



City of Rockport

CITY COUNCIL REGULAR MEETING AGENDA

TUESDAY, JULY 23, 2024 ~ 6:30 P.M.

ROCKPORT SERVICE CENTER

2751 STATE HIGHWAY 35 BYPASS

ROCKPORT, TEXAS 78382

Mayor Tim Jayroe

Mayor Pro Tem (Ward 4) Andrea Hattman
Councilmember (Ward 1) Stephanie Rangel

Councilmember (Ward 2) Matt Anderson
Councilmember (Ward 3) Brad Brundrett
Vanessa Shrauner, City Manager

Notice is hereby given that Rockport City Council will hold a regular meeting on the above-mentioned date, time, and location. The meeting will be held in person at the location mentioned above. The live stream link to view the meeting is <https://www.youtube.com/@rockporttxgov>.

The City Council welcomes citizen participation and comments at all City Council Meetings on any Agenda item or any subject matter.

Written comments submitted by 3:00 p.m. on the day of the meeting.

- i. Complete the Speaker Card – locate the card by scanning the QR Code or online at <https://rockport.seamlessdocs.com/f/CouncilCitizenParticipation>
- ii. Written Comments received by the deadline will be read.



Sign up in person.

- i. Speaker's cards are located at the entrance of the meeting room and must be delivered to the City Secretary before the meeting begins.
- ii. Any citizen with handouts should provide them to the City Secretary before the meeting. If you wish the City Council to receive your handouts for the meeting, please provide 8 copies; if not, the City Council will receive your handouts the following day.

Rules for Citizen Participation

- i. Speakers will be limited to three minutes.
- ii. While civil public criticism is not prohibited; disorderly conduct or disturbance of the peace as prohibited by law shall be cause for the chair to terminate the offender's time to speak.

NOTE: The City Council may adjourn into Executive Session to consider any item listed on this agenda if a matter is raised that is appropriate for discussion. An announcement will be made based on the Executive Session discussion. The City Council may also publicly discuss any item listed on the agenda for the Executive Session.

Notice is hereby given that other elected or appointed officials may attend the City Council Meeting at the date and time above in numbers that may constitute a quorum. No action or minutes will be taken by such in attendance.

This facility is wheelchair-accessible and accessible parking spaces are available. Requests for accommodation or interpretive services must be made 48 hours before this meeting. Please get in touch with the City Secretary's office at (361) 729-2213, ext. 225, or FAX (361) 790-5966 or email sgoodwin@rockporttx.gov for further information. Braille is not available.

I. CALL TO ORDER**II. PLEDGE OF ALLEGIANCE****III. CEREMONIAL MATTERS/PROCLAMATIONS/EMPLOYEE RECOGNITION****IV. CITIZENS TO BE HEARD**

Speaker participation instructions are provided in writing at the beginning of the agenda. **NOTE:** The Texas Open Meetings Act permits a member of the public or a member of the governmental body to raise a subject that has not been included in the notice for the meeting. However, any discussion of the subject must be limited to a proposal to place the subject on the agenda for a future meeting, and any response to a question posed to the City Council is limited to either a statement of specific factual information or a recitation of existing policy. TEX. GOV'T CODE § 551.042 has not been posted on the agenda.

V. CONSENT

The following items may be acted upon in a single motion. No separate discussion or action on any of these items will be held unless pulled at the request of a member of the City Council.

1. Consider the approval of the City Council Minutes for the July 12, 2024, City Council Regular Meeting (Shelley Goodwin, City Secretary)
2. Consider the approval of the 3rd Quarter Hotel Occupancy Tax Report for April 2024- June 2024 for the Rockport Conference Center (ROCC) and the Rockport Center for the Arts and authorize a payment in the amount of \$62,500.00 payable to Rockport Center for the Arts and \$42,500.00 payable to the Rockport Conference Center (Shelley Goodwin, City Secretary)
3. Consider the approval of the 3rd Quarter Hotel Occupancy Tax Report for April 2024 – June 2024 for the Texas Maritime Museum and authorize a payment in the amount \$25,000.00 (Shelley Goodwin, City Secretary)
4. Consider the approval of the 3rd Quarter Hotel Occupancy Tax Report for April 2024 – June 2024 for the Friends of Fulton Mansion and authorize a payment in the amount of \$12,500.00 (Shelley Goodwin, City Secretary)
5. Consider the approval of the 3rd Quarter Hotel Occupancy Tax Report for April 2024 – June 2024 for the Rockport-Fulton Chamber of Commerce and authorize a payment in the amount of \$96,250.00 (Shelley Goodwin, City Secretary)

VI. ORDINANCES, RESOLUTIONS AND PUBLIC HEARINGS

6. Special Events
 - i. Hold a public hearing to receive comments for or against the proposed Ordinance
 - ii. Consider the approval on first of two readings of Ordinance 1940 amending Code of Ordinances Chapter 86, Streets, Sidewalks and other public places, by deleting Article V, Parades and replacing said Article V As Special Events in the attached form, and as may be modified in the future by Ordinances; adopting penalties for violation of this Ordinance in an amount not to exceed \$500.00 per violation; repealing all other Ordinances in conflict therewith; providing for severability, effective date, and publication (Postponed from the July 12, 2024 Regular Meeting) (Shelley Goodwin, City Secretary)

7. Consider approval of Resolution 2024-15R amending the Authorized Representatives to transmit funds for Investment in TexPool / TexPool Prime and are each further authorized to withdraw funds from time to time, to Issue letters of instruction, and to take all other actions deemed necessary or appropriate for the investment of local funds (Robbie Sorrell, Finance Director)
8. Consider approval of Resolution 2024-16R amending the Authorized Representatives to Texas Range an Investment Service for Public Funds; Providing an Effective Date; and Finding and Determining that the meeting at which this Resolution is passed is open to the public as required by law (Robbie Sorrell, Finance Director).
9. Consider approval of Resolution 2024-17R authorizing City Representatives in matters pertaining to the City's participation in the Texas Community Development Block Grant Program (Kimberly Henry, Assistant to the City Manager).

VII. OTHER ACTION ITEMS AND UPDATES

10. Consider the approval of a request from the Tree & Landscape Committee to utilize funds from the Tree Preservation and Mitigation Account for the purpose of purchasing 24 Tanzfrosch 20-gallon Watering Bags in the amount of \$300.00 (Carey Dietrich, Asst Director Building & Development / Community Planner)
11. Receive a presentation on Tax Increment Reinvestment Zone and provide direction to staff (Vanessa Shrauner, City Manager)

VIII. CITY MANAGER'S UPDATE

12. Provided the monthly City Manager's Report

IX. CITY COUNCIL REPORT

The City Council will report/update on activities in respective Wards, and all committee assignments, which may include the following: Aransas County Alliance Local Government Corporation; Aransas Pathways Steering Committee; Building and Standards Commission; Coastal Bend Bays and Estuaries Program; Coastal Bend Council of Government; Coastal Bend Mayors Group; Park & Leisure Services Advisory Board; Planning & Zoning Commission; Rockport-Fulton Chamber of Commerce; Aransas County Storm Water Management Advisory Committee; Swimming Pool Operations Advisory Committee; Tourism Development Council; Tree & Landscape Committee; Texas Maritime Museum, Fulton Mansion, Rockport Center for the Arts, Aransas County, Aransas County Independent School District, Aransas County Navigation District, Town of Fulton, and Texas Municipal League. No formal action can be taken on these items at this time.

X. EXECUTIVE SESSION

The City Council will recess its open meeting and reconvene in Executive Session pursuant to Texas Government Code Section - (551.071 Consultations with Attorney)

13. Seek the advice of an attorney about pending or contemplated litigation, or a settlement offer; and on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter: 1) City Hall; 2) Concho Street 3) General Land Office (GLO) drainage projects; and 4) Data Pros Settlement.

XI. BUSINESS ITEM

The City Council will reconvene into Regular Session upon the conclusion of the Executive Session; the City Council may take action on any item posted in the Executive Session as necessary.

XII. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 10:30 a.m. on July 18, 2024, on the bulletin board of the City of Rockport Service Center, 2751 S. H. 35 Bypass, Rockport, Texas 78382.



Shelley Goodwin, TRMC/CMC
City Secretary



City of Rockport

CITY COUNCIL REGULAR MEETING AGENDA

FRIDAY, JULY 12, 2024 ~ 10:00 A.M.
ROCKPORT SERVICE CENTER
2751 STATE HIGHWAY 35 BYPASS
ROCKPORT, TEXAS 78382

City Councilmembers Present:

Mayor Tim Jayroe

Mayor Pro Tem (Ward 4) Andrea Hattman

Councilmember (Ward 1) Stephanie Rangel

Councilmember (Ward 2) Matt Anderson

City Councilmembers Absent:

Councilmember (Ward 3) Brad Brundrett

City Staff Present:

Vanessa Shrauner, City Manager

Bob Argetsinger Director of Information Technology

Mike Donoho, Director of Public Works and Building & Development Services

Kimberly Henry, Assistant to the City Manager

Nathan Anderson, Police Chief

Robbie Sorrell, Director of Finance

Shelley Goodwin, City Secretary

I. CALL TO ORDER

Mayor Jayroe called the July 12, 2024, Regular Meeting to order at 10:00 a.m. and announced that a quorum had been met.

II. PLEDGE OF ALLEGIANCE

Mayor Pro Tem Hattman led the Pledge of Allegiance to the United States flag.

III. CITIZENS TO BE HEARD

Scott Hines spoke regarding the proposed TIRZ project. He stated he feels that TIRZ is illegal

IV. CONSENT

The following items may be acted upon in a single motion. No separate discussion or action on any of these items will be held unless pulled at the request of a member of the City Council.

- 1. Consider the approval of the City Council Minutes for the June 25, 2024, City Council Regular Meeting**
- 2. Consider the approval of the City Council Minutes for the June 25, 2024, City Council Workshop**
- 3. Consider the approval of cancelling the following three City Council Regular Meetings due to conflicts:**

October 8, 2024, Regular Meeting

November 26, 2024, Regular Meeting

December 24, 2024, Regular Meeting

Motion: Upon a motion made by Mayor Pro Tem Hattman and a second by Councilmember Rangel to approve Consent Agenda Items IV. 1-3. The City Council voted by roll call:

Councilmember (Ward 1) Rangel aye
Councilmember (Ward 2) Anderson aye
Mayor Pro Tem (Ward 4) Hattman aye
Mayor Jayroe aye

The motion to approve passed unanimously; for (4) for and none (0) against.

V. ORDINANCES, RESOLUTIONS AND PUBLIC HEARINGS

4. Consider the approval of the second and final readings of Ordinance 1937 of the City of Rockport, Texas, amending the Code of Ordinances to provide a process for petitions for release from the City's Extraterritorial Jurisdiction; providing a savings clause; providing that this Ordinance is cumulative of all ordinances; amending appendix A, "Fee Schedule." Article 5.500, "Application Fees, "to add a fee to process for a petition for the Release of Extraterritorial Jurisdiction, and amend Article A severability clause; providing for publication; and providing an effective date

Shelley Goodwin, City Secretary, stated there are no changes since the first reading on June 25, 2024.

The City Council discussed the following:

- Staff time involved in the process to request to be removed from the City's ETJ
- Process to file a petition
- All the staff involved in the process

Motion: Upon a motion made by Mayor Pro Tem Hattman and a second Councilmember Anderson by to approve on second and final reading Ordinance 1937 of the City of Rockport, Texas, amending the Code of Ordinances to provide a process for petitions for release from the City's Extraterritorial Jurisdiction; providing a savings clause; providing that this Ordinance is cumulative of all ordinances; amending appendix A, "Fee Schedule." Article 5.500, "Application Fees, "to add a fee to process for a petition for the Release of Extraterritorial Jurisdiction and amend Article A severability clause; providing for publication; and providing an effective date. The City Council voted by roll call:

Councilmember (Ward 1) Rangel aye
Councilmember (Ward 2) Anderson aye
Mayor Pro Tem (Ward 4) Hattman aye
Mayor Jayroe aye

The motion to approve passed unanimously; four (4) for and none (0) against.

5. Consider the approval on the second and final readings of Ordinance 1938 of the City of Rockport, Texas, amending Ordinance No. 1911 which adopted the 2023-2024 Budget beginning October 1, 2023, and ending September 30, 2024; repealing all prior Ordinances in conflict herewith; providing for publication; and providing for an effective date (Budget amendment #5)

Robbie Sorrell, Finance Director, stated there are no changes since the first reading on June 25, 2024.

Motion: Upon a motion made by Councilmember Rangel and a second by Mayor Pro Tem Hattman to approve on first reading 1938 of the City of Rockport, Texas, amending Ordinance No. 1911 which adopted the 2023-2024 Budget beginning October 1, 2023, and ending September 30, 2024; repealing all prior Ordinances in conflict herewith; providing for publication; and providing for an effective date (Budget amendment #5). The City Council voted by roll call:

Councilmember (Ward 1) Rangel aye
Councilmember (Ward 2) Anderson aye
Mayor Pro Tem (Ward 4) Hattman aye
Mayor Jayroe aye

The motion to approve passed unanimously; four (4) for and none (0) against.

6. Consider the approval on the second and final readings of Ordinance 1939 granting a Conditional Use Permit for the purpose of building an accessory use structure prior to the residential dwelling on the property located at 125 Lamar Dr; also known as Lot 3, ayres acres, being 19.2809 acres, City of Rockport, Aransas County, Texas; subject to compliance with the conditions stated within this Ordinance, as well as those stipulated in the City Of Rockport Code of Ordinances; repealing all ordinances in conflict therewith; providing for severability; and providing an effective date

Carey Dietrich- Asst. Director Building & Development/ Community Planner, stated there are no changes since the first reading on June 25, 2024.

The City Council discussed the following:

- Application
- Current buildings located at 125 Lamar Dr.
- Review of building code and structure ordinance

Motion: Upon a motion made by Councilmember Rangel and a second by Mayor Pro Tem Hattman to approve on second and final reading 1939 granting a Conditional Use Permit for the purpose of building an accessory use structure prior to the residential dwelling on the property located at 125 Lamar Dr; also known as Lot 3, ayres acres, being 19.2809 acres, City of Rockport, Aransas County, Texas; subject to compliance with the conditions stated within this Ordinance, as well as those stipulated in the City Of Rockport Code of Ordinances; repealing all ordinances in conflict therewith; providing for severability; and providing an effective date. The City Council voted by roll call:

Councilmember (Ward 1) Rangel aye
Councilmember (Ward 2) Anderson aye
Mayor Pro Tem (Ward 4) Hattman aye
Mayor Jayroe aye

The motion to approve passed unanimously; four (4) for and none (0) against.

7. Consider the approval on first of two readings of Ordinance 1940 amending Code of Ordinances Chapter 86, Streets, Sidewalks and other public places, by deleting Article V, Parades and replacing said Article V as Special Events in the attached form, and as may be modified in the future by Ordinances; adopting penalties for violation of this Ordinance in an amount not to exceed \$500.00 per violation; repealing all other Ordinances in conflict therewith; providing for severability, effective date, and publication

Nathan Anderson, Police Chief and Shelley Goodwin, City Secretary, provided the attached PowerPoint regarding the Special Event Ordinance.

The City Council discussed the following:

- Non-profit rate
- Public Hearing
- Role of City Manager
- Uniform Communication Form
- Recovering City's cost

The City Council provided directions to hold a public hearing at the next City Council meeting, add non-profit rates, and have the Communication Form to include support of businesses within the affected area.

Motion: Upon a motion made by Mayor Pro Tem Hattman and a second by Councilmember Rangel to postpone the first of two readings of Ordinance 1940 amending Code of Ordinances Chapter 86, Streets, Sidewalks and other public places, by deleting Article V, Parades and replacing said Article V as Special Events in the attached form, and as may be modified in the future by Ordinances; adopting penalties for violation of this Ordinance in an amount not to exceed \$500.00 per violation; repealing all other Ordinances in conflict therewith; providing for severability, effective date, and publication; until the July 23, 2024 Regular Meeting. The City Council voted by roll call:

Councilmember (Ward 1) Rangel aye
Councilmember (Ward 2) Anderson aye
Mayor Pro Tem (Ward 4) Hattman aye
Mayor Jayroe aye

The motion to approve passed unanimously; four (4) for and none (0) against.

VI. OTHER ACTION ITEMS AND UPDATES

8. Consider approval of Order 2024-01-O Renewing the Disaster Declaration of Local Disaster of the Mayor of the City of Rockport

Mayor Jayroe stated that the Emergency Management Coordinator has requested the City provide their own Disaster Declaration and renewal for Alberto. He stated normally the Mayor just signs Orders but this time he wanted to keep the City Council up to date.

Motion: Upon a motion made by Mayor Pro Tem Hattman and a second by Councilmember Rangel to approve Order 2024-01-O Renewing the Disaster Declaration of Local Disaster of the Mayor of the City of Rockport . The City Council voted by roll call:

Councilmember (Ward 1) Rangel aye
Councilmember (Ward 2) Anderson aye
Mayor Pro Tem (Ward 4) Hattman aye
Mayor Jayroe aye

The motion to approve passed unanimously; four (4) for and none (0) against.

9. Consider the approval of a Construction Change Directive #2 related to the new City Hall project in the amount currently estimated to be a credit of \$1,561.10

Kimberly Henry, Assistant to the City Manager, consist of three items

- Change in design of sign on
- Reduce sidewalk
- Lighting and two display cases within City Hall

She noted the Change Directive #2 is still being negotiated, so currently no funds are being requested to be transferred.

Motion: Upon a motion made by Mayor Pro Tem Hattman and a second by Councilmember Rangel to approve a Construction Change Directive #2 related to the new City Hall project in the amount currently estimated to be a credit of \$1,561.10. The City Council voted by roll call:

Councilmember (Ward 1) Rangel aye
Councilmember (Ward 2) Anderson aye
Mayor Pro Tem (Ward 4) Hattman aye
Mayor Jayroe aye

The motion to approve passed unanimously; four (4) for and none (0) against.

10. Consider the approval to award a bid to Raw Demo for an amount not to exceed \$9,850.00 for the demolition and removal of the existing concrete and asphalt located at the Main Street Visitors Kiosk and Art Installation site, not to exceed \$9,850.00

Kimberly Henry, Assistant to the City Manager, stated the City Council provided direction at the last meeting to break down the original Request For Proposals into individual projects. She noted request is for the demo and removal of the existing concrete and asphalt located at Main Street Visitor Kiosk.

The City Council discussed the following:

- Cost are still within the budget of the project
- Current bid within the Engineer cost estimate

Motion: Upon a motion made by Councilmember Rangel and a second by Mayor Pro Tem Hattman to approve award a bid to Raw Demo for an amount not to exceed \$9,850.00 for the demolition and removal of the existing concrete and asphalt located at the Main Street Visitors Kiosk and Art Installation site, not to exceed \$9,850.00. The City Council voted by roll call:

Councilmember (Ward 1) Rangel	aye
Councilmember (Ward 2) Anderson	aye
Mayor Pro Tem (Ward 4) Hattman	aye
Mayor Jayroe	aye

The motion to approve passed unanimously; four (4) for and none (0) against.

VII. CITY MANAGER'S UPDATE

No update was provided.

VIII. CITY COUNCIL REPORT

Councilmember Rangel (Ward 1) reported she attended several EOC meetings and was grateful that Rockport was not directly impacted by Hurricane Beryl.

Councilmember Anderson (Ward 2) reported he is working on holding a Town Hall Meeting within his District and will be announcing the date, time and location soon.

Mayor Pro Tem Hattmann reported that July 4th was a busy day. She thanked the Police Department for allowing she and Councilmember Anderson to participate in the July 4th Boat Parade.

Mayor Jayroe reported he participated in the EOC Meetings where a lot of dedicated people attend those meetings and care about the safety of the residents. He is grateful that Beryl turned from Rockport but wanted residents to know that a Category 1 could include high winds and a lot of flooding and encouraged residents to take the evacuation orders seriously.

IX. EXECUTIVE SESSION

The City Council will recess its open meeting and reconvene in Executive Session pursuant to Texas Government Code Section - (551.071 Consultations with Attorney) and (551.074 Personnel Matters

11. Seek the advice of an attorney about pending or contemplated litigation, or a settlement offer; and on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly

conflicts with this chapter: 1) City Hall; 2) Concho Street 3) General Land Office (GLO) drainage projects; and 4) Data Pros Settlement.

12. To deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of an employee; (City Manager)

Mayor Jayroe announced that the City Council will go out of the Regular Meeting into the Executive Session at 10:46 a.m.

Mayor Jayroe announced that the City Council will go out of the Executive Session into the Regular Meeting at 11:11 a.m. He also announced the City Council did not discuss Agenda Item #12.

X. BUSINESS ITEM

The City Council will reconvene into Regular Session upon the conclusion of the Executive Session; the City Council may take action on any item posted in the Executive Session as necessary.

