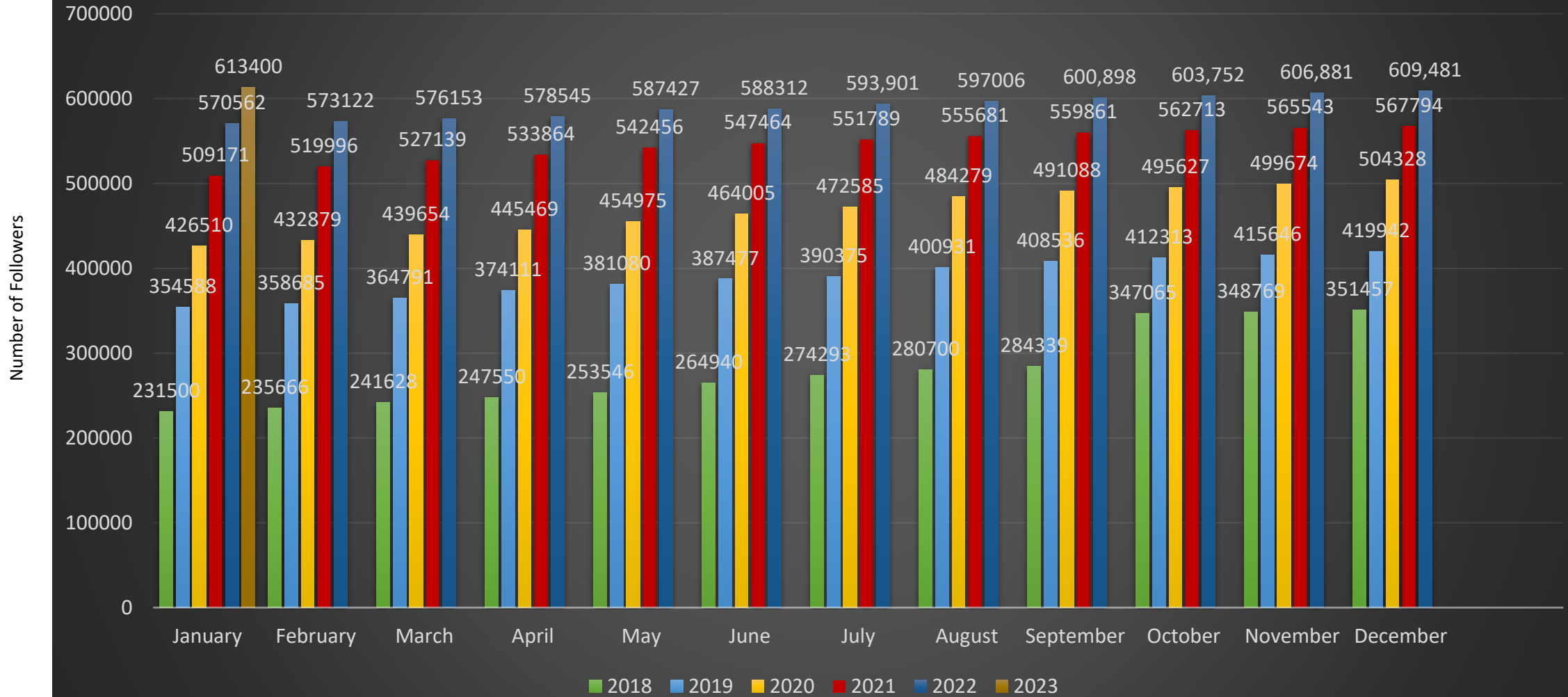
2023 CROSS-NETWORK PERFORMANCE

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Jan 1, 2023 – Jan 31, 2023	613,400 ↑ 0.6%	3,887 ↑ 36.7%	173 ↓ 26.1%	12,698,695 ↑ 34.5%	963,553 ↑ 8%	7.6% ↓ 19.7%	1,366,937 ↓ 11.4%
Compare to Dec 1, 2022 – Dec 31, 2022	609,470	2,844	234	9,440,493	891,928	9.4%	1,542,589
 @GalvestonIsland	20,881	17	0	250	18	7.2%	22
 Galveston Island	483,333	3,359	127	11,819,837	911,331	7.7%	816,820
 galvestonisland	109,186	511	46	878,608	52,204	5.9%	550,095

