
Pelican Path Project

Proposal for the City of Seabrook to acquire ownership and assume management of the Seabrook Pelican Path Project

PROJECT OVERVIEW

In March of 2001, Seabrook residents Cheri Smith and Marcy Fryday created the the Pelican Path Project with seed money provided by the City of Seabrook's Hotel Occupancy Tax Funds. Modeled after the Cow Parades in New York City and Chicago, the Pelican was chosen as the "unofficial mascot" for Seabrook.

The purpose of the project was to provide something positive for Seabrook, attract visitors to frequent Seabrook businesses, encourage walking and recreation and to further promote Seabrook as an ecotourism destination, tying in with the flocks of white and brown pelicans that gathered along the banks of the bay, lake and surrounding waterways.

Smith and Fryday revived the then dormant 501(c)3 Old Seabrook District Association as a vehicle through which to work the project and by 2004 the first phase of the project was complete with approximately 35 pelicans placed on exhibit. In partnership with the association, businesses and individuals could purchase a 6-foot. fiberglass pelican and area artists were chosen to design and customize the pelicans. Ownership of the project has since been transferred from the association into a separate Pelican Path 501(c)3 corporation managed by a board of directors.

As time has progressed the colorful and decorative pelicans have truly become icons of Seabrook thus identifying the Pelican as the "official mascot" for the City of Seabrook. Since the project's inception many pelicans have been donated to the Pelican Path Park, while others were so loved by the their owners that they chose to relocate the artwork as the need to relocate their business occurred. There are even a few pelicans that have migrated across the Seabrook-Kemah bridge.

In 2016, the Seabrook City Council identified the desire to revitalize the Pelican Path Project during their annual Strategic Planning session. Over the years, the beloved pelicans have endured the wear and tear of the elements, including Hurricane Ike in 2008. Many have been refurbished while some still need a bit of improvement. In addition, the pelicans have become a tourism attraction and by reviving the program it is expected to help boost the Seabrook economy.

PROJECT TRANSFER

1. Jack and Marcy Fryday will dissolve the 501(c)3 Pelican Path Board of Directors
2. Any monies remaining will be allocated to the City of Seabrook and reimbursed to the city's Hotel Occupancy Tax Fund.
3. City of Seabrook will acquire ownership of all marketing materials and artwork including the Pelican Path website and the official fiberglass pelican molds.
4. The City of Seabrook Communications Department will assume management of the project including but not limited to, project promotion, oversight of pelican production and maintenance, partnership with pelican artists and development of a Pelican for Purchase program.
5. The Seabrook Pelican Path will be identified and marketed as one of the City of Seabrook's primary tourism attractions.

PROJECT SPECIFICATIONS

Pelican for Purchase Program

In partnership with economic development staff, the Communications Department will develop a Pelican for Purchase Program allowing Seabrook businesses, merchants and residents to purchase a new pelican. All patrons will be required to sign an agreement accepting responsibility of the pelican's design and placement. The patron must agree to meet the display guidelines and city codes for Seabrook. Purchase of a Seabrook Pelican will be tax deductible purchase to the extent provided by law.

Pelican Purchase Price = \$2,500

- ★ \$750 Fabrication of Pelican
- ★ \$1,000 allocated for artist commission and supplies
Any appendages added or special additions of any manner will be negotiated between the patron and the artist. The City of Seabrook will pay an amount not to exceed \$1,000 directly to the named artist (\$500 in advance and \$500 when completed). The patron will be responsible for paying any fees that exceed this amount.
- ★ \$250 Pelican Clear Top Coat
- ★ \$250 Pelican Concrete Pad
- ★ \$250 Pelican Maintenance Fund

50% will be due prior to fabrication and the remaining 50% is due once fabrication is a complete, prior to design and pelican placement.

Pelican Production

The pelicans are produced locally in the Bay Area by Cosmetic Boat Repair and may take two to four weeks to produce. Cosmetic Boat Repair also provides the top coat that will protect the pelicans from wear and tear.

Pelican Design and Artisanhip

Pelican patrons will be responsible for the design and craftsmanship of the pelican. Political, religious, and commercial messages and icons are not acceptable art or designs. Prohibition includes any advertising or corporate logos. Content that could hurt the personal integrity of a third party or group is also forbidden. Final design must be approved by City of Seabrook and meet any additional guidelines developed by staff.

A list of approved pelican artists will be provided by the city. Patrons may select their own artist, however the artist must be approved by city staff.

The pelican patron and artist must make arrangements to pick up the pelican from the fabricator and return it when completed to the fabricator for the top coat.

Pelican Placement

The City of Seabrook will place the pelican at the patron's Seabrook business or residential location; all pelicans must reside within city limits. If the patron chooses not have the pelican mounted at his/her place of business or residence, the patron may request a placement location elsewhere within Seabrook's city limits. City staff will have the right to approve the final location of any pelican displayed on any public or private property. Any residential mounting must be in compliance with all deed restrictions and must have the approval of any homeowners organizations that the property owner and the property is affiliated with.

The city also maintains the right during an event or for the promotion of an event or city function to relocate the pelican temporarily. Once a placement location is chosen the City of Seabrook will be responsible for transporting the pelican and securing it onto the concrete pad.

Pelican Path Promotion

The City of Seabrook has the right to publicize the name and address of the pelican along with the artist's name on all promotional materials. The City of Seabrook will attach a plaque to each pelican which will state the pelican's name, its artist and the patron's name.

Pelican Maintenance

The City of Seabrook will refurbish pelicans that need repair using the Pelican Maintenance Fund. If a pelican is damaged or vandalized the pelican patron is responsible for contacting the City of Seabrook for immediate repair. Damage pelicans left unattended will be confiscated by the City of Seabrook, repaired and then relocated.

Pelican Path Website and Marketing

The City of Seabrook will acquire ownership of the domain name seabrookpelicanpath.com and will be responsible for the redesign, development, hosting and maintenance of the site. The new site will be branded in compliance with the City of Seabrook's existing brand.

As a primary tourism attraction for the city, the pelicans will be marketed on the city's website, social media networks, printed publications and during events.

PROJECT SYNOPSIS

The goal of the Seabrook Pelican Path is to promote the City of Seabrook as a tourist destination while enhancing the quality of life for residents, emphasizing business growth, family and community. The request to transfer ownership of the project will allow the Seabrook Pelican Path to grow and expand. The Pelican itself is a symbol of the Gulf Coast and promotes the bayside atmosphere.



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