13. Consider the approval of Resolution 2024-14R finding and reaffirming that a public necessity exists to acquire a Drainage Easement and/or fee simple for municipal purposes to upgrade and install drainage facilities for the purpose of drainage collection, disposal, emptying, and such appurtenant facilities as may be necessary, and other public uses in real property on portions or whole of tracts of land crossing Veteran's Memorial Park and continuing through a possible street or right-of-way to the waterfront east of Austin/Broadway Streets and Veteran's Memorial Park with said street or right-of-way known as Veterans Memorial Drive, in the Smith and Wood Addition bordering on Rockport Harbor, to the City of Rockport, according to the map recorded in Volume "E", pages 272-273, Deed Records of Aransas County, Texas, and generally described as a portion of the approximately 102.5 acre tract conveyed to the Aransas County Navigation District No. 1, now known as Aransas County Navigation District, by deed dated October 15, 1936, and recorded in Volume Q-2, page 270, Deed Records of Aransas County, Texas, and revised and amended on August 15, 1953, and recorded in Volume M-3, page 499, Deed Records of Aransas County, Texas, said property owned wholly or partially by Aransas County Navigation District, formerly known as Aransas County Navigation District No. 1; providing and reaffirming notice of an official determination to acquire real property for a Drainage Easement and/or fee simple for municipal purposes; providing and reaffirming authorization for the City Manager to obtain the necessary Appraisal Report and the making of bona fide offers of just compensation for the easement and/or fee simple; ratifying prior documents and acts made for acquisition of the easement and/or fee simple; authorizing and/or reaffirming the authority of Legal Counsel to Institute Eminent Domain proceedings on behalf of the City for the acquisition of the easements and/or fee simple on said tracts if negotiations are unsuccessful; authorizing and reaffirming seeking all legal means necessary to enter upon said property for work necessary to effectuate the need or ability to seek Eminent Domain proceedings and studies incident thereto; authorizing and reaffirming appropriation of funds from a lawful source; and providing for an effective date

Motion: Upon a motion made by Councilmember Rangel and a second by Councilmember Anderson to approve Resolution 2024-14R finding and reaffirming that a public necessity exists to acquire a Drainage Easement and/or fee simple for municipal purposes to upgrade and install drainage facilities for the purpose of drainage collection, disposal, emptying, and such appurtenant facilities as may be necessary, and other public uses in real property on portions or whole of tracts of land crossing Veteran's Memorial Park and continuing through a possible street or right-of-way to the waterfront east of Austin/Broadway Streets and Veteran's Memorial Park with said street or right-of-way known as Veterans Memorial Drive, in the Smith and Wood Addition bordering on Rockport Harbor, to the

City of Rockport, according to the map recorded in Volume "E", pages 272-273, Deed Records of Aransas County, Texas, and generally described as a portion of the approximately 102.5 acre tract conveyed to the Aransas County Navigation District No. 1, now known as Aransas County Navigation District, by deed dated October 15, 1936, and recorded in Volume Q-2, page 270, Deed Records of Aransas County, Texas, and revised and amended on August 15, 1953, and recorded in Volume M-3, page 499, Deed Records of Aransas County, Texas, said property owned wholly or partially by Aransas County Navigation District, formerly known as Aransas County Navigation District No. 1; providing and reaffirming notice of an official determination to acquire real property for a Drainage Easement and/or fee simple for municipal purposes; providing and reaffirming authorization for the City Manager to obtain the necessary Appraisal Report and the making of bona fide offers of just compensation for the easement and/or fee simple; ratifying prior documents and acts made for acquisition of the easement and/or fee simple; authorizing and/or reaffirming the authority of Legal Counsel to Institute Eminent Domain proceedings on behalf of the City for the acquisition of the easements and/or fee simple on said tracts if negotiations are unsuccessful; authorizing and reaffirming seeking all legal means necessary to enter upon said property for work necessary to effectuate the need or ability to seek Eminent Domain proceedings and studies incident thereto; authorizing and reaffirming appropriation of funds from a lawful source; and providing for an effective date. The City Council voted by roll call:

Councilmember (Ward 1) Rangel	aye
Councilmember (Ward 2) Anderson	aye
Mayor Pro Tem (Ward 4) Hattman	aye
Mayor Jayroe	aye

The motion to approve passed unanimously; four (4) for and none (0) against.

XII. ADJOURN

With no other business, Mayor Jayroe adjourned the Friday, July 12, 2024, City Council Regular Meeting at 11:15 a.m.

Tim Jayroe
Mayor

Shelley Goodwin, TRMC/CMC
City Secretary

CITY COUNCIL AGENDA

Regular Meeting: Tuesday, July 23, 2024

AGENDA ITEM: 2

Consider the approval of the 3rd Quarter Hotel Occupancy Tax Report for April 2024- June 2024 for the Rockport Conference Center (ROCC) and the Rockport Center for the Arts and authorize a payment in the amount of \$62,500.00 payable to Rockport Center for the Arts and \$42,500.00 payable to the Rockport Conference Center

SUBMITTED BY: Shelley Goodwin, City Secretary

APPROVED FOR AGENDA: VRS

BACKGROUND: The Rockport Conference Center was awarded \$170,000.00 and the Rockport Center for the Arts was awarded \$250,000.00 in Fiscal Year 2023-2024 Hotel Occupancy Tax (HOT) funds. According to our agreement with the ROCC and the Center, HOT funds are paid in advance and a report of the previous quarter's expenditures is required. See the accompanying 3rd quarter HOT expenditure report for additional information.

FISCAL ANALYSIS: Charged to account 6602001 for \$42,500.00 for ROCC and \$62,500.00 for the Center's third quarter payments.

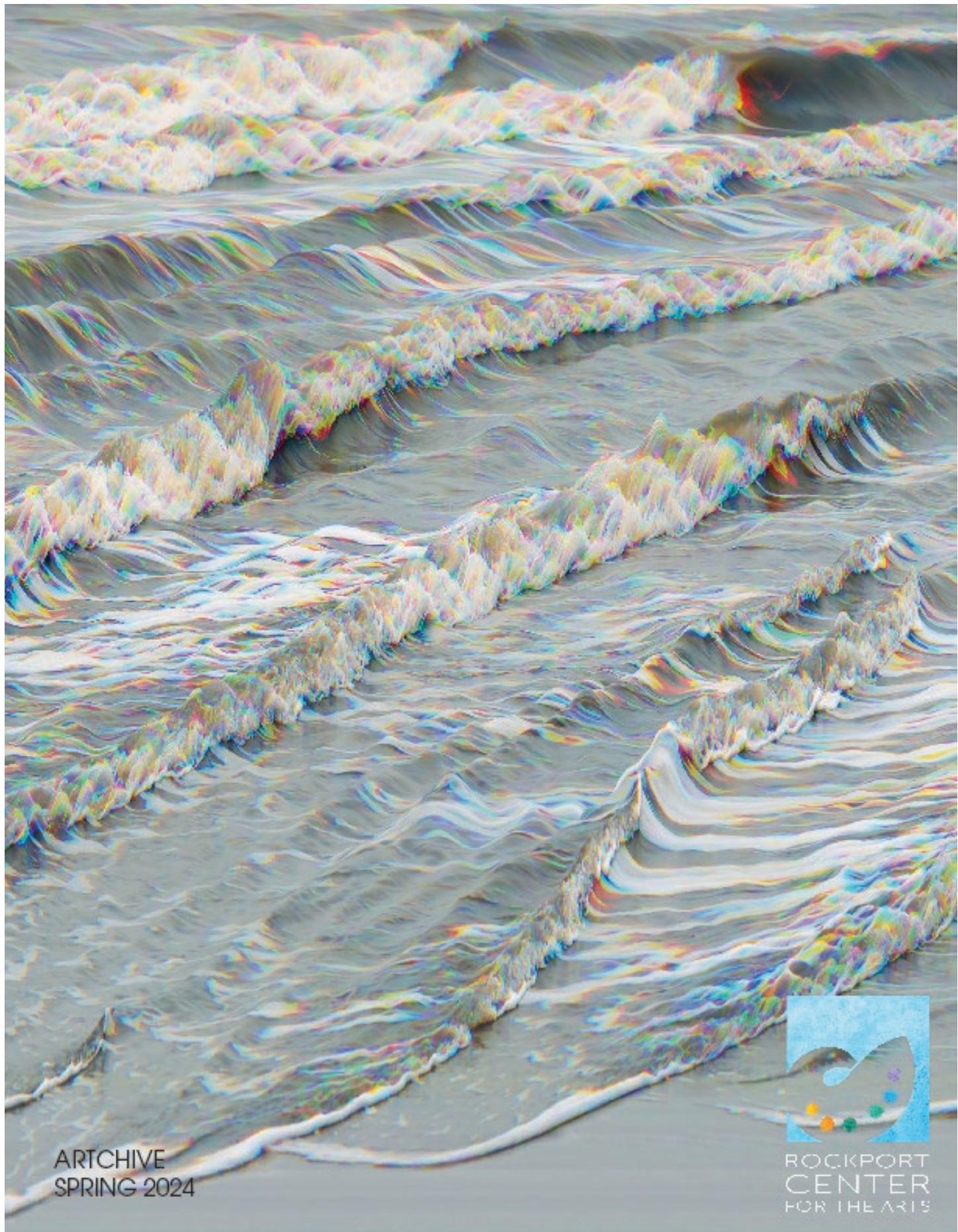
RECOMMENDATION: Staff recommends approval of Rockport Center for the Arts and Rockport Conference Center's Fiscal Year 2023-2024 Hotel Occupancy Tax funds 3rd quarter expenditures and authorization to disburse



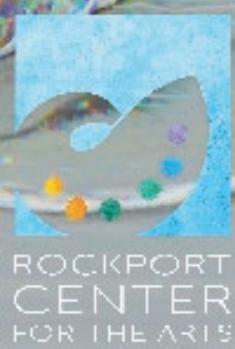
Hotel Occupancy Tax Report

April - June 2024





ARTCHIVE
SPRING 2024



Welcome to Rockport Center for the Arts

Explore. Discover. Express.



Hours

Tuesdays - Saturdays • 10AM - 5PM
Sundays • Noon - 4PM
Closed Mondays

General Inquiries

Info@rockportartcenter.com
Office: 361-729-5519
rockportartcenter.com

ADMISSION IS ALWAYS FREE
ROCKPORT CENTER FOR THE ARTS
204 S. Austin Street
Rockport, Texas 78382

Our Mission

Rockport Center for the Arts' mission is to be the catalyst and epicenter for opportunities to explore the creative arts.

Since 1969

Our Next Signature Event:



**July
6 & 7**

Sandy D'Imperio,
Board President
The Promise of a New Year!



I am pleased and honored to serve as the 2024 President of the Board of Directors for the Rockport Center for the Arts.

After spending most of my professional life in Houston, my husband, Jim and I retired to Rockport in 2018. My family has a long history in Rockport that dates to the 1940s with a business presence in the food, entertainment, and service industries. I am very excited to be back in Rockport and I look forward to serving the Art Center in a leadership role, which will have a positive impact in the quality of life in our community.

As we continue to move forward with innovative, multi-disciplinary Arts programming for people of all ages; I cherish my ambassador role as for our storied 55-year-old organization.

I hope to see you at the Art Center soon. Stay engaged!

Sandy D'Imperio

Luis Purón,
Executive Director
Meet Me at the Summit!



The 21st century has been a time of rapid advancement in communication, science, and technology across many disciplines. Art is no exception.

This Spring, the Arts Summit will bring together leaders for a day of conversation, engaging experts from numerous fields - the arts, asset management, government, media, policy, science, and artificial intelligence - aiming to challenge old ideas, spark new ones, and catalyze potent connections across various disciplines.

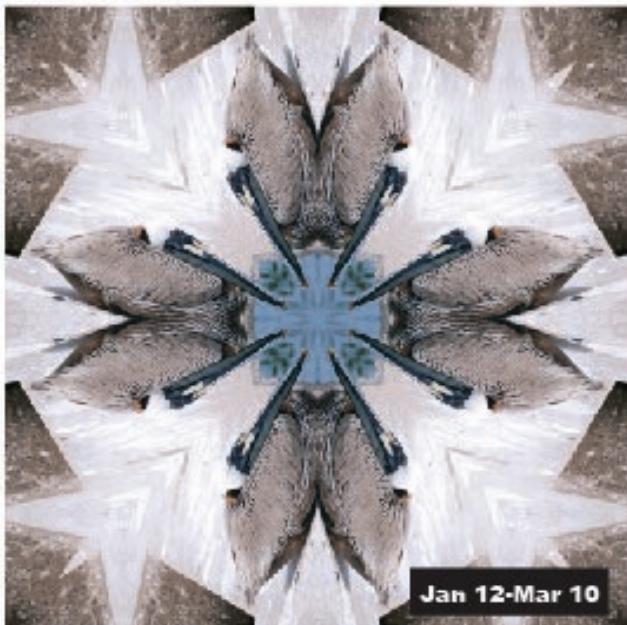
Arts Summit sessions will explore the role of cultural leadership in advancing the aspirations of artists, art educators, and art businesses - including non-profits - and the thriving ecosystems that grow around them in communities that embrace the arts and a better quality of life.

More information on the Arts Summit can be found in this issue of Artchive or by visiting rockportartcenter.com.

Luis Purón

Current Exhibitions

H-E-B Gallery



Jan 12-Mar 10

Ansen Seale

Rising Tide, Shifting Sand: A Chronicle of Change in Texas



MAKE THE DOG BARK!

Funds are being raised for a new sculpture project by Greg Reuter. *Espíritu (Backbone)* will be a larger than life permanent resident in the **Patricia Bennett Moore Sculpture Garden** cast in bronze.

To date, \$70,000 of \$100,000 needed has been raised.

Jeanie & Bill Wyatt Gallery

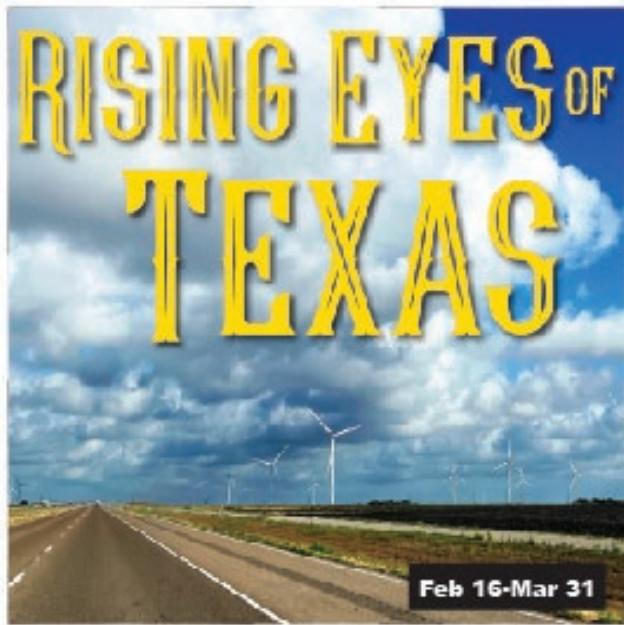


Jan 12-Mar 17

Greg Reuter

Make the Dog Bark

McKelvey Charitable Fund Gallery



Rising Eyes of Texas
18th Annual Collegiate Juried Exhibition

Upcoming Exhibitions

H-E-B Gallery



Mar 19-Apr 28

Anthony Sonnenberg
State of My Heart

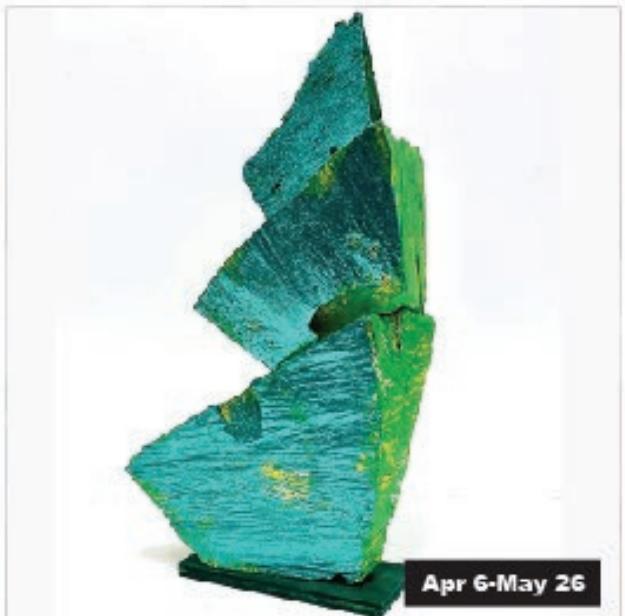
Jeanie & Bill Wyatt Gallery



Mar 26-May 25

Robbie Barber
Relics

McKelvey Charitable Fund Gallery



Apr 6-May 26

Larry Graeber
Water's Edge

H-E-B Gallery



June 21-Aug 4

Patsy Lindamood
Rockport Coast Lines

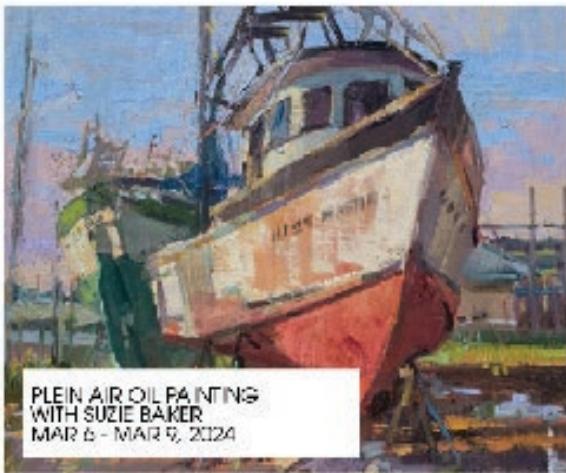
Culinary Arts



Music Series



Workshops and Classes



PLEIN AIR OIL PAINTING
WITH SUZIE BAKER
MAR 6 - MAR 9, 2024



Suzie Baker



LANDSCAPES, PLEIN AIR PASTELS
WITH AMANDA HOUSTON
MAR 13 - MAR 15, 2024



Amanda Houston



PET PORTRAITS IN WATERCOLOR
WITH AL KLINE
MAR 21 - MAR 23, 2024



Al Kline

Thank You, 2023 Donors!

ACE - After School Program
 Salemi's Ace Hardware
 Chris Adler
 June B. Ainsworth
 Al Johnson Builder
 Lorraine Allemand
 American Bank
 Joy Anderholm
 Hal Anderson
 Laura & Scott Anderson
 Lillian Anfosso
 Linda & Keith Arnold
 Catherine & Geary Atherton
 Evelyn Atkinson
 James Baebel
 Natasha Bajema
 Baker Law Firm
 Molly & Kevin Baker
 Keith Barnett
 Barrow Foundation
 Bay Window
 Becky Beaver
 Teresa & Larry Beavers
 Dee Becker
 Sam Beecroft
 Elizabeth & Henry Beken
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 Paula & Joey Blazek
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 Patricia Bray
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 Castaways
 Suzanne & Rick Cavender
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 Coastal Bend Community Foundation
 Joyce Combs

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 Nancy Cooper
 Cothren Contemporary
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 Lifshutz Foundation
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 H.E.B.
 Kathleen Hahn
 Marie Halff
 Darlene Hamilton
 Cathy Harris
 Laura & David Hausman
 Joe Henkel
 David Herring
 George Hillhouse
 Sally Hilliard
 Mary & Scott Hime
 Haydee Holland
 Honey Ridge Tutoring
 Karen Howry
 Anne & Jeff Hunt
 International Bank of Commerce
 Caroline & Don Jackson

Debbie & John Jackson
 Janet James
 Jean & Bob James
 Jeanie Rabke Wyatt Family Foundation
 Marina & Bruce Jefferts
 Diane & Al Johnson
 Kathleen Johnson
 Linda Jordan
 Joan Kennedy
 Key Allegro Properties
 Key Allegro Real Estate
 John Kidwell & Penelope Auvinen
 Molly King
 Rowland Kinkler
 Sue Kirchman
 Marian & Bill Kleine
 Mary Klesse
 Patricia Kocher
 Josef Kriecherbauer
 Anne & Glenn Krum
 L&F Distributors of Corpus Christi
 Colleen & Raymond Lastovica
 Cinda Lebus
 Madeleine Legner
 Diana Leonard
 Maureen Leone & Terry Ludwig
 Les & Mary Pucket Children's Foundation
 Beth & Terry Lewis
 Charles K Lucas
 Luce Properties
 Belinda & J. Andy Luddeke
 Diana & John Macy
 Margaret Sue Rust Foundation
 Adelaide & John Marlatt
 Cindy & Jim Martin
 Carroll P Matthews
 Jane & Mark Mayfield
 Gail McClanahan
 Sally McConnell
 Lisa McCord
 Dora McKelvey
 Karen Mella, Realtor
 Janice Meyr
 Patima Meza
 Stephanie Milam
 Marcia & Judd Miller
 Robert E Miller
 Candace Moloney
 James Moloney
 Olivia Mongaras
 Moon Over the Water Gallery
 Pat Moore
 Morgan Stanley
 Sara Morgan
 Jennifer Moriarty
 Cherry Morrill
 Sara & Hugh Morrison
 Brigid Murrell

2023 Donors Continued

Bobbie Nau
 Doyal Nelms
 New Beginnings
 Janice Niznik
 Patricia Nuss
 Lucy Nye & Tracy Stewart
 Susan & Bill O'Bryant
 Barbara & Thomas O'Connor
 O'Connor & Hewitt Foundation
 Michael O'Hare
 Leah Olivarria
 David Osborne
 Dr Keith Coffee & McKay Otto
 Mary Lynn Painton
 Brett Pancamo
 Paradise Key Island
 Jacqueline Park
 Helen C Parker
 Brenda Parrish
 Martha & Todd Pearson
 Elenor & Scott Petty Jr
 Linda Powell
 Lynn & Steve Powers
 Presa House Gallery
 Prosperity Bank
 Susan Reasoner
 Redbud Arts Center
 Tammy Redden
 Mary Lou & Ralph Reed
 Reliant Energy Retail Services
 Carol & Bob Rhodes
 Cherie Rice
 Rebecca Bridges Rice
 Patricia & Patrick Rios
 Clementina Rivera
 Rotary Club of Rockport
 Pat & Cecil Rousseau
 Angie Ruddock
 Lynne & Bob Ruf
 Rick Rushing & Allen L Gilmer
 Ruth Parr Sparks Foundation
 Nelland Sammons II
 Sara McConnell Estate
 Matthew Savins
 Kelly Schaub
 Richard Schendel
 Jacque & Joe Schenk
 Dr. Edward Schiller
 Jo Ann & Mark Schlegel
 David Scott
 Scotty's Lock & Key
 Soozie Selfridge
 Dominique & Gabriel Sargent
 Joellen Simmons
 Mary Ann Sinclair
 Julia Skibber
 Kalen Sledge
 Trish Smallenberg

Debra & Douglas Smith
 Barbara Sparkman
 Penelope Speier
 Myra and Dr. Taylor Starkey
 Nancy Stobaugh
 Teal Construction Company
 Texas Commission on the Arts
 The Betty Stieren Kelso Foundation
 The Standish Fund
 Tito's Handmade Vodka
 Kaye Tynan
 Greg Kindle
 Virginia Vaughan
 Laura Vogel
 Bobbi Wagoner
 Susan & CJ Wax
 Linda Well
 Welder Leshin LLP
 Dwayne Whitley
 Julie Wilkinson
 D'Ann & Mark Williams
 Roberta & J.D. Williamson
 Cisco & Gary Willison
 Mary & John Willrodt
 Windway Gallery
 Marylee Wintersteen & Mike Wappler
 Barbara Wood
 Ann & Forrest Word
 Glenda Worthley
 Melba & Tom York
 L. A. Young



Kent Ullberg
Merry Time Romance, 2022



ROCKPORT CENTER FOR THE ARTS...