2022 CROSS-NETWORK PERFORMANCE

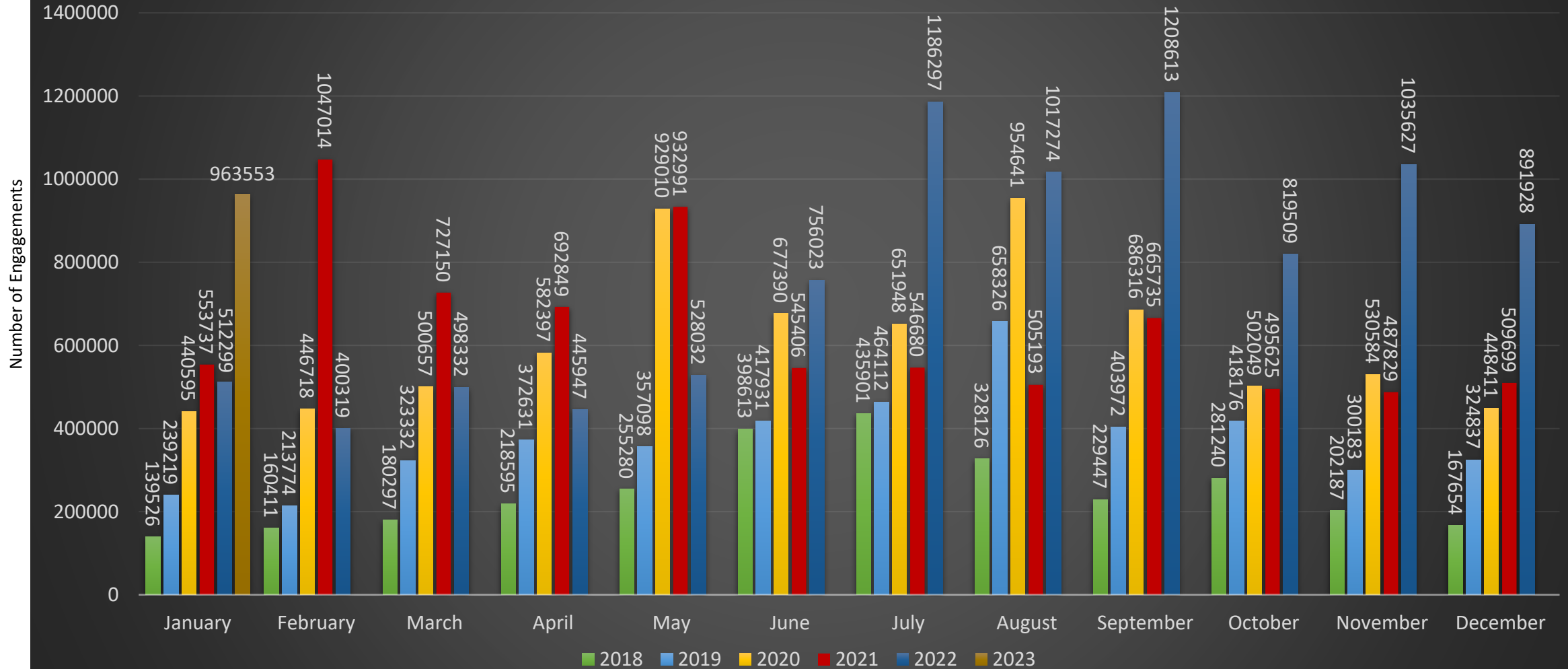
Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Jan 1, 2022 – Jan 31, 2022	570,562 ↑ 0.5%	2,910 ↑ 19.9%	244 ↓ 18.4%	7,790,443 ↓ 32.7%	514,125 ↑ 0.7%	6.6% ↑ 49.7%	571,423 ↑ 20.7%
Compare to Dec 1, 2021 – Dec 31, 2021	567,793	2,428	299	11,578,536	510,322	4.4%	473,322
 @GalvestonIsland	20,670	16	12	16,241	529	3.3%	384
 Galveston Island	446,876	2,179	166	6,986,014	473,993	6.8%	531,625
 galvestonisland	103,016	715	66	788,188	39,603	5%	39,414

