



“PEAR-Scape” – A Public Art Sculpture Trail

Mission & Goals

Envisioned by the Pearland Convention and Visitors Bureau, the Pear-Scape Trail features artistic 4’ size fiberglass pear sculptures painted by local artists positioned throughout the City. The **mission** is to promote tourist related activity within Pearland in developing a public Pear-Scape Trail as a cultural tourism attraction.

To accomplish this mission, the Pear-Scape Trail will build upon relationships with companies, organizations, and artists in collaboration to create painted fiberglass pears with artistic themes to be placed in permanent locations throughout the City of Pearland.

Goals:

- To develop a Pear-Scape Trail as a cultural tourism attraction throughout Pearland;
- To build a sense of community and pride in Pearland;
- To support the “uniqueness” of Pearland; as the land of pears;
- To cultivate relationships with local businesses and artists;
- To beautify Pearland with artistic pear sculptures;
- To enhance the visibility of local artists in the community;
- To celebrate the talent and creativity of local artists and share their art with the public;
- To enhance the environment and natural surroundings.

Criteria:

All sponsor requests are subject to approval by the Pearland CVB Advisory Board and/or subcommittee appointed by the Board.

Approved sponsors for the Pear-Scape Trail will include: businesses, venues or entities with a tie to tourism. Either the location or business can drive visitation to Pearland with visitors to the venue and/or location or business has the ability to drive hotel room nights. Visitors are defined as individuals coming from outside the Pearland city limits (preferably 50-mile radius).

Requirements:

Approved sponsors are subject to meet the requirements of the Pear-Scape Trail program. Pears remain the property of the Pearland CVB throughout their lifetime.