OH HOW WE LOVE YOU,
LET US COUNT THE WAYS!

This February, We Are Celebrating All Of The Many Wonderful Programs, Activities, And People That Make Up Rockport Center For The Arts. During The Month, We Will Post 28 Reasons To Love Rockport Center For The Arts On Our Social Media Channels, Featuring One New Reason Each Day. We Hope You Will Join In The Celebration On Social Media By Liking And Commenting On Posts, Telling Us Why You Love Rockport Center For The Arts, And Sharing Our Posts On Your Own Media Pages. We Hope To Spread The Word About All The Wonderful Things Happening At Rockport Center For The Arts.



Membership

Give the Gift of Membership



John Martell
Graizer

1,000+ Members!

We love our Members!

Did you know **Rockport Center for the Arts** has more than **1,000** members, including more than **300 artists**! Members are the **lifeblood** of our organization, supporting the Arts in our community by participating in events, attending receptions, taking classes, displaying and selling their work, volunteering for various programs, and more.

Membership starts at just \$50 a year.

Help us spread the word and give the gift of membership!

2023 Docent of the Year



Janet James

"I volunteer at RCA because I love everything about the place," says Janet. "I NEVER expected an award!! Thank you sooooo very much!!"

Gini Garcia *Exuberance*



After Hurricane Harvey

Arts Summit, March 14, 2024



ARTS SUMMIT ROCKPORT, TX

21st Century Challenges in the Arts Summit Presented by Salemi's Ace Hardware

Hosted by Rockport Center for the Arts and Texans for the Arts
Hospitality Provided by The Barrow Foundation
Venue Sponsor, The Rockport Conference Center
Official Hotel, Fairfield Inn and Suites Rockport

Summit Foreword

The 21st century has been a time of rapid advancement in communication, science, and technology across many disciplines. Art is no exception.

This Spring, the Arts Summit will bring together leaders for a day of conversation, engaging experts from numerous fields - the arts, asset management, government, media, policy, and artificial intelligence technology - aiming to challenge old ideas, spark new ones, and catalyze potent connections across various disciplines.

Arts Summit sessions will explore the role of cultural leadership in advancing the aspirations of artists, art educators, and art businesses - including non-profits - and the thriving ecosystems that grow around them in communities that embrace the arts and a better-quality of life.

See you at the Summit!



Arts Funding

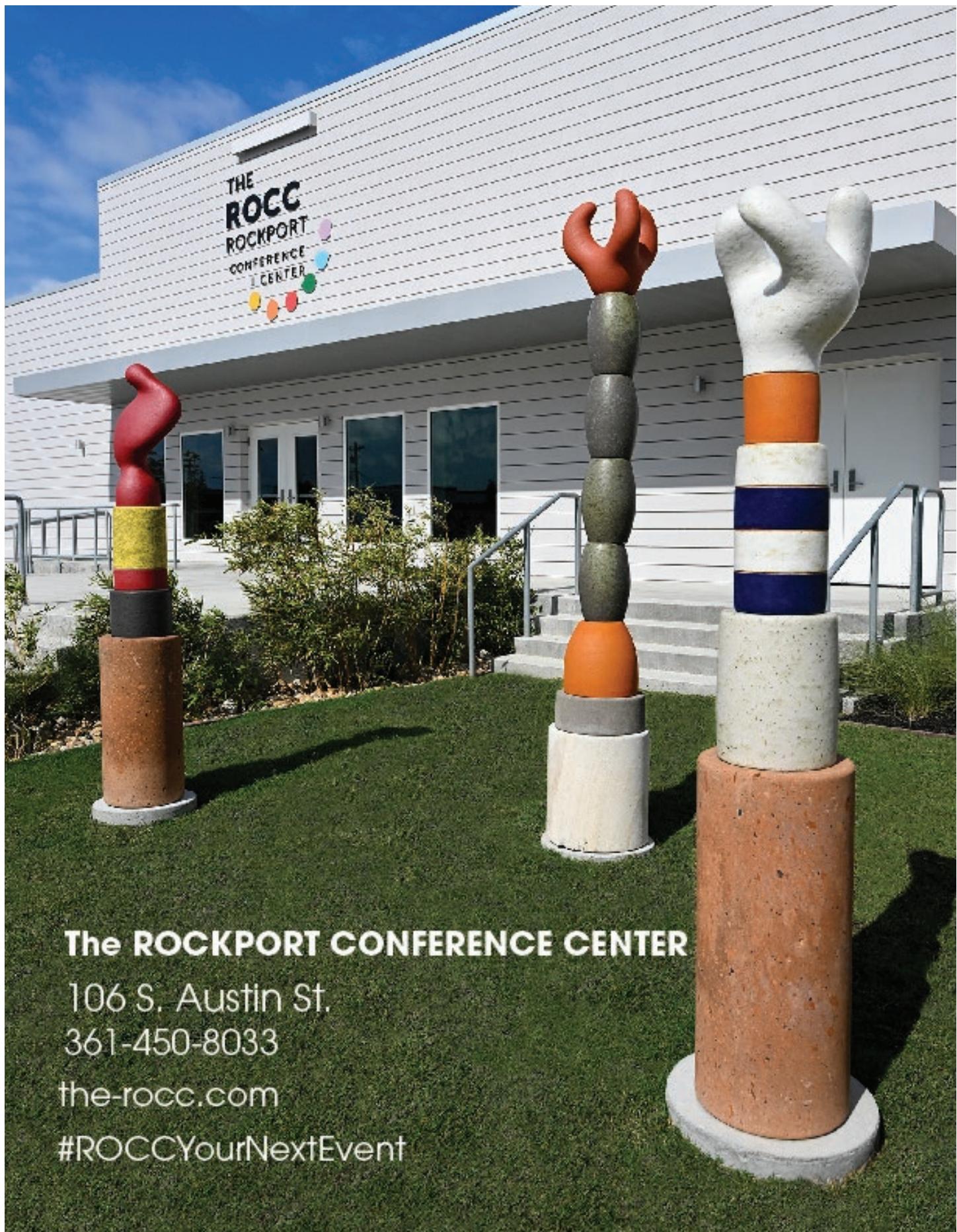


Financial Toolkit



AI and the Arts





The ROCKPORT CONFERENCE CENTER

106 S. Austin St.

361-450-8033

the-rocc.com

#ROCCYourNextEvent



ROCKPORT
CENTER
FOR THE ARTS

204 S Austin Street
Rockport, Texas 78382

**Thank you to our
government
supporters:**



Texas
Commission
on the Arts
Investing in a Creative Texas



TEXANS FOR THE ARTS

Front Cover Image

Ansen Seale

Rising Tide, Shifting Sand

Slit-scan Photograph

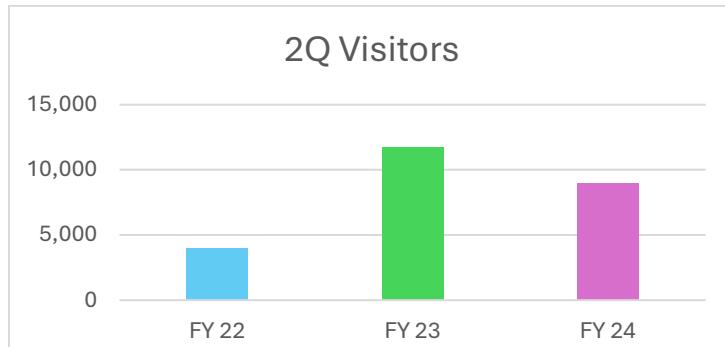
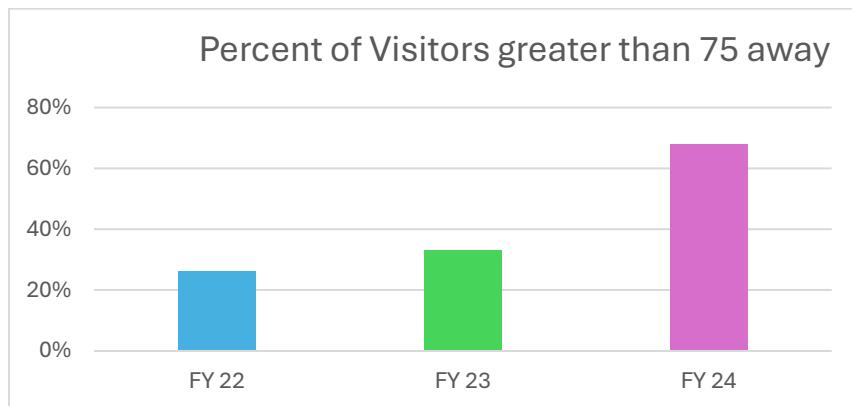
2017

Zip Code Data Collected at Rockport Center for the Arts	April.2024	May.2024	June.2024	Quarterly Total
Total Attendance (n)	2,529	2,894	3,512	8,935

Visitor Data Distribution	April.2024	May.2024	June.2024
Tourism >75 Miles	65%	68%	71%
Local	35%	32%	29%
Total	100%	100%	100%

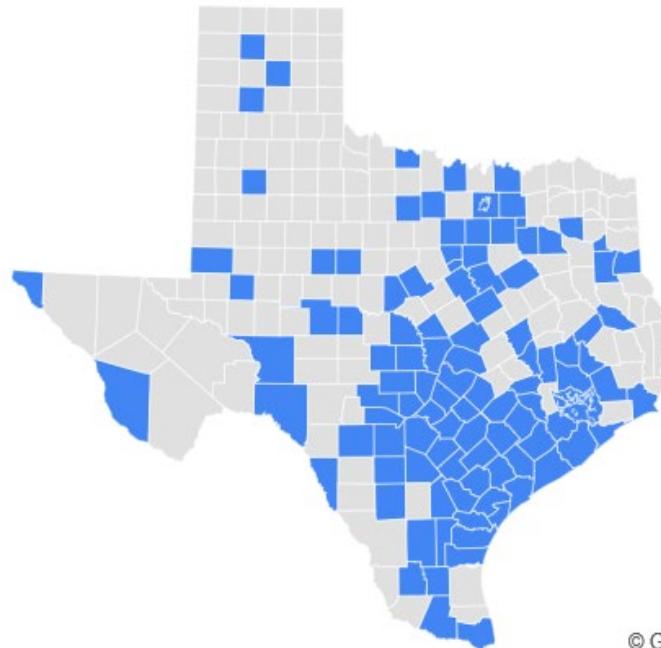
Highlights of Tourism > 75+ miles and Major Metropolitan Areas in Texas	April.2024	May.2024	June.2024
Austin	5%	8%	9%
Dallas/Ft. Worth	2%	5%	4%
Houston	7%	6%	8%
San Antonio	12%	13%	12%
Total Major Metro areas	26%	31%	32%
Tourism from outside Texas	18%	9%	8%
Rural tourism beyond 75 miles	<u>21%</u>	<u>28%</u>	<u>30%</u>
Total tourism from beyond 75 miles	65%	68%	71%

Local Visitors < 75 miles	April.2024	May.2024	June.2024
Rockport/Fulton	22%	19%	16%
Corpus Christi	4%	7%	5%
Victoria	1%	2%	2%
Rural Areas	7%	5%	6%
Total Local Visitation	35%	32%	29%



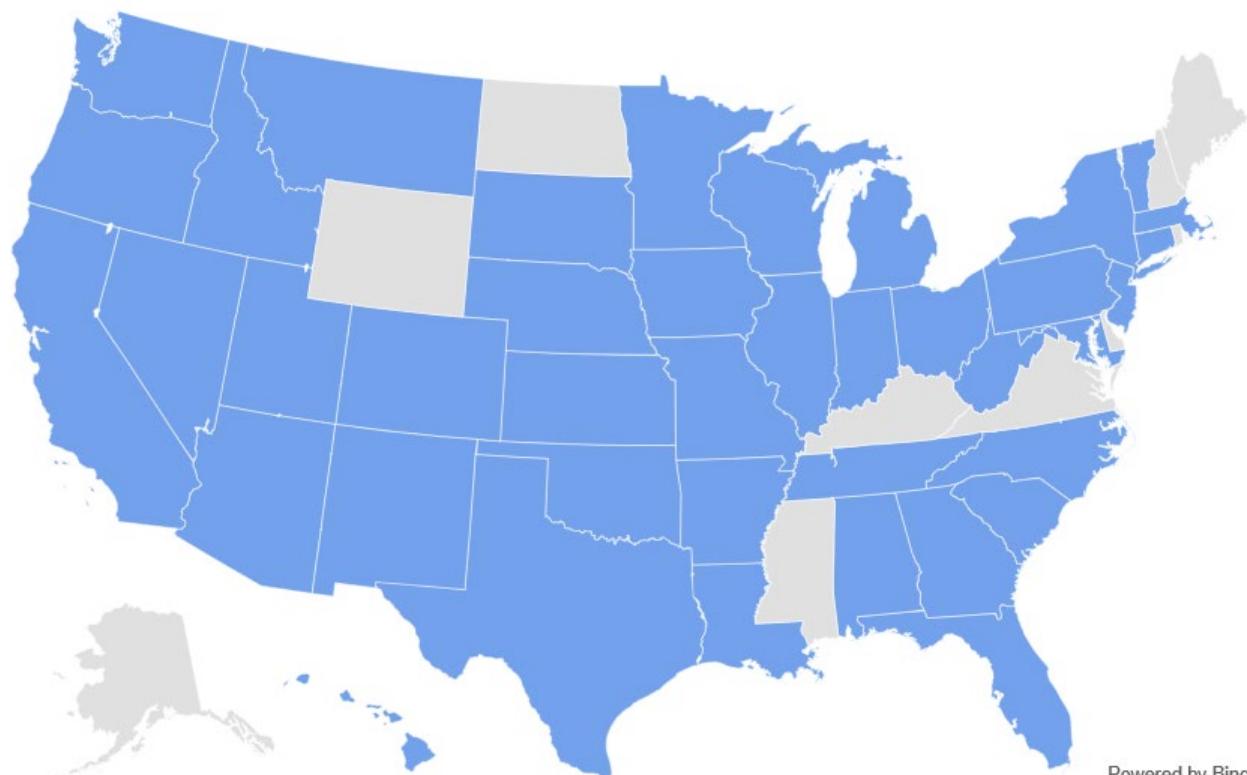
Rockport Center for the Arts Visitation Maps

Attendees April-June 2024



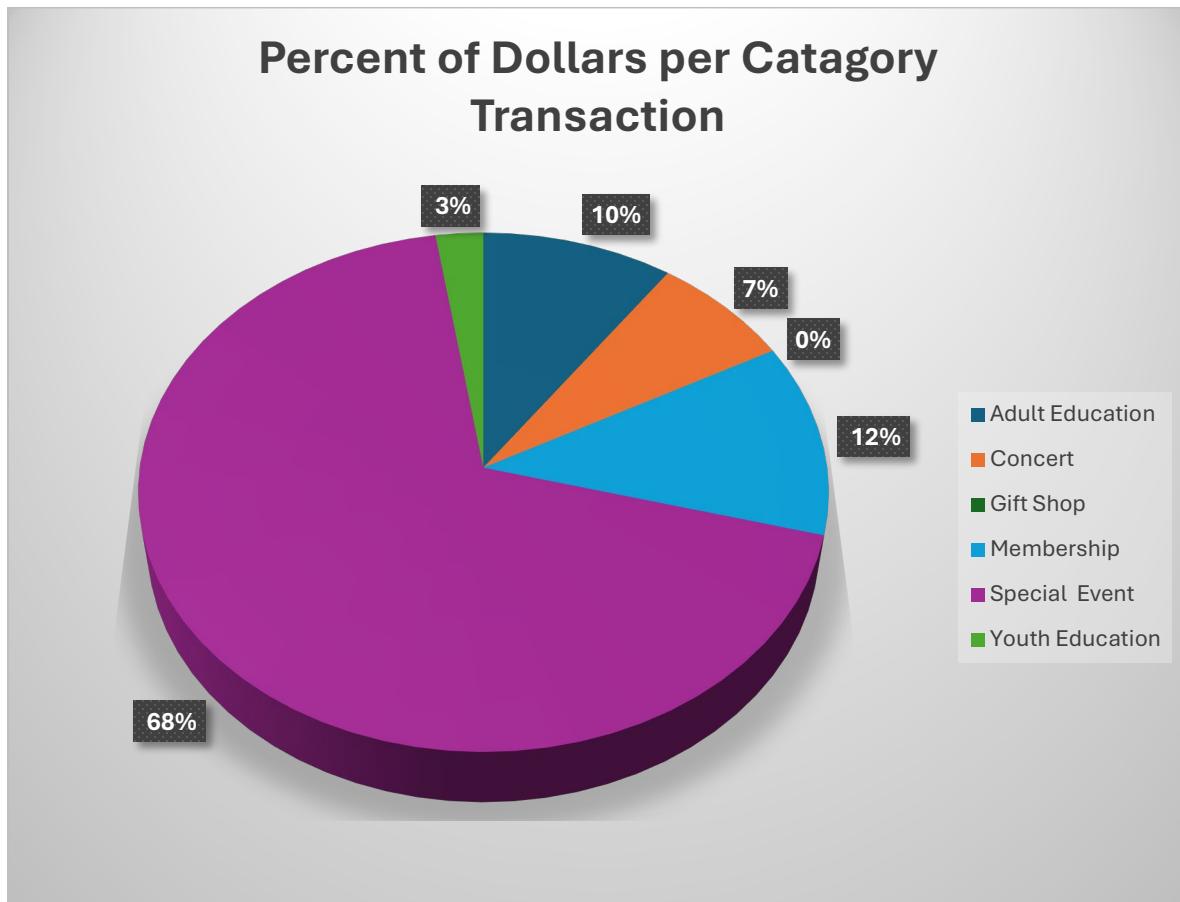
Powered by Bing
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Attendees RCA April-June 2024

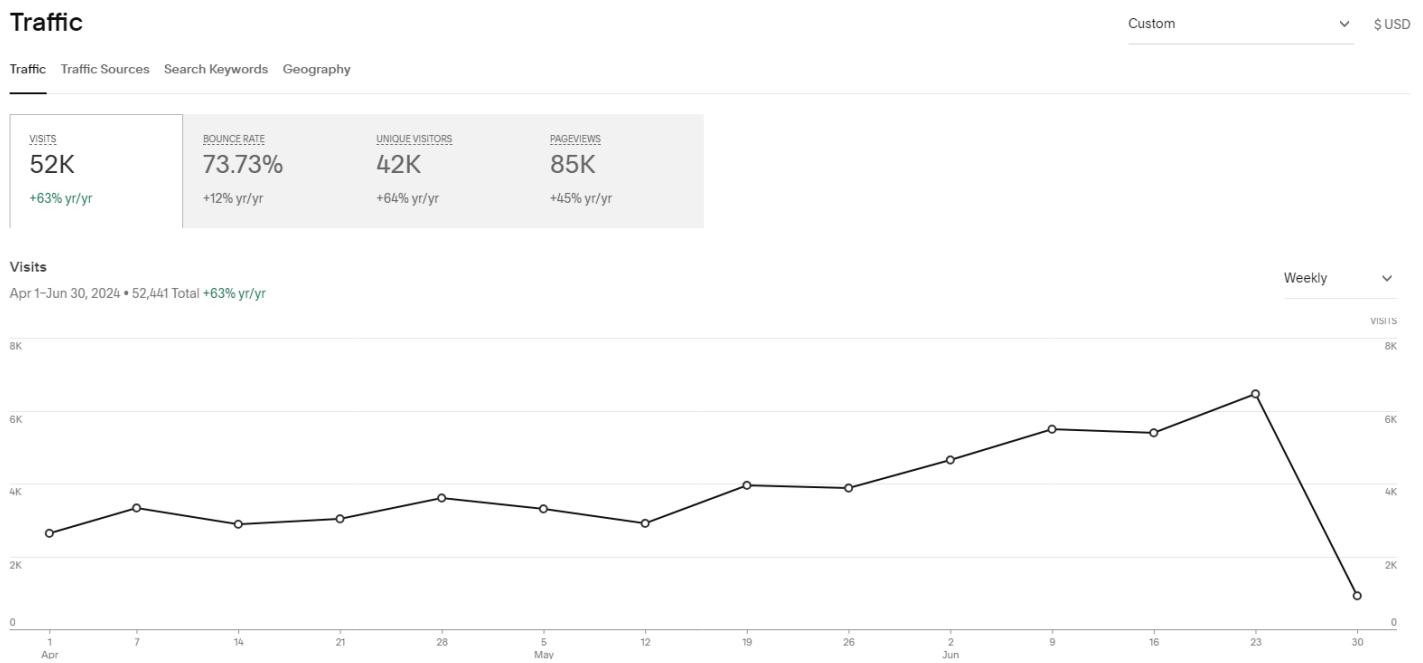


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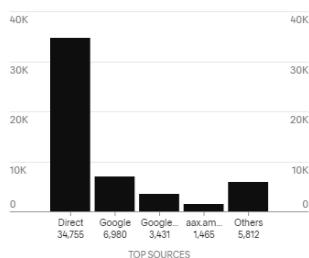
E-Commerce Report:
1,019 Transactions with a total value of \$90,075