YOY Social Media Followers Across Platforms



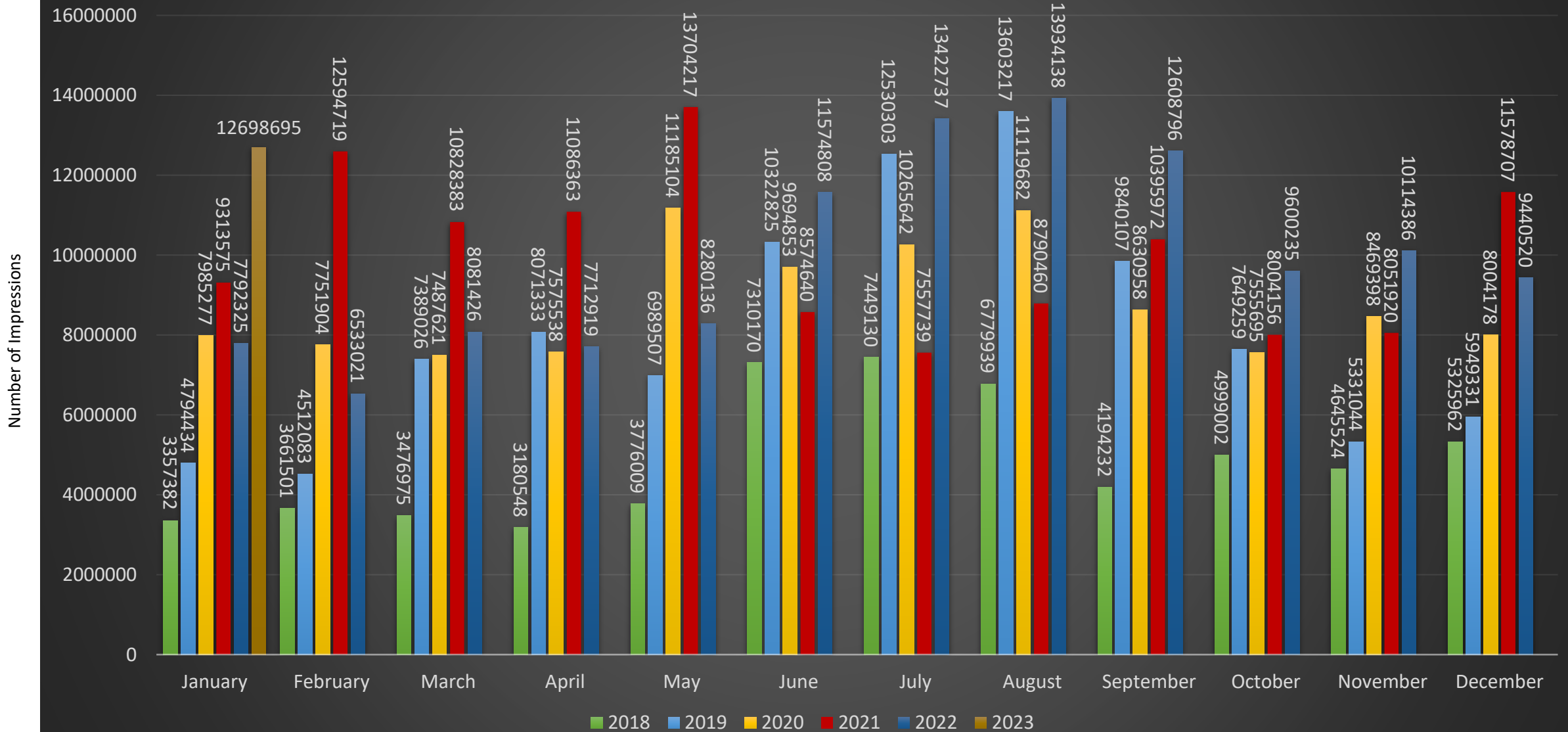
*Data collected from Facebook, Instagram and Twitter

YOY Social Media Engagement Across Platforms



*Data collected from Facebook, Instagram and Twitter

YOY Social Media Impressions Across Platforms



*Data collected from Facebook, Instagram and Twitter

Community Committees
Tourism Development Advisory Committee (TDAC)

Mission:

The mission of the Tourism Development Advisory Committee (TDAC) is to support the Galveston Park Board of Trustees (GPBT) on issues related to marketing Galveston and its amenities, to promoting Galveston as a recreational and convention destination, to providing appropriate facilities and services for visitors.

Role:

The TDAC takes direction from the GPBT, and annual work plans authorized by the GPBT and provides recommendations and insight to the GPBT on issues related to tourism marketing, promotions, services and sales. TDAC's meetings, recommendations and reports are open to the public, with all written recommendation and findings sent to the GPBT for consideration by the GPBT.

Goals:

The TDAC's annual goals include, but are not limited to, the following:

- a. Project the revenue to be generating annually by the Hotel Occupancy Tax;
- b. Recommend approval/ denial for special events allocations through the Incubator Fund;
- c. Provide feedback on new marketing initiatives and marketing materials;
- d. Serve as a communications channel to disseminate information, encourage implementation and/ or participation in CVB sponsored programs for marketing, advertising, services, and product development;
- e. Recommend advocacy and outreach initiatives related to TDAC's mission;
- f. Monitor trends in bookings, public relations, marketing, economic impact and other metrics in order to make recommendations to enhance Galveston's tourism industry; and
- g. Review and recommend new initiatives to support the tourism industry.

Tourism Development 2022-2023 Committee Calendar

Quarter 1		
<i>October</i>	<i>November</i>	<i>December</i>
Discuss and Consider TD 2022/2023 Plan of Work and Action Plan	Committee Luncheon (off-site) Present Island Holiday Activities, Activations and associated Media Plan	No Meeting
Quarter 2		
<i>January</i>	<i>February</i>	<i>March</i>
No Meeting	Present Annual Report for the Institution Present Tourism Summit Program and Registration Details	Present Spring/Summer Island Soul Nominate and Select Industry Partner of the Year (announced at Tourism Summit) Annual Beach Parks Update Present Juneteenth, and July 4th Plans and Activations
Quarter 3		
<i>April</i>	<i>May</i>	<i>June</i>
No Meeting	Report Mid Year Sales and Earned Media Results Present Annual Beach Patrol Update Present Annual Hurricane Plan	Discuss & Recommend FY2021/22 HOT values (Recommend Value of the Penny) Present Annual Tourism Economic Impact Report Present Annual Updates on Coastal Zone Management and Projects
Quarter 4		
<i>July</i>	<i>August</i>	<i>September</i>
No Meeting	Discuss & Consider 2022/23 Recommended Tourism Development budgets for Board Approval	Present Paid Media Annual Results and upcoming FY Paid Media Plan Present Fall/Winter Island Soul

On-going agenda items:

Receive and review monthly Executive Summary Reports