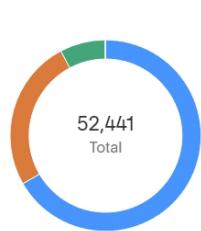
Rockport Center for the Arts Website Social Media Traffic



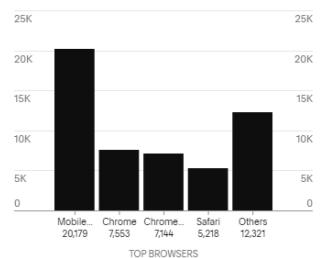
Top Sources by Visits [VIEW SOURCES](#)



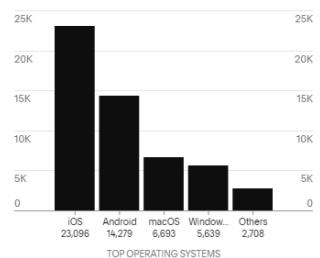
Top Devices by Visits



Top Browsers by Visits



Top Operating Systems by Visits



Overview

Facebook ▾

Content

Daily

Cumulative



See more

Reach

61.1K 0.9%

3-second views

4.2K 51.8%

1-minute views

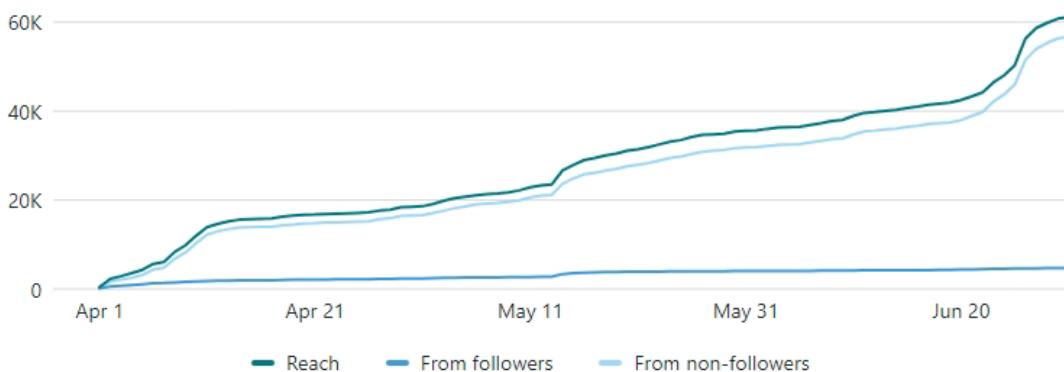
20 89.2%

Minutes viewed

18h 13m 55.9%

Content interactions

2.9K 14.8%



Reach breakdown

Apr 1 – Jun 30

Total

61,131 0.9%

From followers

4,714 6.7%

From non-followers

56,756 1.8%

Audience

See more

Facebook followers

9.4K

Lifetime

Net followers

211 30.8%

Lifetime

Returning viewers

0 100%

Lifetime

Engaged followers

153 100%

Last 14 days

Follower growth rate

46.0%

Last 14 days

Zip Code Data Collected for The ROCC	April.2024	May.2024	June.2024	Quarterly Total
Total Attendance (n)	287	842	390	1,519

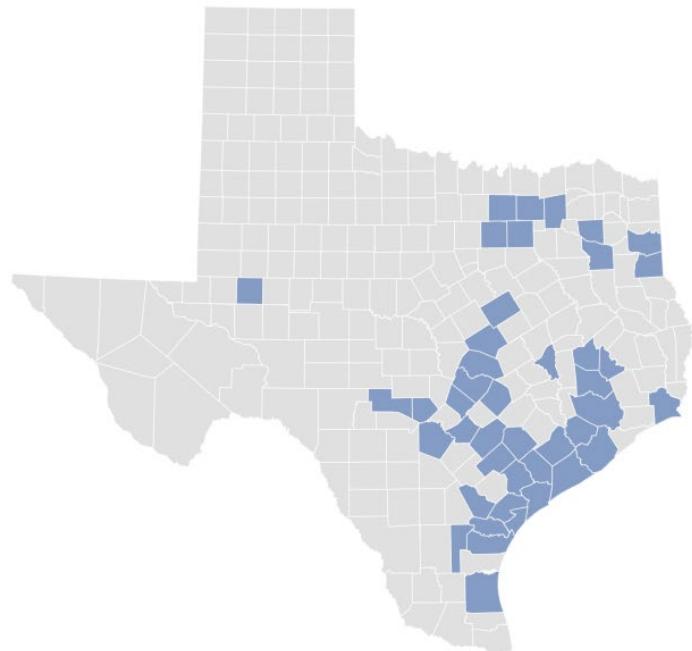
Visitor Data Distribution	April.2024	May.2024	June.2024
Tourism >75 Miles	15%	10%	39%
Local	85%	90%	61%
Total	100%	100%	100%

Highlights of Tourism >75+ miles and major metropolitan areas in Texas	April.2024	May.2024	June.2024
Austin	0%	3%	8%
Dallas/Ft. Worth	0%	2%	4%
Houston	4%	3%	6%
San Antonio	1%	0%	4%
Total Major Metro areas	5%	7%	21%
Tourism from outside Texas	5%	0%	3%
Rural tourism beyond 75 miles	6%	3%	15%
Total tourism from beyond 75 miles	15%	10%	39%

Local Visitors <75 miles	April.2024	May.2024	June.2024
Rockport/Fulton	58%	64%	21%
Corpus Christi	18%	8%	15%
Victoria	1%	1%	7%
Rural Areas	8%	13%	18%
Total Local Visitation	85%	86%	61%

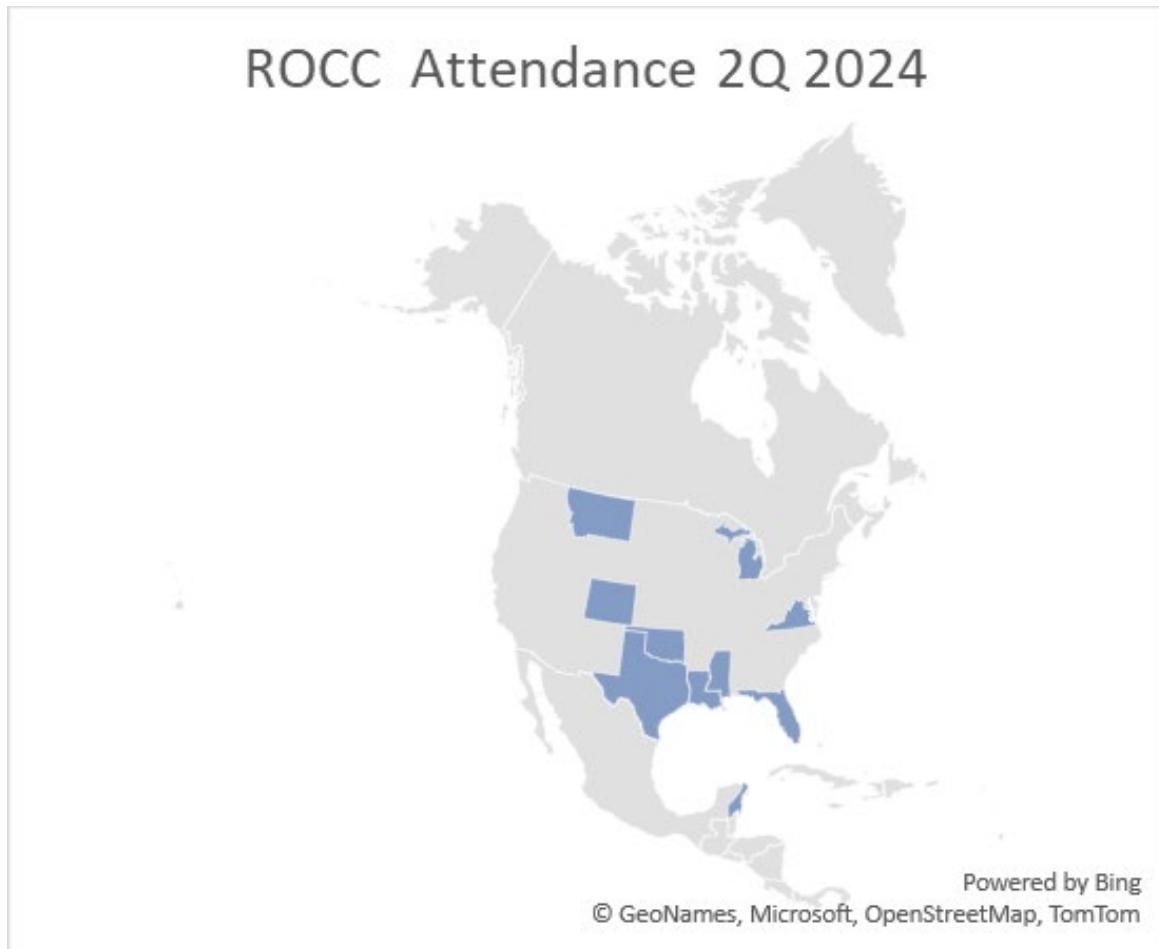
The ROCC Visitation Maps

ROCC Attendance 2Q- 2024



Powered by Bing
© GeoNames, TomTom

ROCC Attendance 2Q 2024



The ROCC Website and Social Media Traffic

Traffic

Custom

\$ USD

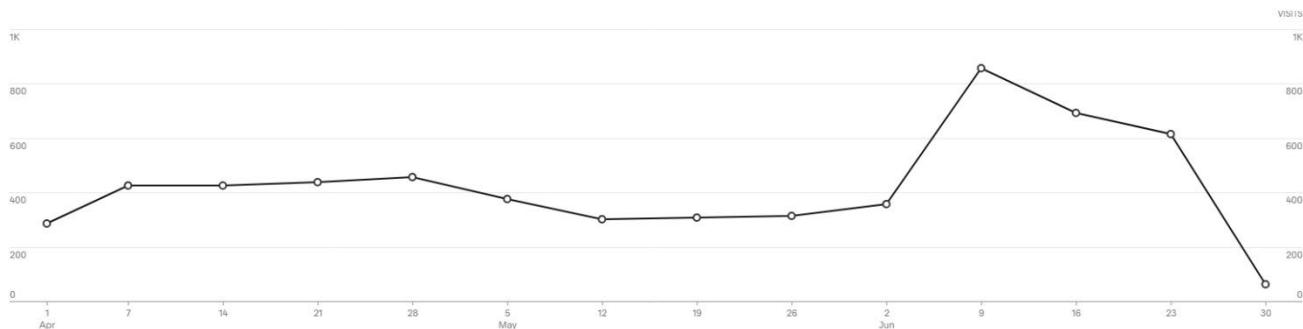
Traffic Traffic Sources Search Keywords Geography

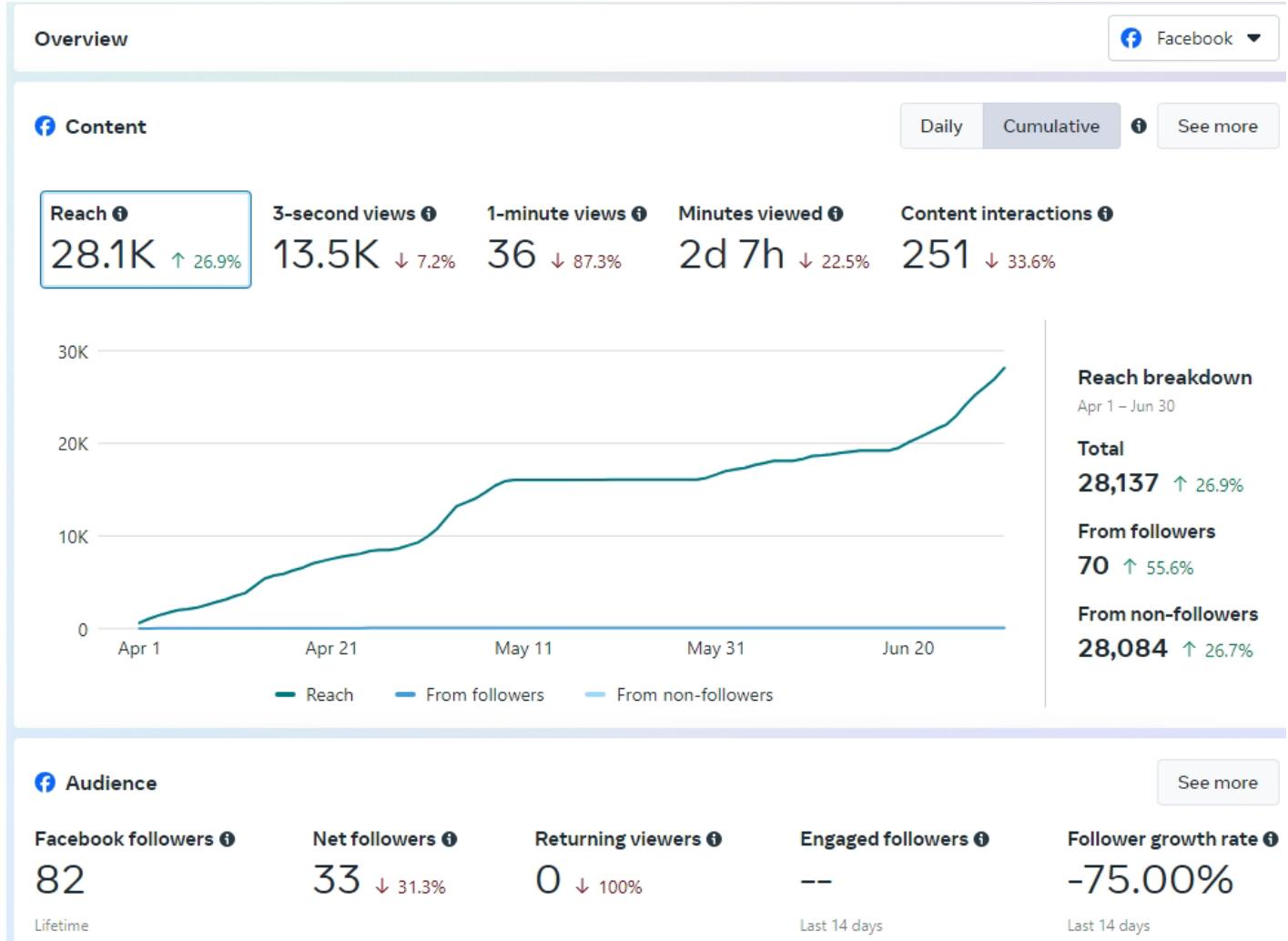
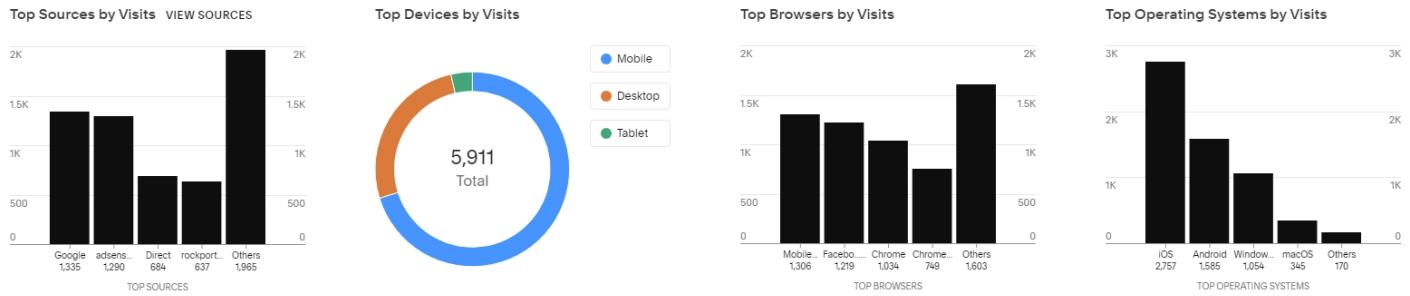
VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
5.9K	85.4%	5.6K	7.2K
-68% yr/yr	+3% yr/yr	-66% yr/yr	-70% yr/yr

Visits

Apr 1-Jun 30, 2024 • 5,911 Total -68% yr/yr

Weekly





Weekly plan ⓘ 4 days left

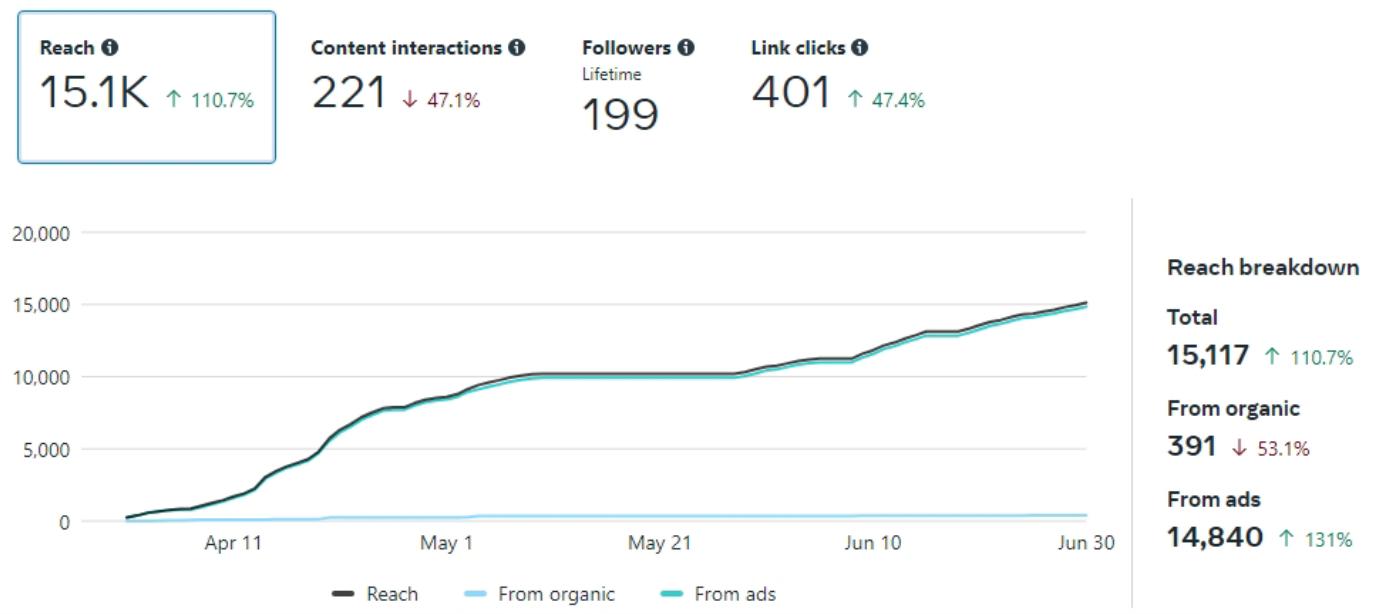
Set your business up for success by completing recommended tasks.

[See full plan](#)**Complete at least 5 tasks to finish this plan.**

2 of 8 tasks completed

Weekly goal

 Publish one ad	0 / 1	 Publish one story on Instagram	0 / 1	 Publish one post on Facebook	0 / 1
--	-------	--	-------	--	-------

Performance[Daily](#) [Cumulative](#) ⓘ

Rockport Center for the Arts and The ROCC
Cumulative Marketing Expenditures Fiscal Year 2023-2024

Description of Marketing Expense	Approved Budget	1 st Quarter Oct-Dec 2023	2 nd Quarter Jan-Mar 2024	3 rd Quarter Apr-Jun 2024	4 th Quarter Jul-Sep 2024	Total Expenditures by Line Item	Third Quarter Heads in Beds
<i>A. Promotion of the Arts:</i>							
Advertising and Public Relations	85,000	3,665	10,753	19,740		34,158	
Exhibitions	70,000	22,667	16,629	19,832		59,128	
Rockport Art Festival	45,000	-	-	6,379		6,379	
Rockport Film Festival	5,000	7,123	-	-		7,123	
Sculpture Garden	15,000	3,360	12,640	-		16,000	
Arts Summit - Media Junket	10,000	-	9,671	-		9,671	
Workshops and Classes	20,000	4,875	7,544	5,235		17,654	
<i>A. Promotion of the Arts Sub Total</i>	250,000	41,690	57,237	51,186	-	150,113	5,551
<i>B. Promotion of Convention Tourism:</i>	170,000	29,559	39,703	59,200		128,462	299
<i>A. + B. Total Funds Used</i>		71,249	96,940	110,386		278,575	
Total Requested / Approved	420,000	105,000	105,000	105,000			
Quarterly Variance		33,751	8,060	(5,386)	-		

Rockport Center for the Arts
Administrative Expenses
January to June 2024 Against Budget
General Class

	<u>Jan - Jun 2024</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Expense				
Advertising & Promotion	23,316	11,000	12,316	212%
Awards, Honorariums & Gifts	3,514	1,000	2,514	351%
Contract services	27,057	45,776	-18,719	59%
Credit Card Fees	10,980	8,000	2,980	137%
Depreciation Expense	79,875	138,173	-58,298	58%
Dues and Subscriptions	8,773	5,000	3,773	175%
Food & Beverage	9,076	1,000	8,076	908%
Insurance	53,702	41,410	12,292	130%
Internet Services	2,497	2,692	-195	93%
Licenses, Fees and Permits	530	300	230	177%
Maintenance & Repairs	22,762	18,864	3,898	121%
Marketing	8,981	4,000	4,981	225%
Personnel Services	157,982	249,498	-91,516	63%
Postage and Delivery	3,506	2,500	1,006	140%
Printing and Reproduction	10,091	1,750	8,341	577%
Professional Fees	22,772	15,140	7,632	150%
Rental	5,994	4,450	1,544	135%
Staff Training & Development	4,460	500	3,960	892%
Supplies & Materials	8,272	7,500	772	110%
Telephone	871	1,922	-1,051	45%
Transportation	2,769	3,290	-521	84%
Travel	7,702	7,500	202	103%
Utilities	11,518	13,000	-1,482	89%
Total Expense	487,000	584,265	-97,265	83%

Note: A portion of Advertising & Promotion and Marketing in the above Administrative Expense Report, are covered by HOT funds

The ROCC
Administrative Expenses
January to June 2024 Against Budget
The ROCC Class

	<u>Jan - Jun 2024</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Expense				
Advertising & Promotion	62,592	30,000	32,592	209%
Contract services	4,274	5,200	-926	82%
Credit Card Fees	503	100	403	503%
Dues and Subscriptions	1,515	3,550	-2,035	43%
Food & Beverage	0	600	-600	0%
Insurance	27,038	27,038	0	100%
Internet Services	1,404	1,538	-134	91%
Licenses, Fees and Permits	819	300	519	273%
Maintenance & Repairs	7,482	5,600	1,882	134%
Marketing	0	2,500	-2,500	0%
Personnel Services	44,181	42,500	1,681	104%
Postage and Delivery	0	300	-300	0%
Printing and Reproduction	1,784	600	1,184	297%
Rental	266	0	266	100%
Staff Training & Development	0	500	-500	0%
Supplies & Materials	1,831	2,000	-169	92%
Telephone	416	497	-82	84%
Transportation	0	600	-600	0%
Travel	0	1,000	-1,000	0%
Utilities	7,306	7,800	-494	94%
Total Expense	<u>161,410</u>	<u>132,223</u>	<u>29,187</u>	<u>122%</u>

Note: A portion of Advertising & Promotion, Marketing and Personnel Services in the above Administrative Expense Report, are covered by HOT funds



Appendix: Third Quarter Digital Marketing Campaigns



KRIS COMMUNICATIONS / 2024 RECOMMENDATIONS

Rockport Center for the Arts

April – June 2024 DIGITAL REPORTING



SHEILA NELLIS // SHEILA.NELLIS@KRISTV.COM // 361.533.2910

CHIP CROSSLEY // CHARLES.CROSSLEY@KRISTV.COM // 361.44.0412

GDN Display Banners – Kimmie and Gabriel Rhodes

Houston | RGV | Corpus Christi/ April 1st – April 12th

HOUSTON

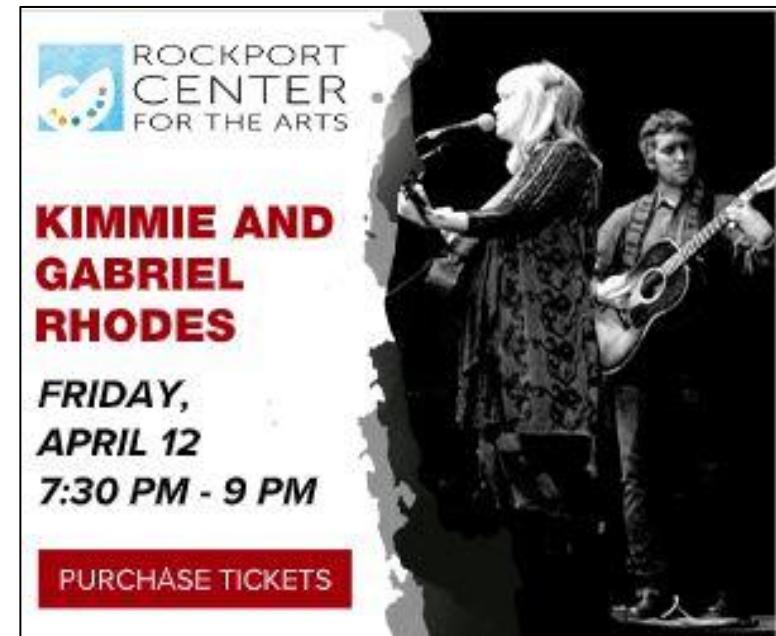
- 28,110 impressions delivered on GDN
- 249 website visits
- 3 Conversions. 2 RCA Events & 1 Donate

RGV

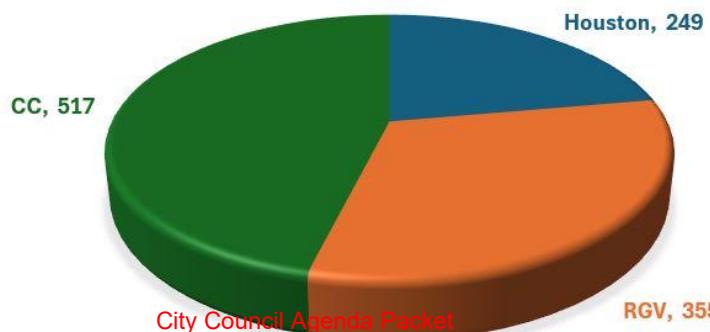
- 32,528 impressions delivered on GDN
- 355 website visits
- 1 Conversion. 1 Ticket Purchase

CORPUS CHRISTI

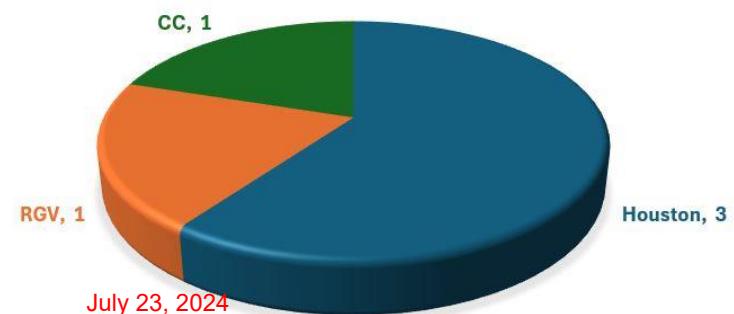
- 84,001 impressions delivered on GDN
- 23,182 website visits
- 1 Conversion. 1 Ticket Purchase



WEBSITE VISTS BY MARKET



WEBSITE CONVERSIONS BY MARKET



GDN Display Banners – Anthony Sonnenberg

Houston | RGV | Corpus Christi/ April 1st – April 28th

HOUSTON

- 35,882 impressions delivered on GDN
- 908 website visits
- 0 Conversions.

RGV

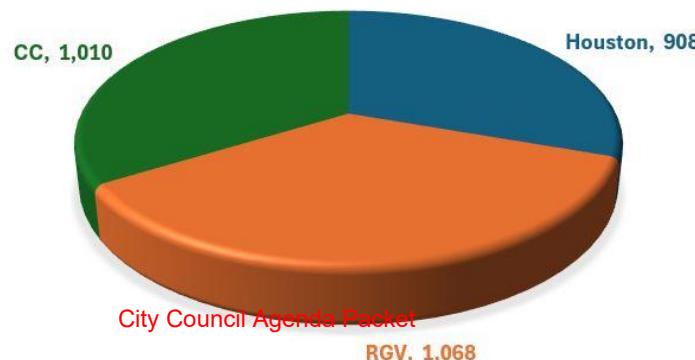
- 37,989 impressions delivered on GDN
- 1,068 website visits
- 4 Conversion. 3 RCA Events. 1 Donate.

CORPUS CHRISTI

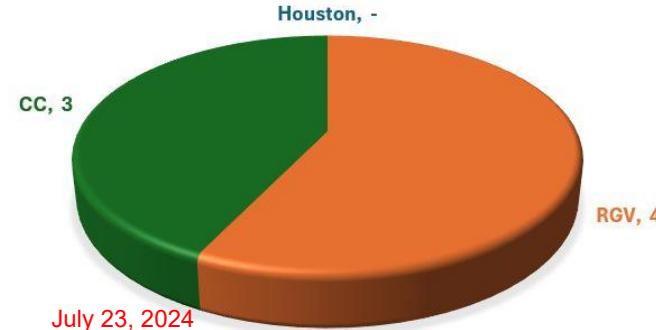
- 61,293 impressions delivered on GDN
- 1,010 website visits
- 3 Conversions. 2 RCA Events. 1 Donate.



WEBSITE VISTS BY MARKET



WEBSITE CONVERSIONS BY MARKET



GDN Display Banners – Will Bannister

Houston | RGV | Corpus Christi/ April 1st – May 10th

HOUSTON

- 121,096 impressions delivered on GDN
- 1,027 website visits
- 9 Conversions. 6 Tickets. 2 RCA Events. 1 Donate.

RGV

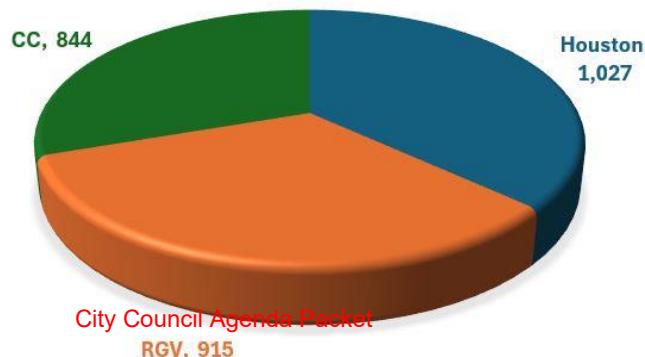
- 113,415 impressions delivered on GDN
- 915 website visits
- 25 Conversion. 19 Tickets. 5 RCA Events. 1 Donate.

CORPUS CHRISTI

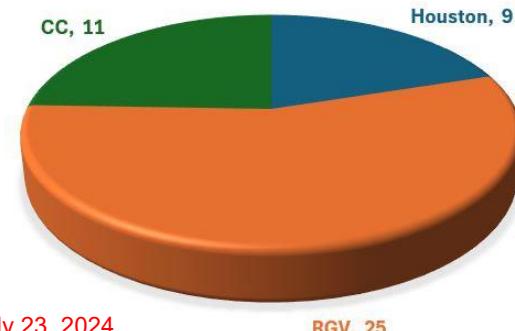
- 118,944 impressions delivered on GDN
- 844 website visits
- 11 Conversions. 7 Tickets. 4 RCA Events.



WEBSITE VISTS BY MARKET



WEBSITE CONVERSIONS BY MARKET



July 23, 2024

GDN Display Banners – Rockport Art Festival

Houston | RGV | Corpus Christi/ April 4th – June 30th

HOUSTON

- 22,460 impressions delivered on GDN
- 3,581 website visits
- 32 Conversions. 11 Tickets. 10 VIP. 10 RCA. 1 Donate.

RGV

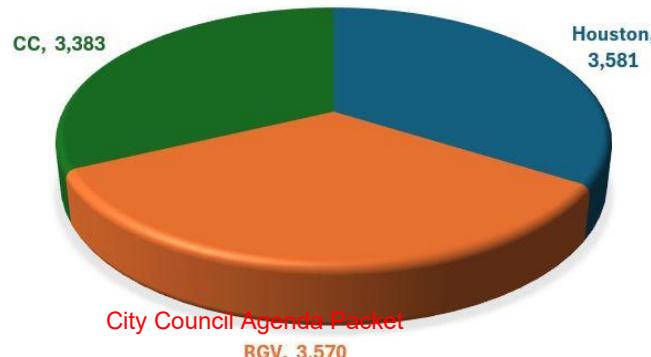
- 184,082 impressions delivered on GDN
- 3,570 website visits
- 38 Conversion. 12 VIP. 11 Tickets. 10 RCA. 5 Donate.

CORPUS CHRISTI

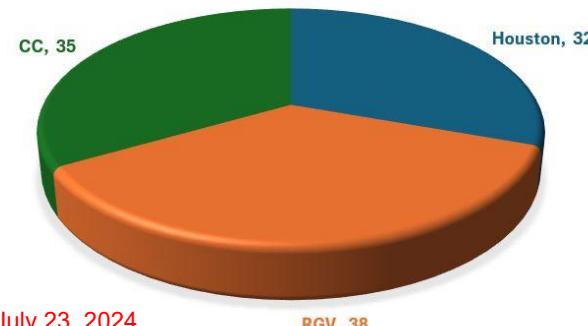
- 275,651 impressions delivered on GDN
- 3,383 website visits
- 35 Conversions. 12 Tickets. 11 VIP. 9 RCA. 3 Donate.



WEBSITE VISTS BY MARKET



WEBSITE CONVERSIONS BY MARKET



July 23, 2024

GDN Display Banners – Nicole Gronvold-Roller

Houston | RGV | Corpus Christi/ April 18th – June 16th

HOUSTON

- 190,316 impressions delivered on GDN
- 2,473 website visits
- 5 Conversions. 4 RCA. 1 Donate.

RGV

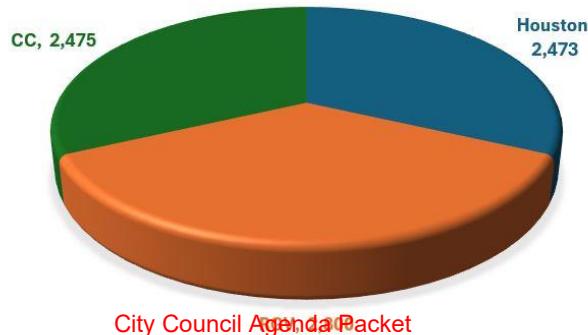
- 192,850 impressions delivered on GDN
- 2,800 website visits
- 4 Conversion. 4 RCA Events.

CORPUS CHRISTI

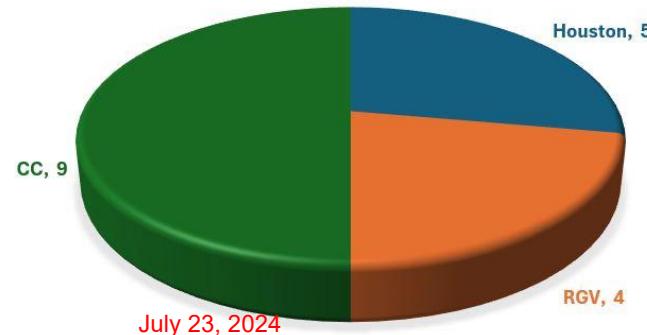
- 255,739 impressions delivered on GDN
- 2,475 website visits
- 9 Conversions. 7 RCA. 2 Donate.



WEBSITE VISTS BY MARKET



WEBSITE CONVERSIONS BY MARKET



GDN Display Banners – Patsy Lindamood

Houston | RGV | Corpus Christi/ May 14th – June 30th

HOUSTON

- 97,426 impressions delivered on GDN
- 2,788 website visits
- 4 Conversions. 3 RCA. 1 Donate.

RGV

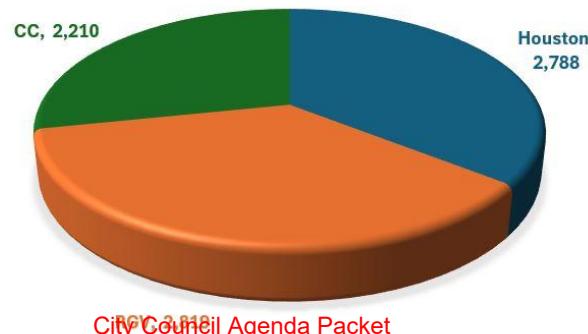
- 91,054 impressions delivered on GDN
- 2,819 website visits
- 5 Conversion. 4 RCA Events. 1 Donate.

CORPUS CHRISTI

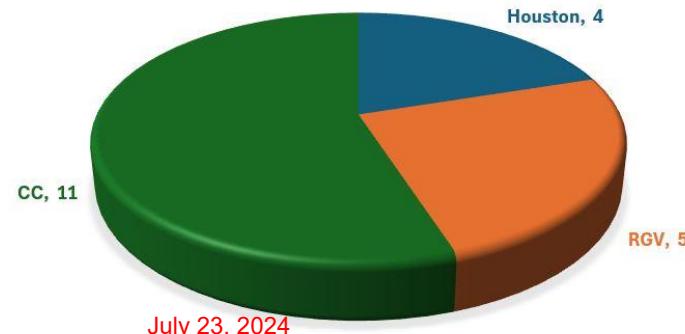
- 194,032 impressions delivered on GDN
- 2,210 website visits
- 11 Conversions. 10 RCA Events. 1 Donate.



WEBSITE VISTS BY MARKET



WEBSITE CONVERSIONS BY MARKET



GDN Display Banners – Alejandro Vela

Houston | RGV | Corpus Christi/ June 7 – June 30th

HOUSTON

- 66,761 impressions delivered on GDN
- 1,493 website visits
- 9 Conversions. 8 RCA. 1 Donate.

RGV

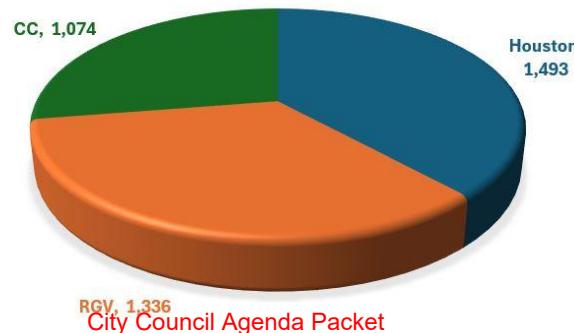
- 60,456 impressions delivered on GDN
- 1,336 website visits
- 1 Conversion. 1 RCA Event.

CORPUS CHRISTI

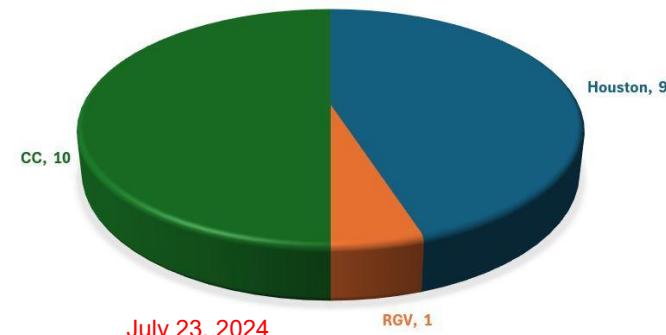
- 95480 impressions delivered on GDN
- 1,074 website visits
- 10 Conversions. 7 RCA. 1 Donate. 1 Ticket. 1 VIP.



WEBSITE VISTS BY MARKET



WEBSITE CONVERSIONS BY MARKET



THE ROCC

ROCKPORT CONFERENCE CENTER

April – June 2024 DIGITAL REPORTING

SHEILA NELLIS // SHEILA.NELLIS@KRISTV.COM // 361.533.2910

CHIP CROSSLEY // CHARLES.CROSSLEY@KRISTV.COM // 361.446.0412

THE
ROCC
ROCKPORT
CONFERENCE
CENTER



THE ROCC / Search Engine Marketing (SEM)

CATEGORY

Arts & Entertainment

GOAL

Reach potential conference center customers, generate revenue, visitors and bookings for the ROCC.

SOLUTIONS

SEM - Google AdWords

Measuring Results

Conversions through Calls, Web Traffic, Form Fills.

Why Scripps SEM?

Our team of SEM analysts have years of experience building and optimizing SEM campaigns, giving you the opportunity for an immediate campaign boost with low costs-per-click and strong website placement on Google.

Search Engine Marketing (SEM) – Google AdWords

a form of Internet marketing that involves the promotion of an organization or business websites by increasing their visibility in search engine results pages (SERPs) through paid advertising on Search Engines.

When potential customers are searching for your services, you can be found at the top of the search results page with customized ad copy based on keyword searches resulting in visits to website and conversions along with direct calls from results. (examples in report)

Strategy For April - June

- Campaigns are measured with calls and website leads by targeting people looking to book a corporate event or interested in wedding venue locations. Keyword optimizations towards conversions.
- Monthly campaign spend is \$4,000 focusing on the Houston and San Antonio markets, each with a budget of \$2,000 per month.
- 2nd quarter: total spend \$12,000 for April – June 2024.

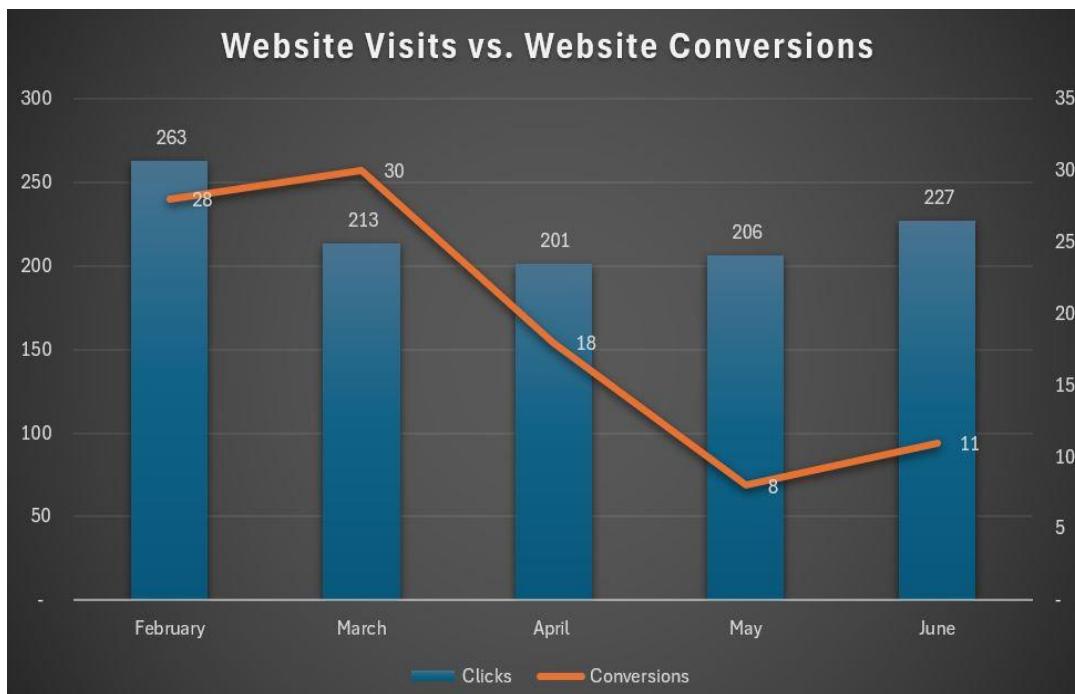
Google Ad Word Strategy For February and March

- *Corporate Events, Corporate Meeting Venues, Corporate Retreats, Team Building. Etc*
- *Wedding Venues, Gulf Coast Wedding Venues, Beach Wedding Venues, etc.*
- *Full list of keywords approved by the ROCC team.*

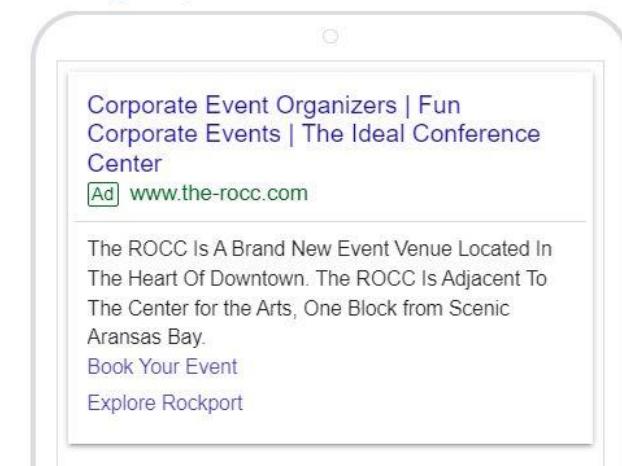
SEM: Meetings & Corporate Events

Houston/ April - June 2024

Impressions	Clicks	CTR	All Conversions	Conversion Rate	Search Impression Share	Search Impression Share Absolute Top
10,721	634	5.91%	37	0.35%	11.46%	10.04%



SEM : Meetings & Corporate Events : Houston DMA



Review: We've seen the number of website visits stay about the same each month. Website conversions have decreased since March about 60% so we need to make some adjustments. Keyword Optimizations.

City Council Agenda Packet

July 23, 2024

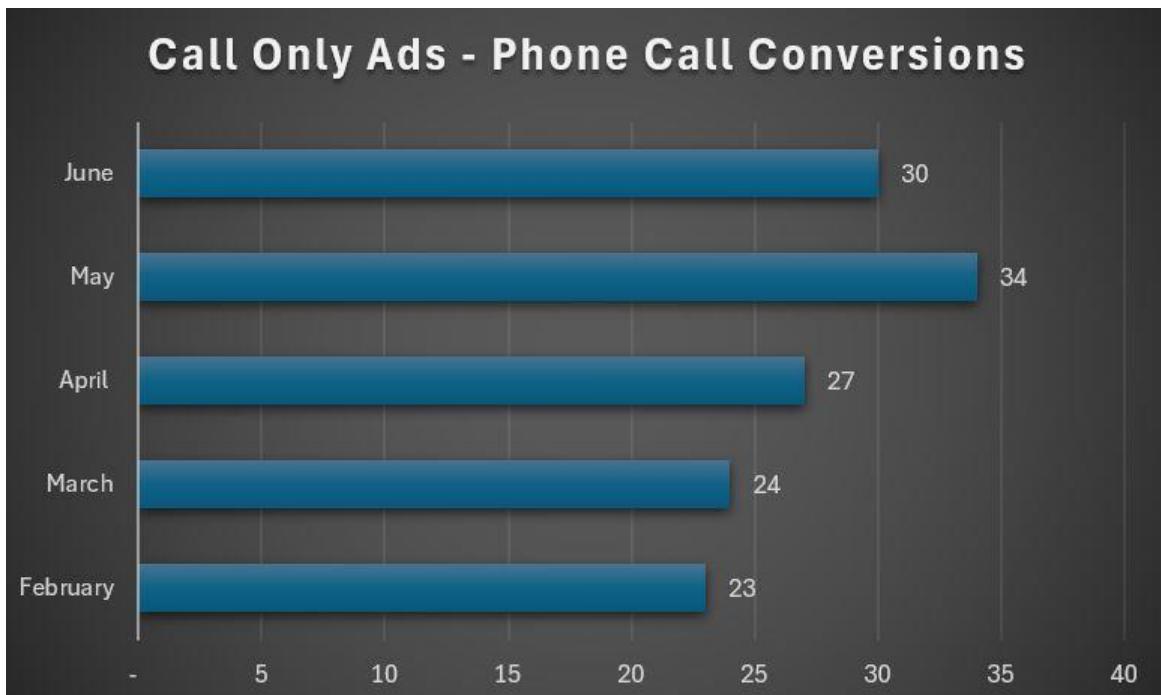
Recommendation: Move more budget over to the better performing Call-Only ads moving forward.



SEM: Meetings & Corporate Events – Call Only

Houston/ April - June 2024

Impressions	Clicks	CTR	All Conversions	Conversion Rate	Search Impression Share	Search Impression Share Absolute Top
1,854	91	4.91%	2	0.11%	13.26%	10.48%



Review: We've seen the number of phone call conversions from the call-only ads increase by about 30% since February.

[City Council Agenda Packet](#)

July 23, 2024

Recommendation: Move forward with current campaign. Continue Optimizations

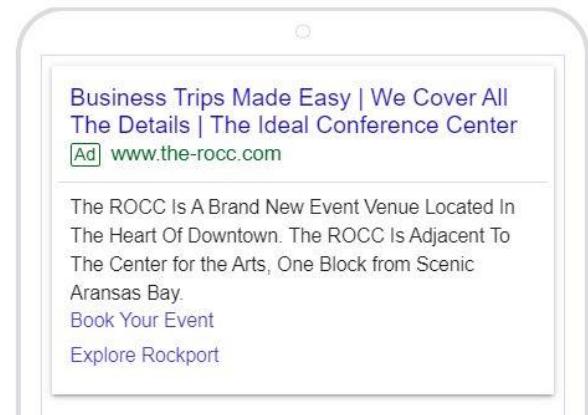
SEM: Meetings & Corporate Events

San Antonio/ April - June 2024

Impressions	Clicks	CTR	All Conversions	Conversion Rate	Search Impression Share	Search Impression Share Absolute Top
6,725	401	5.96%	12	0.18%	20.38%	11.60%



SEM : Meetings & Corporate Events : San Antonio DMA > EVENTS



Review: We've seen the number of website visits stay about the same each month. Website conversions have been low when compared to Houston performance but saw an uptick after optimizations in June.

City Council Agenda Packet

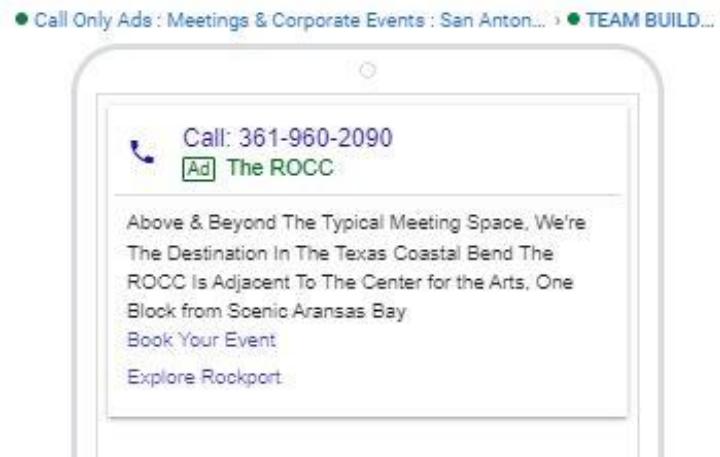
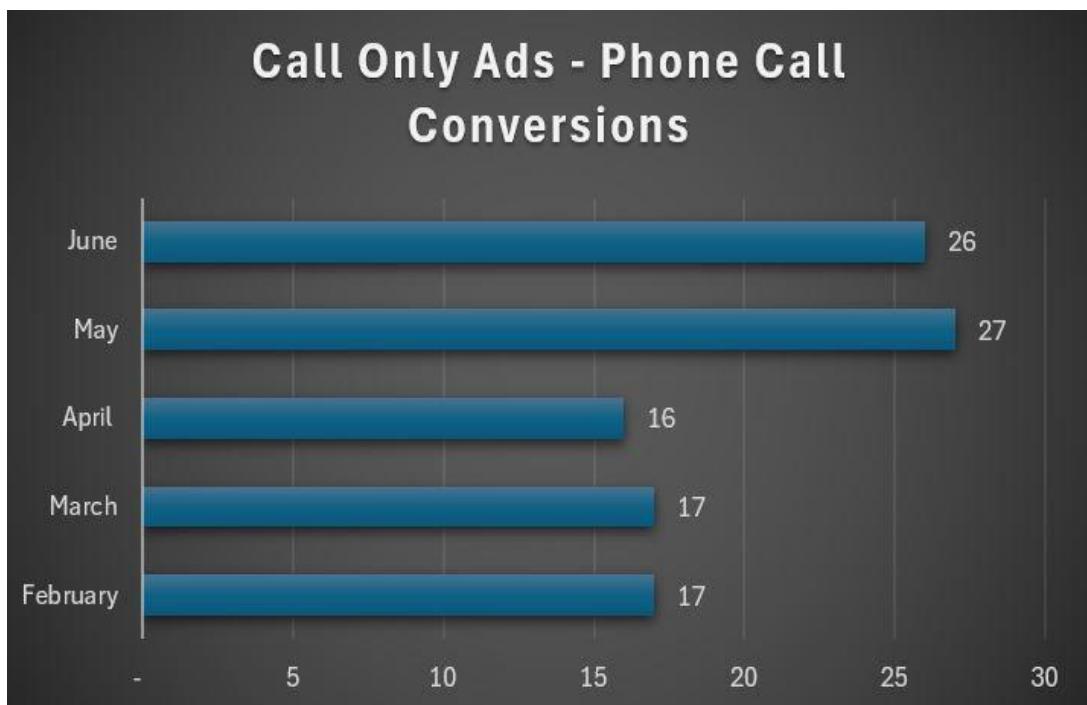
July 23, 2024

Recommendation: Move forward with current campaign. Continue Optimizations.

SEM: Meetings & Corporate Events – Call Only

San Antonio/ April - June 2024

Impressions	Clicks	CTR	All Conversions	Conversion Rate	Search Impression Share	Search Impression Share Absolute Top
1,219	69	5.66%	3	0.25%	27.44%	16.68%



Review: We've seen the number of phone call conversions from the call-only ads increase by about 50% since February.

[City Council Agenda Packet](#)

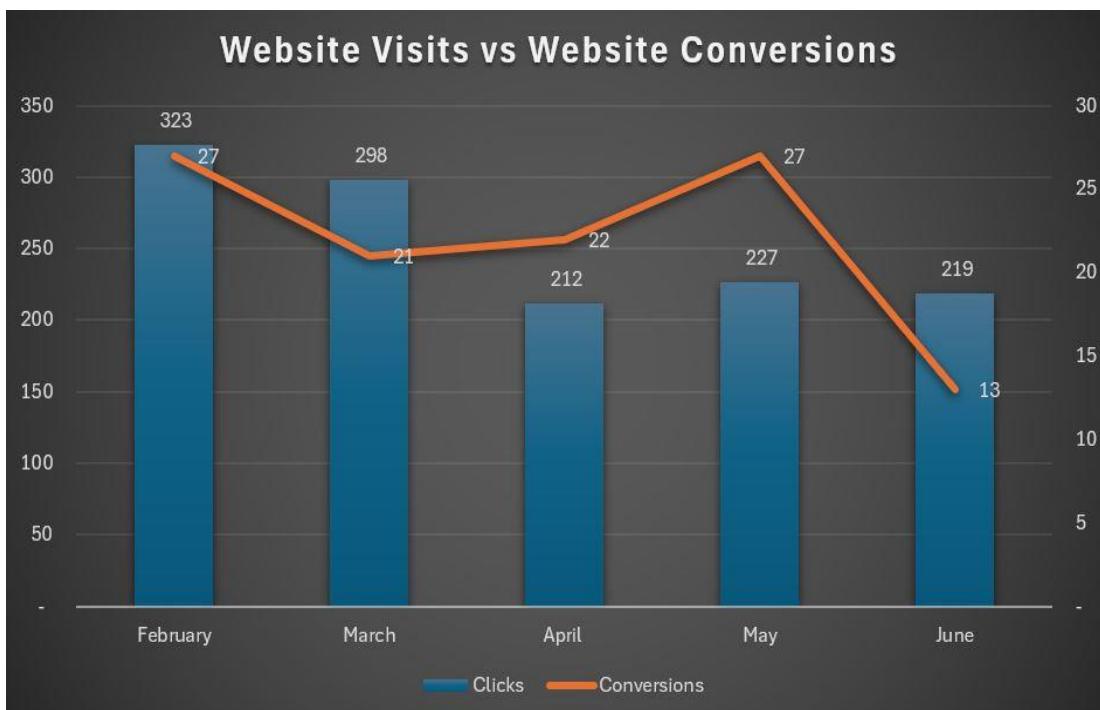
July 23, 2024

Recommendation: Move forward with current campaign. Continue optimizations

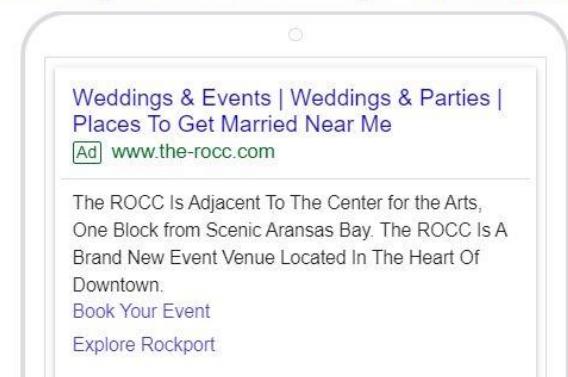
SEM: Wedding Venues & Destination Weddings

Houston/ April - June 2024

Impressions	Clicks	CTR	All Conversions	Conversion Rate	Search Impression Share	Search Impression Share Absolute Top
3,172	658	20.74%	62	1.95%	10.23%	9.99%



SEM : Wedding Venues & Destination Weddings... > LOCATIONS & DESTI...



Review: We've seen the number of website visits decrease slightly since February. Website conversions have saw growth through May but saw a drop in June by 50%.

City Council Agenda Packet

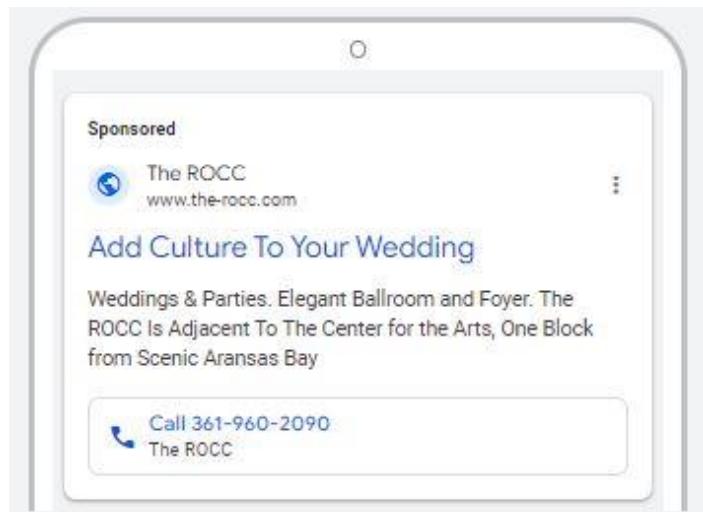
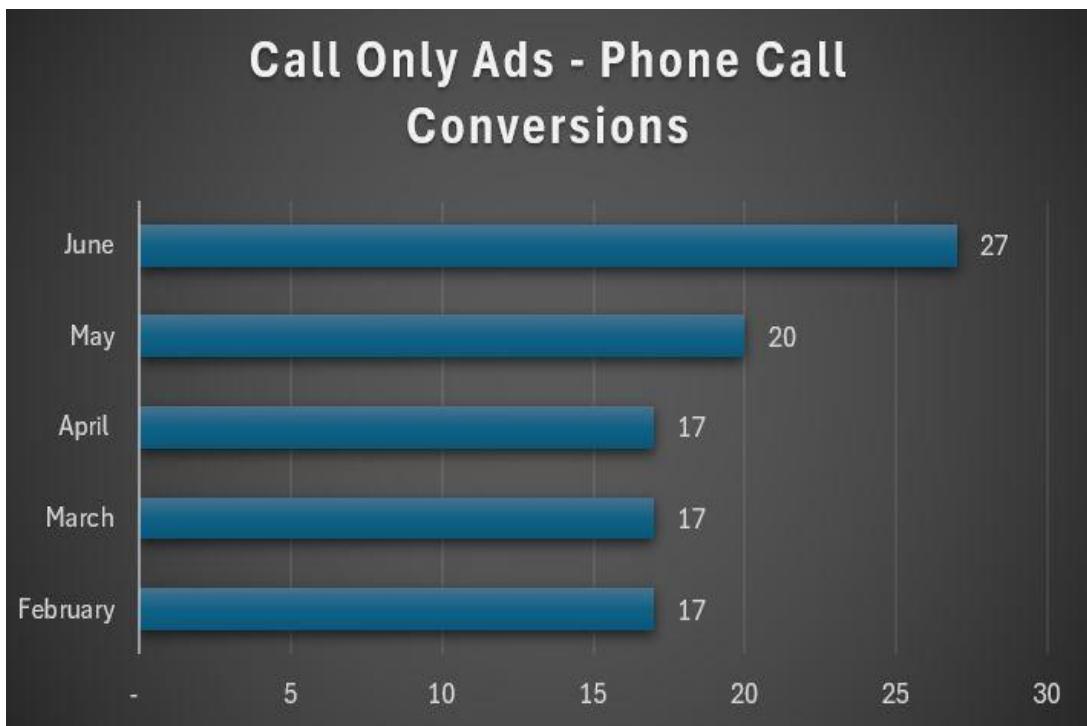
July 23, 2024

Recommendation: Move forward with current campaign. Continue to monitor and optimize campaign.

SEM: Wedding Venues & Destination Weddings – Call Only

Houston/ April - June 2024

Impressions	Clicks	CTR	All Conversions	Conversion Rate	Search Impression Share	Search Impression Share Absolute Top
1,242	64	5.15%	4	0.32%	11.36%	10.39%



Review: We've seen the number of phone call conversions from the call-only ads increase by about 60% since February.

[City Council Agenda Packet](#)

July 23, 2024

Recommendation: Move forward with current campaign. Continue optimizations.

SEM: Wedding Venues & Destination Weddings

San Antonio/ April - June 2024

Impressions	Clicks	CTR	All Conversions	Conversion Rate	Search Impression Share	Search Impression Share Absolute Top
3,864	758	19.62%	53	1.37%	9.99%	9.99%



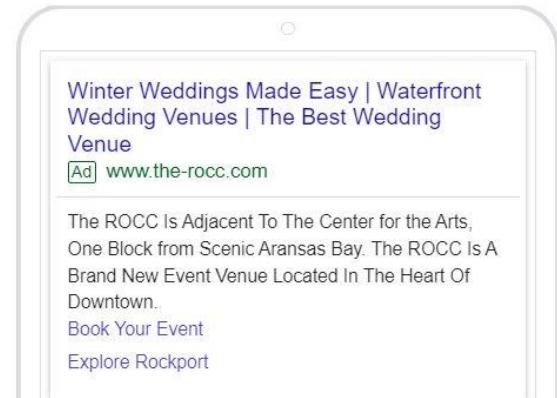
Review: We've seen the number of website visits decrease slightly since February. Conversions have stayed even except for drop in March.

City Council Agenda Packet

July 23, 2024

Recommendation: Move forward with current campaign. Continue optimizations.

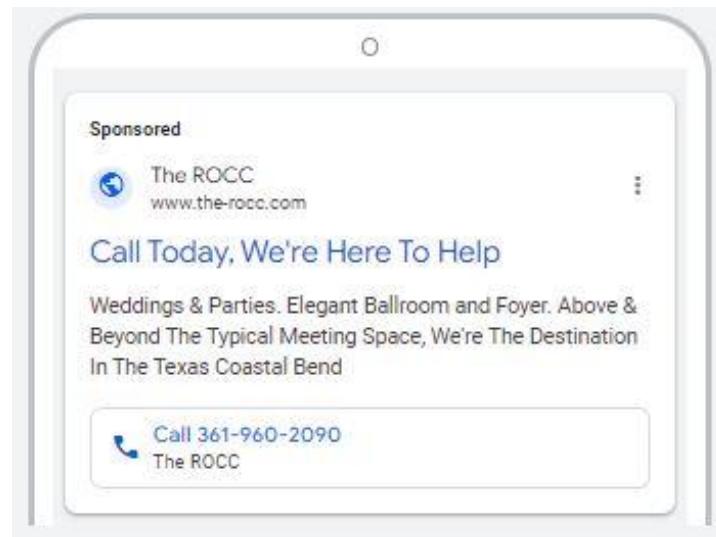
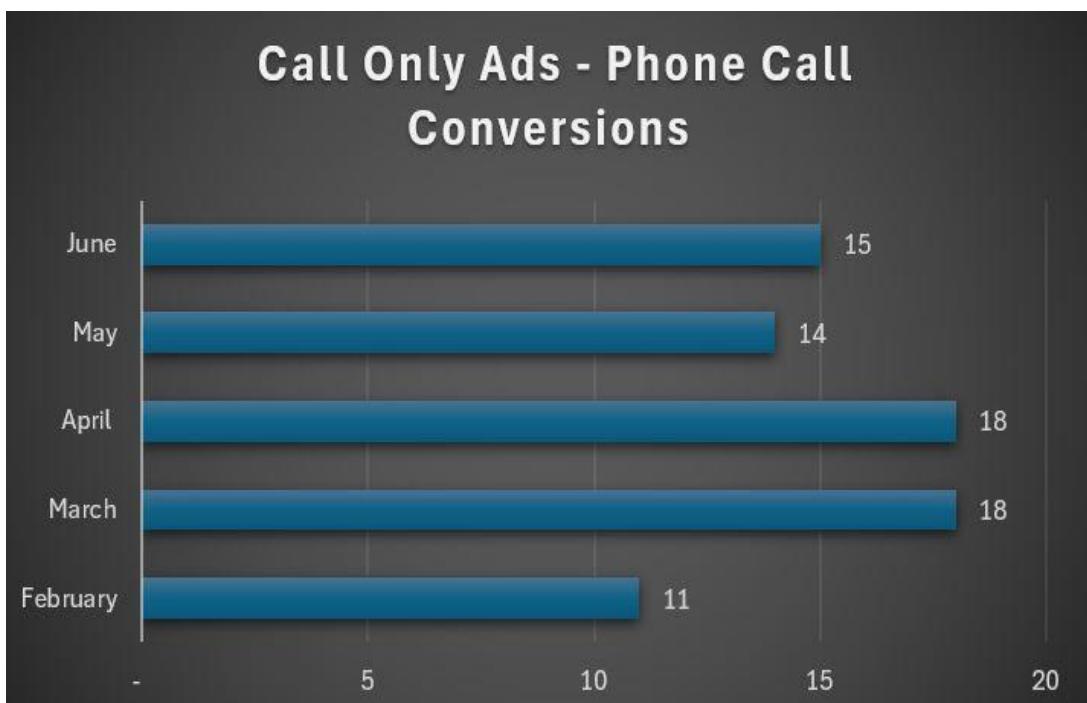
SEM : Wedding Venues & Destination Weddings : San A... > WEDDING VE...



SEM: Wedding Venues & Destination Weddings – Call Only

San Antonio/ April - June 2024

Impressions	Clicks	CTR	All Conversions	Conversion Rate	Search Impression Share	Search Impression Share Absolute Top
834	47	5.64%	0	0.00%	14.75%	11.93%



Review: We've seen the number of phone call conversions from the call-only drop slightly since April but still stronger than when the campaign started in February.

[City Council Agenda Packet](#)

July 23, 2024

Recommendation: Move forward with current campaign. Continue optimizations.

The ROCC Team and Strategy for 2024

Ongoing performance review by Scripps Google Certified experts, along with monthly and quarterly reports with the KRIS local team and team at ROCC. Adjustments can be made to optimize campaigns and keywords for efficient performance with an emphasis on goals.

Keywords reviewed as needed, with a planned adjustment in Q3 to add an additional campaign focus for Holiday and Party keywords for Fall and Holiday party bookings.

San Antonio and Houston will remain focus of geographic areas, but with meetings, changes to geography focus can be made at any time with our team.



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Digital Strategist
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Gabriel Gonzalez
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Gabriel.Gonzalez@kristv.com



Kari Bivens
Director of Sales
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Kari.Bivens@kristv.com



Ramon Pineda
General Manager
361.500.8576
Ramon.Pineda@kristv.com

CITY COUNCIL AGENDA
Regular Meeting: Tuesday, July 23, 2024

AGENDA ITEM:3

Consider the approval of the 3rd Quarter Hotel Occupancy Tax Report for April 2024 – June 2024 for the Texas Maritime Museum and authorize a payment in the amount of \$25,000.00

SUBMITTED BY: Shelley Goodwin, City Secretary

APPROVED FOR AGENDA:VRS

BACKGROUND: The Texas Maritime Museum has been allocated \$100,000.00 in Fiscal Year 2023-2024 Hotel Occupancy Tax (HOT) funds. According to our agreement with the Museum, HOT funds are paid in advance and a report of the previous quarter's expenditures is required. See the accompanying 3rd quarter HOT expenditure report for additional information.

FISCAL ANALYSIS: Charged to account 6602001 for \$25,000.00 out of \$100,000.00 budgeted.

STAFF RECOMMENDATION: Staff recommends approval of the Texas Maritime Museum Fiscal Year 2023-2024 Hotel Occupancy Tax funds 3rd quarter expenditures in the amount of \$25,000.00, as presented.



Texas Maritime Museum

ANCHORED IN HISTORY

2024 - 2025

Board of
Trustees

July 12, 2024

TOM RODINO
PRESIDENT

Mayor Jayroe and Council Members
City of Rockport, Texas
2751 State Hwy 35 Bypass
Rockport, TX 78382

DAVID HENDRICK
VICE PRESIDENT

KENNETH KELLAR
SECRETARY

JEROME MOSZER
TREASURER

TRACIE ENGLAND

RE: Hotel/Motel Occupancy Fund Quarterly Report

Dear Mayor and Council Members,

KARL F. HIELSCHER

Attached please find the Texas Maritime Museum's Hotel/Motel Occupancy Funds report for the quarter of April – June 2024, consisting of the HOT Funding Expense Report on Exhibit "B" as requested by the City, and supporting Heads in Beds documentation. Our Heads in Beds report for this quarter includes numbers from our annual Rockport Wine Fest on May 25th.

SCOTT MCKAY

Please let us know if there is any additional information or documentation that you require.

We will be happy to answer any questions you may have.

Sincerely,

Ashley Pieprzyca
Financial Officer



Michael Ables
Executive Director



EXHIBIT "B"

HOT FUNDING EXPENSE REPORT FY 2023-2024							
Description of Expense	Approved Budget	1 st Quarter Expenses	2 nd Quarter Expenses	3 rd Quarter Expenses	4 th Quarter Expenses	TOTAL	* Number of Heads in Beds
Advertising	\$30,000.00	\$3,202.78	\$11,000.00	\$9,862.95		\$24,065.73	
Curatorial	\$18,000.00	\$455.68	\$602.27	\$2,217.52		\$3,275.47	
Education	\$11,000.00	\$2,750.00	\$2,750.00	\$2,750.00		\$8,250.00	
Office Supplies	\$3,000.00	\$750.00	\$750.00	\$1,000.00		\$2,500.00	
Website Maintenance	\$3,000.00	\$750.00	\$750.00	\$750.00		\$2,250.00	
Salaries	\$35,000.00	\$8,750.00	\$8,750.00	\$8,750.00		\$26,250.00	
TOTAL REQUESTED	\$100,000.00	\$16,658.46	\$24,602.27	\$25,330.47		\$66,591.20	4,350

*Must attach supporting documentation.

Description of Administrative Expenses	Current Fiscal Year Administrative Expenses Projection	Fiscal Year Administrative Actual Expenses	Percentage of Fiscal Year Projections
Salaries	\$35,000.00	\$26,250.00	75%
TOTALS	\$35,000.00	\$26,250.00	75%

Hotel/Motel stays for April, May, June 2024

Month	April	May	June	Totals
No Didn't Stay/Answer	281	423	532	1,236
Yes- 1 Night	21	30	48	99
Yes- 2 Nights	66	81	161	308
Yes- 3 Nights	85	98	171	354
Yes- 4 or more Nights	87	133	341	561

1 night: $99 \times 1 = 99$

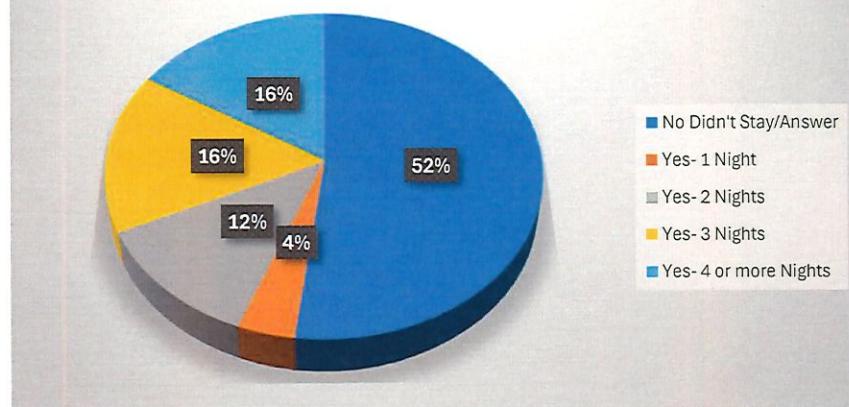
2 nights: $308 \times 2 = 616$

3 nights: $354 \times 3 = 1,062$

4+ nights: $561 \times 4 = 2,244$

4,021 nights total

Hotel/Motel stays for April, May, June 2024



Hotel/Motel stays for Wine Fest May 25, 2024

Month			Total
No Didn't stay/Answer	847		847
Yes- 1 Night	7		7
Yes- 2 Nights	39		39
Yes- 3 Nights	68		68
Yes- 4 or more Nights	10		10
TOTAL	971		971

1 night: $7 \times 1 = 7$

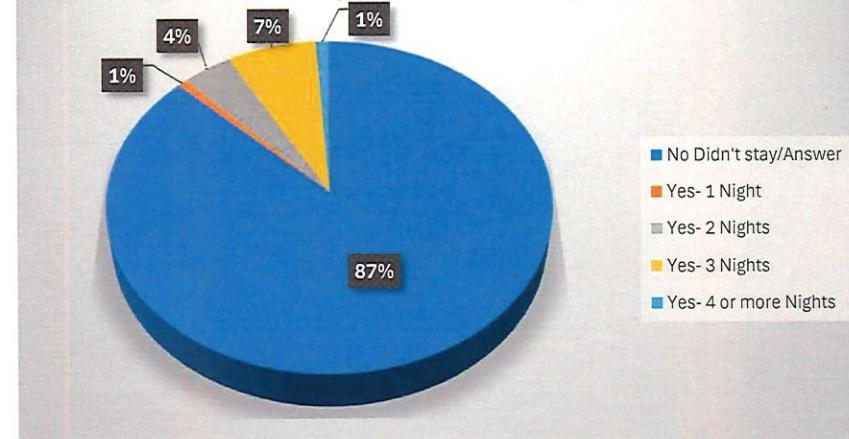
2 nights: $39 \times 2 = 78$

3 nights: $68 \times 3 = 204$

4+ nights: $10 \times 4 = 40$

329 nights total

Hotel/Motel stays Wine Fest May 25, 2024



Quarter and Wine Fest Total Nights: 4,350

CITY COUNCIL AGENDA
Regular Meeting: Tuesday, July 23, 2024

AGENDA ITEM:4

Consider the approval of the 3rd Quarter Hotel Occupancy Tax Report for April 2024 – June 2024 for the Friends of Fulton Mansion and authorize a payment in the amount of \$12,500.00

SUBMITTED BY: Shelley Goodwin, City Secretary

APPROVED FOR AGENDA:VRS

BACKGROUND: The Friends of Fulton Mansion has been allocated \$50,000.00 in Fiscal Year 2023-2024 Hotel Occupancy Tax (HOT) funds. According to our agreement with the Mansion, HOT funds are paid in advance and a report of the previous quarter's expenditures is required. See the accompanying 3rd quarter HOT expenditure report for additional information.

FISCAL ANALYSIS: Charged to account 6602001 \$12,500.00 out of \$50,000.00 budgeted.

STAFF RECOMMENDATION: Staff recommends approval of the Friends of Fulton Mansion Fiscal Year 2023-2024 Hotel Occupancy Tax funds 3rd quarter expenditures in the amount of \$12,500.00, as presented.

EXHIBIT "B"

HOT FUNDING EXPENSE REPORT FY 2022-2023							
Description of Expense	Approved Budget	1 st Quarter Expenses	2 nd Quarter Expenses	3 rd Quarter Expenses	4 th Quarter Expenses	TOTAL	* Number of Heads in Beds
Promotion of the Arts	\$25,000			\$4,367			1749
Historical Restoration and Preservation Activities	\$20,000			\$10,798			
Advertising, Solicitations & Promotions	\$5,000			\$8,022			
TOTAL REQUESTED	\$50,000			\$23,187			

*Must attach supporting documentation.

Description of Administrative Expenses	Current Fiscal Year Administrative Expenses Projection	Fiscal Year Administrative Actual Expenses	Percentage of Fiscal Year Projections
Museum Tour Guides	\$20,000	\$13,954	70%
TOTALS	\$20,000	\$13,954	70%

APRIL - Fulton Mansion Heads/Beds

Apr-24			
Date	Zip	Hotel	Air BB
4/2/2024	86323	4	
	75951		
	Canada		
	33772		
4/3/2024	68450	2	
4/4/2024	78613		
	79925		
	78382		
4/5/2024	78840		
	18976		
4/6/2024	86426	5	
	78739	1	
	77008		
	78210	4	
	78062		
	78417		
4/7/2024	67206		
	78570	1	
	78358		
	77437	2	
	58104		
4/9/2024	14843		
	79424	6	
	64856		
	50208		
	77399		
	98117	4	
	95060	4	
	95351		
	59068		

Total Heads/Beds

33

MAY - Fulton Mansion Heads/Beds

May-24			
Date	Zip	Hotel	Air BB
5/1/2024	36695	3	
	78504		
	54754		
	77414		
5/2/2024	78112	2	
	78352	1	
	77573		
	49449		
	49403		
	49415		
	49415		
	49451		
	77979	1	
	77566		
	78254	2	
	81201	2	
	78259	2	
	75002	9	
	78223		
	63102		
	770077		
	54467		
	78069	2	
	77520	2	
	78023	2	
	77459		
	78621	2	
	75071	2	
	78362		
	31913		
	77539		
	78363		
	77532	1	
	63401		
	60002		
	75002	3	
	Canada	60	
	78711	3	
	78666		
	80908	10	
	78015	5	
	80017		

City Council Agenda Packet

5/3/2024	74011		
	77494		
	78711	12	
	45385		
	75022	3	
	75459	3	
	50325		
	51443		
5/4/2024	78382		
	79547		
	68787	4	
	61024		
	85086		
	78256		
	46777		4
5/5/2024	46777		4
	46745		
	76179		
	78374		
	N98IY5 (CA)	5	
	75229		
	66213		4
	76904		4
	76901		4
	78582		
	34442		14
	65721		
	11733		
	78840		
	78880		
	78258		3
	98611		2
	55011		14
	54603		
	44070		7
	77457		3
5/6/2024	44622		
	78642		
	64701	6	
	64674	6	
	78374		
	65807		4
	78016	1	
	77399		

July 23, 2024

	88337		
	78273		8
	77005		
	55113		
	77044		
	58534		
	75165	3	
5/8/2024	76049		
	75770		
	N98I7V		90
	69810		
	66071	5	
	53589		
	57106		
	78382		
	78729		
	74855		
	77581		
	77479		2
	78414		
5/9/2024	77450		
	78861	2	
	78412		
	78412		
	77584		
	54956		
	78382		
	56356		
	77484		
	75040		5
	78711	6	
	78223		
	76006		2
	78736		
	76058	3	
	78418		3
	78411		
	78336		
	78003		
	78210		
	57103		
	78260		
	78045	1	
	78728		3

	78382		
	78359		
	77479	3	
	78526		3
	78665		5
5/11/2024	77808	4	
	78418	3	
	77386		5
	77382	4	
	78240	4	
	56441	2	
	78962		2
	78644		
	54729		5
	75019		
	75002	3	
	78934		
	49326		
	85718		
	76457		
	1022	2	
	78232		
	78756	4	
	77355	4	
5/12/2024	78660	3	
	54139		
	77024		4
	75035		
	78130		
	78132	2	
	75703	4	
	77578		
	77584	4	7
	76248		
	76240		
	78240	3	
	78382		
	54350		
	78408		
	76467		
	78382		
	78155		5
	75605		65
	78201		

MAY - Fulton Mansion Heads/Beds

5/14/2024	59404		
	67005		
Canada	4		
	56773		
	68654		
	68654		
	78382		
	62237		
	79738	5	
	87110		
	54670	18	
	54656	5	
	77375	1	
Canada	10		
	38558		
	38558		
	38572		
Canada			
	77373		
	29672		
	77546		
	77399		
	85208	7	
	85208	7	
	85208	7	
	82721		
	66047		
	67879		
	54806		
	65746		
	82633	4	
	76542		
	71953		
	78006	3	
	73654		
	78016	1	
	73008	1	
	73003	1	
	74432	1	
	78744		
	64158	2	
	53821	2	
	43607	2	
5/15/2024	77494	2	

City Council Agenda Packet

	77584		
	75060	2	
	84078	4	
	75189	4	
	78212	6	
	78660		
	78666	2	
	78633		
	78245	3	
	78239		
	76941	6	
	76513		
	78574		
	78028		
5/16/2024	77565	2	
	77043		
	76248	4	
	32757		
	78382		
	53562		
	68130	21	
	77354		
	75631	10	
	77355	2	
	78247	2	
	78711	4	
	78382		
	77493	2	
	78643	2	
	78382		
5/17/2024	78102		
	78582	4	
	78550	3	
	75044	3	
	2865	2	
	50324	3	
	58722	2	
	58722	2	
	65203	55	
	78640		
	87124		
5/19/2024	55701		
	Canada	60	July 23, 2024
	80545		

	68124		
	81212		
	49346		30
	49625		
	78620		
5/21/2024	57103		
	55124		4
	38119		
	60563		
5/22/2024	28711		3
	61443		3
	55057		3
	16116		
	57702		
5/23/2024	77995	1	
	78251		
5/25/2024	80130		
	76013		
	78653	2	
	78006	3	
	4578		30
	78245		
	77801	3	
	57730		
	78240		
	49696		30
	49684		7
	78063		
	40162		
	78064		
5/26/2024	68516	4	
	78363	1	
	78363	1	
	78738		
	49508		
	75075	1	
	78113		
	78155	3	
	78624		
	58220		
	84318		
	78633		
5/30/2024	68339		
	78115		2

	50320		88
5/28/2024	58703	1	
	89502	1	
	65779		
	38100		
	77441		
	78154		
	78358		
	88012		
5/29/2024	78248	2	
	78253	3	
Canada		10	
	84041		4
	98087		4
	77355		
	57759		
	56320		
	78626	1	
5/30/2024	86409		

Column Totals 319 658

Total Heads/Beds 977

JUNE - Fulton Mansion Heads/Beds

Jun-24			
Date	Zip	Hotel	Air BB
6/1/2024	78133	2	
	78578		
	78382		
	77494		
	78102		
	78045		
	78660		
	75071	2	
	78130	1	
	98052	1	
	77905	1	
6/2/2024	78634		
	77018		
	78050		3
6/4/2024	79565	2	
	78748		6
	78247	5	
	78227	3	
	78861		
	77429	2	
	75833		
	76712		4
	78070	3	
	38017		3
	81029		6
	78258	4	
	77041	3	
	77904		
	85023		
	75007		3
	78382		
	78072	2	
6/5/2024	71486	3	
	78387		
	88072	3	
	76455	6	
	38501		7
	76710		5
	76058		
	75019		5
	City Council Agenda Packet		
	76801		

	78002		
	76023		5
	76073		5
	76073		5
	78414	3	
	77084		
	76943		
	77901		2
	78611		
6/6/2024	77077		3
	77494		
	78163	3	
	77355		2
	77320		2
	78254		
	78130	4	
	78249	3	
	78133		
	79602		4
6/7/2024	75048	4	
	76126		
	77879		
	77377		
	78416		
	78260		3
	78028		
	77043	2	
	77355	2	
	77092		
	78374		
	78239		
	75925		
	78613	2	
	77859		
	78257		30
	76053		2
	78382		
	73120		
	78022		
	76038		3
	77479		
	78023		
6/8/2024	76048	4	

	76210		2
	78382		
	78676	3	
	78023	1	
	70528	2	
	78237	2	
	77901		2
	77905		3
	77604		3
	77832		
	73072		3
	778023	2	
	77802	2	
	75670		3
	78256		3
	78225		
	78523		
	78413	1	
	78230		
	78418		
	78261	2	
	78737		1
	77433		
	78002	1	
	78255		
	78112		
	78005		2
	77808		5
	77861		3
	77807		2
6/9/2024	78412		
	78101		
	78154		
	76020		2
	79731		3
	67578		19
	32244		
	78261		
	78245		
	78362		
	78263		3
6/12/2024	78424		

	77435		3
	75087	3	
	75013	3	
	75072	3	
	78264	2	
	77861		3
	78629		3
	30135		3
	78610		4
	78253		5
	76705	4	
	76856		5
	77995		
	78022	2	
	78253		
	79424		
	75060		4
	78238		2
	77469	3	
	75428		
	78382		
	78731		
6/12/2024	78633		
	77957		
	76082		5
	76082		5
	78253	3	
	78624		6
	78586	2	
	77873		
	78114		60
	76651		4
	78070		
	65721	2	
	77043		1
	78640		1
	77498		2
	53295		3
	20010	1	
	14670	1	
	79714		
	78249		
	78728	67	
	77386		

JUNE - Fulton Mansion Heads/Beds

	78572	3	
6/13/2024	78259	3	
	78260		3
	78218		3
	78382		
	78368		
	78221	2	
	78413		3
	77077		3
	77832		
	76638		4
	78250	1	
	75706		
	77077	2	
	76179		
	77389		
	77018	3	
	77084	3	
	77584		
	77852		
	77908		2
	73071	4	
	76126		
6/14/2024	78368		
	78380	2	
	78666		
	78941		
	80134		
	77573		3
	77979		
	78904		
6/15/2024	78222	2	
	78640		
	78145		
	77449		
	78212		
	77361	3	
	78666		
	77095		
	78410		
	78223		
	77598	1	
	78155		
	78332		

	78073		3
	79119		2
	77007	2	
	79101		3
	77905		
	78220		1
6/16/2024	78253		2
	77963	2	
	78641	1	
	39362		
	78411		
	78382		
	78028		
	77429		
	78222		
	78942	2	
	60060		
	79734		3
	77954		
6/18/2024	77995		1
	78615	3	
	78245		5
	78750		
	78223	3	
	78009		5
	76258	3	
	78155		
	78108		6
6/20/2024	78128		4
	77988		
	88232		
	78133	4	
	78003		
	75077		
6/21/2023	77423	6	
	78222		2
	78118		
	77823		
	78128		2
	77365		
6/22/2024	78748		
	78155		
	78161		July 23, 2024
	78260		

	77354		
	78745		2
	77304	1	
	78229		2
	78028		
	78362		
	78221	2	
	78382		
	76542		
	77535		6
	78252	1	
	78705		4
	78382		
	78070		
	76710		3
	78621	4	
6/23/2024	75211		
	77485	2	
	78654	2	
	77245		
6/25/2024	75032	3	
	75661		6
	78633		
	75070		
	77399		
	73401		4
	76502		8
	78229		3
	75103		
	77586		2
	77705		
6/26/2024	62225		
	75189	3	
	78009		
	76133	7	
	75081		3
	75670	3	
	75006		3
	78643	6	
	77494	6	
	77388	4	
	77550	3	
6/27/2024	73768		
	76087		3

	79586		7
	77402		2
	78147	3	
	79566	3	
	78642		
	78247		3
	78745		3
	78023		3
	79510		4
	76856		
	78261		2
6/28/2023	78155		
	76823	7	
	78501		3
	75002		2
	78414	2	
	72205		4
	78249	4	
	79416		6
	79511		
	78247		3
	78714		
6/29/2024	77964		
	75459	2	
	74884	2	
	61924		
	78247	2	
	78220	2	
	78744		3
	77535	1	
	78382		
	78201		
	75218		5
	76015		2
	78109		5
	76063		
	76570		
	78640	3	
	78336		
	77904		7
	78109		
6/30/2024	78260		4
	78643	68	4
	78108	1	

JUNE - Fulton Mansion Heads/Beds

	79761		4
	78374		
	78628		2
	21224		
	78254	2	
	78734		
	84401	2	
	78676	1	
	78102		

Column Totals 262 477

Total Heads/Beds 739

CITY COUNCIL AGENDA
Regular Meeting: Tuesday, July 23, 2024

AGENDA ITEM:5

Consider the approval of the 3rd Quarter Hotel Occupancy Tax Report for April 2024 – June 2024 for the Rockport-Fulton Chamber of Commerce and authorize a payment in the amount of \$96,250.00

SUBMITTED BY: Shelley Goodwin, City Secretary

APPROVED FOR AGENDA:VRS

BACKGROUND: The Rockport-Fulton Chamber of Commerce has been allocated \$385,000.00 in Fiscal Year 2023-2024 Hotel Occupancy Tax (HOT) funds. According to our agreement with the Chamber, HOT funds are paid in advance and a report of the previous quarter's expenditures is required. See the accompanying 3rd quarter HOT expenditure report for additional information.

FISCAL ANALYSIS: Charged to account 6602001 \$96,250.00 out of \$385,000.00 budgeted.

STAFF RECOMMENDATION: Staff recommends approval of the Rockport-Fulton Chamber of Commerce Fiscal Year 2023-2024 Hotel Occupancy Tax funds 3rd quarter expenditures in the amount of \$96,250.00, as presented.



Quarterly Report on the Use of HOT Funds 3rd Quarter – April-June 2024

USA TODAY 10 BEST

Rockport Beach placed #2 for “Best Beach in Texas 2024”

Licensing was purchased for the logo to be used Digital and Print

- Digital – Use on the website, affiliate websites, social media (any medium, YouTube banner ads, digital newsletters, email signatures, etc.)
- Print – Brochures, Magazine articles, Newspaper, Point of Purchase displays, Packaging, Rack Cards, or anything of the sort.



Where it's going.

**The best time to fish
is as soon as
you can get here.**

The lure of the water is deep here.
So, fish to your heart's content. Your soul will appreciate it.



© 2023 Maria Nesbit

**FIND YOURSELF IN
ROCKPORT
GO NOW FULTON**



ROCKPORT-FULTON

Rockport-Fulton is a year-round Gulf Coast getaway with an impressive array of attractions and fun-filled events. You'll find long sandy beaches and anglers casting a line from boats and piers, catching everything from flounder and redfish to speckled trout. Voted Top 5 in the nation for "Best Coastal Small Town" by readers of USA Today, the area has received many accolades. Among them, Rockport Beach was also voted #1 in Texas, and Aransas Wildlife Refuge was voted the #1 Refuge for Birding in the country.

Nature, history, art, and outdoor fun come together here, drawing in visitors of all ages and interests. Recently named a designated Cultural Arts District, Rockport is home to an art center, streets lined with art galleries and exceptional shops, fascinating historic sites, Texas' first Blue Wave Beach, the official Maritime Museum of Texas, Fulton Mansion, and many other attractions. Fulton is alive with nightife and seafood restaurants along the beach road. Aransas Pathways offers adventures in hiking, biking, kayaking, and history.

The area is abundant with protected natural landscapes and wildlife. Endangered whooping cranes migrate here every winter. More than 400 other bird species also stop at the Aransas Wildlife Refuge and Goose Island State Park—home to The Big Tree. Coastal fun, exciting explorations, and endless attractions await. Find Yourself in Rockport-Fulton soon!

Rockport-Fulton.org
381-729-6445

City Council Agenda Packet

San Antonio Report - April

San Antonio Report - May

**Straight from the bay
right to your plate.**

Enjoy the best our waters have to offer. Discover fresh seafood all prepared in the distinct culinary style of our local chefs.



**FIND YOURSELF IN
ROCKPORT
GO NOW FULTON**



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Rockport-Fulton.org
381-729-6445

July 23, 2024



11 Coolest Towns in Texas for a Summer Vacation in 2024

Texas offers diverse summer vacation spots, from hills and mountains to beaches and deserts, catering to all preferences.

www.worldatlas.com

Rockport



Rockport was listed as one of the 11 Coolest Towns in Texas for a Summer Vacation in 2024. Article mentions Fulton Mansion and Rockport Center for the Arts.

**FIND YOURSELF IN
ROCKPORT
FULTON**

Highlights of April, May & June 2024

- **Aransas Pathways Committee** – This committee meets monthly. Pathways has now found a new Events Coordinator, Melissa Zieschang, who I have been working with to promote upcoming pathways events and to get everything together for the partnership of Pathways and the HummerBird Celebration. Pathways will hold a Poker Tour during the HummerBird Celebration for a chance to win a pair of binoculars. The event will also be featured on some of the local guided field trips. Starting May the marketing sub-committee met for the first time to start planning the allocations for the 2024 marketing budget and to create necessary event and advertising to promote Pathways. Our second meeting was in June and we met with a local videographer to talk about getting video made for each of the sites.
- **Attractions Committee**- This committee now meets bi-monthly. May 9th meeting was held and committee decided to move the meetings from being quarterly to bi-monthly. This committee is made up of attraction managers and local event organizers who meet to share the next upcoming months events in Rockport-Fulton. A digital calendar is e-blasted to over 70,000 subscribers. Annual events are sent out monthly to all regional media and posted on regional and statewide tourism websites, and publications. Local events are promoted on Social Media. Events are posted in the Chamber Visitor Center lobby and picked up daily by visiting travelers.
- **Marketing and Promotion** - Annual and local events forwarded to local and regional media monthly. Actively updating events on websites including: Texas Tropical Trail, FestivalNet.com, and Texas Highways.
- **Social Media/Rockport-Fulton.Org-Local Events Promoting:** The Chamber promoted on its website and the VisitRockport-Fulton Facebook page the following events that had potential to draw visitors to the community: Taste of Rockport-Fulton, Wild about Commerce: Business Expo, USA TODAY 10Best Readers' Choice Awards, Nature Fun with Cheryl presented by Pathways, SeaFair T-Shirt Contest, Rockport Cultural Arts District, Austin Street Art Walk, Second Saturday, Markers Market, Downtown Farmer's Market, and the Rockport-Fulton Market days.

Highlights of April, May & June - Continued

- In an effort to promote business in local restaurants, each month a location is “mobbed” during lunch, known as a **Meal Mob**. This program is promoted on Facebook both locally and regionally. Featured this quarter were Taste of Chicago, Stevie Lew’s BBQ Kitchen, and Rosita’s Taco Shop.
- The Chamber partnered with the Aransas County Historical Society and Historical Commission, the History Center for Aransas County and the Cultural Arts District to submit an application to the Texas Historical Commission to host the **Smithsonian Institution Traveling Exhibit**, and Rockport was one of seven communities approved to host the exhibit in 2025. This group is working with the Texas Historical Commission, local and regional partners to begin the process of formulating a plan to host this prestigious exhibit while having the unique opportunity to showcase the history and culture of Rockport-Fulton and surrounding communities. Partnerships we are talking with as of now are Port Aransas, Galveston, Refugio, Taft, Beeville, Goliad, and Palacios. Last meeting was June 5th, went over updates and starting to get ideas into action plans. We are still waiting to here what actual budget will be from grants applied for.

Highlights of April, May & June - Continued

- **Short Term Rental Council-** The committee, consisting of management companies, vacation rentals, and Airbnb's, convenes monthly to address issues related to short-term rentals (STRs). In April, the City Manager clarified the recently passed ordinance at the meeting. The May meeting was brief as the committee, formed for the ordinance, sought their next steps and agreed to continue meeting with STR-focused guest speakers. They also nominated officers. In June, G & H Construction presented on "Post-Hurricane Preparedness," covering common contractor scams post-disaster and how to find reliable contractors. The meeting concluded with voting for officer positions: Summer Terrell remained President, Beverly Gilbreath continued as Vice-President, and Elizabeth Jordan as Secretary.
- **RV Council-** This group, made up of RV Park Owners and Managers, meets monthly. The RV Council also appoints a Winter Texan Appreciation Day (WTAD). The WTAD meetings have not started and will not until closer to the event next January. In April, Rockport Rides, a new local taxi service offering local and airport rides, was the guest speaker. In May, Stellar Energy discussed helping businesses find the best energy rates. The June meeting featured CSC Service Works, which provides laundry payment services and EV charging for RV parks, and included the election of officers: Katie McLeod as President, Michelle Moon as Vice-President, and Cindy Luzzolino as Secretary.
- **Tourism Development Council –** This council meets bi-monthly. At each meeting the council is given an overview of Chamber & Visitor Center tourism activities. Meeting was held June 12, 2024 to approve the 2024-25 budget/marketing plan and to approve the application of the new Texas Maritime Museum Director Michael Ables.



Samples of Chamber & Visitor Center Social Ads

High Impressions, Engagements, CTRs

JUNE 2024



- SOCIAL MEDIA:
Impressions exceeded
3,000,000
- 31,000 consumer
engagements were
generated by the Chamber
& Visitor Center social
media aid campaign (link
clicks, reactions, comments,
posts, re-posts)
- These two social media ads
performed best overall with
click rates averaging about
2.5%

Chamber Digital Ad Performance

The Chamber digital advertising campaign achieved upwards to 10 million impressions:

- Nearly 900,000 target market representatives saw a Rockport-Fulton Ad (Estimated)
- Almost 120,000 clicks on the ads thus going to the Rockport-Fulton website.

Below are sample CTRs for the three ads that ran Spring of 2024. The CTRs ranged and averaged:

- Fish: 2.33% - 13.73%; Average 7.11%
- Beach: 3.36% - 9.06%; Average 7.88%
- Crab Tower: 4.71% - 9.37%; Average 7.41%

May 2024

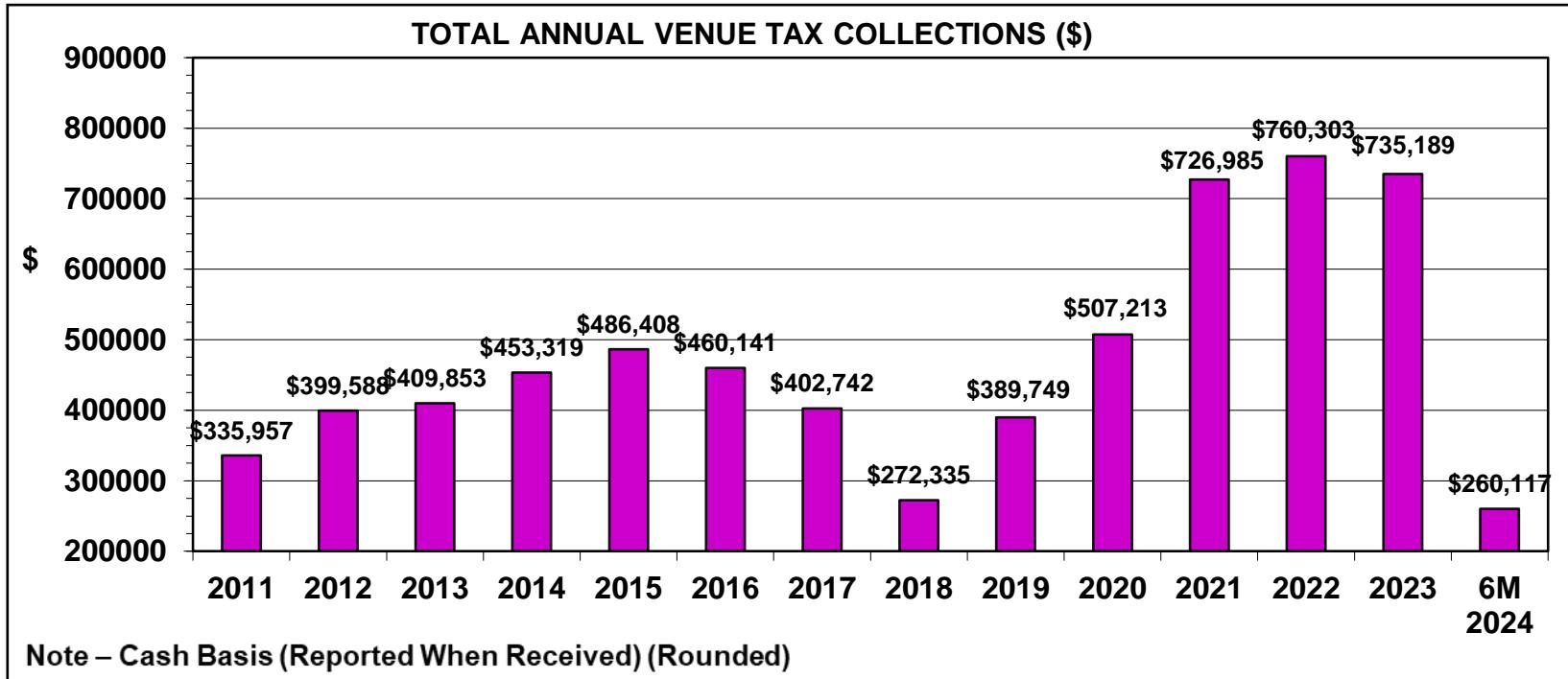


Other Chamber & Visitor Center Advertising Highlights

- Rockport-Fulton Chamber & Visitor Center tourism website traffic
 - Averages over 250,000 annually
- VisitRockportFulton Facebook likes averages about 68,000
- Chamber & Visitor Center GOOGLE MY BUSINESS results:
 - Produced 6,315 business profile interactions
 - 1,284 calls to the Chamber & Visitor Center
 - 1,120 directions requested
 - 5,134 web clicks from the Google My Business page

ARANSAS COUNTY ANNUAL VENUE TAX COLLECTIONS (\$)

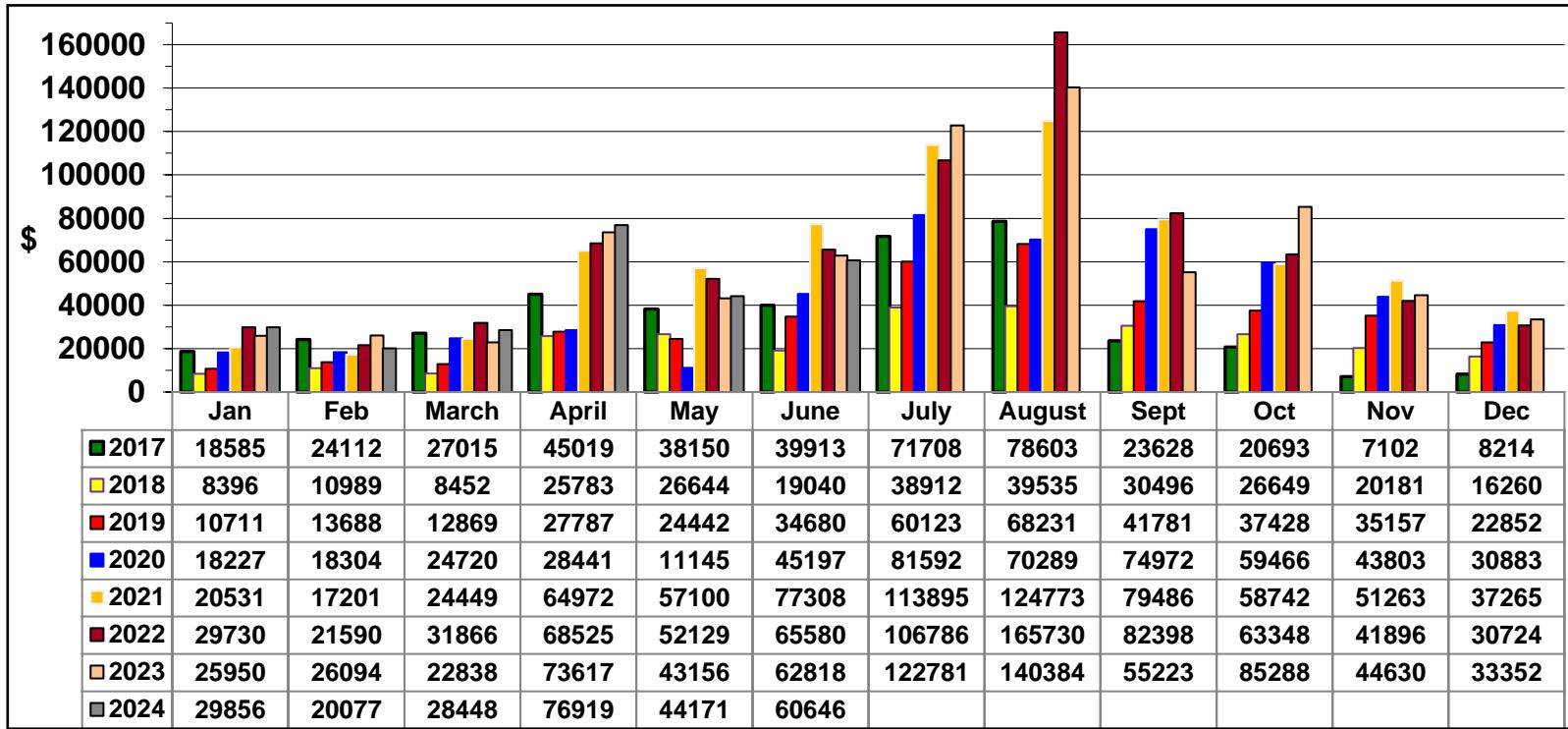
- The first 6 months collections of 2024 shows data on par with 2023.
- Overall, the Venue Tax Collections have achieved a total accumulation of almost \$6.6 Million.



SOURCE: Aransas County Treasurer Data

Aransas County Venue Tax Collections (\$) By Month From 2017 Forward

- For the first half of 2023, the months of January and April, reflect banner collections – the highest ever.

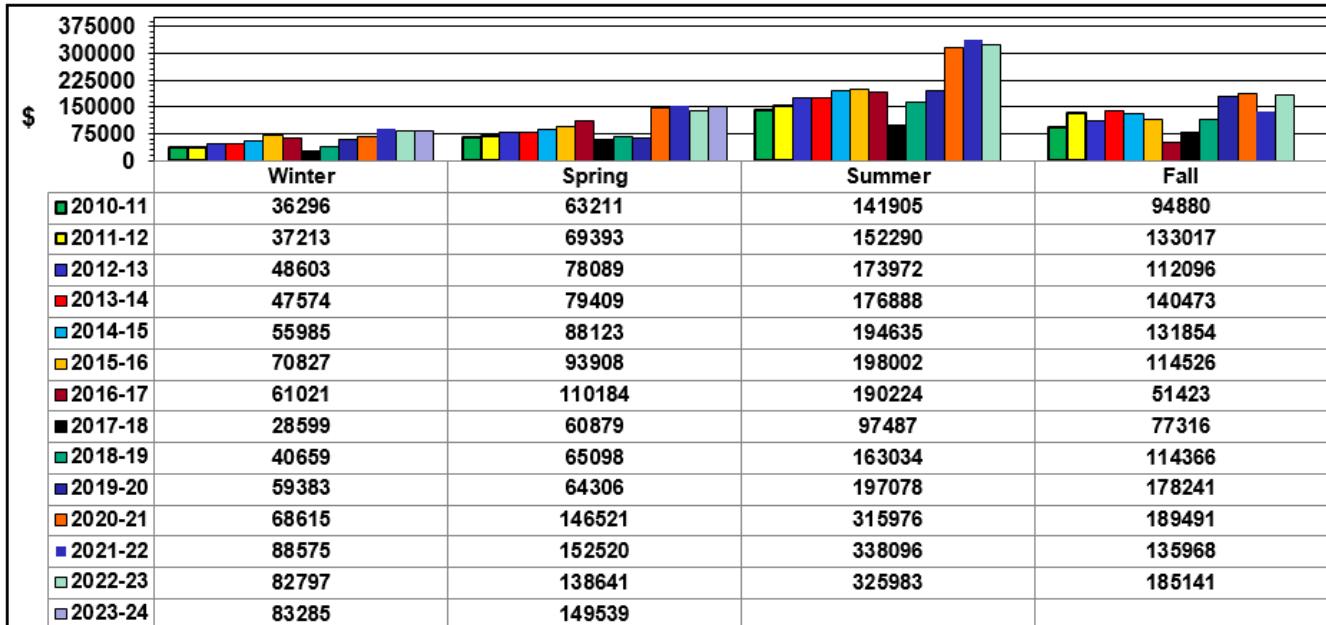


SOURCE: Aransas County Treasurer (Rounded Data)

Aransas County Venue Tax Revenue By Season

(Source: Aransas County)

- When the Venue Tax data is aggregated by tourism seasons, there is linear seasonal growth over time – very significantly in Summer, significantly in Spring, and more gradual in Winter and Fall
- Tax collections from Summer, Spring, and Winter seasons have more than doubled since their respective baselines when tracking began in 2011.
- Data for Winter 2023/2024 and Spring 2024 has exceeded the 2022/2023 levels.



Attendance Data Sheet	24-Apr	24-May	24-Jun	3rd Qtr
Visitor Data Distribution				
Outisde of 70 Miles*	88.74%	90.30%	93.85%	90.96%
Local**	11.26%	9.70%	6.15%	9.04%
Total	100.00%	100.00%	100.00%	100.00%
70+ Miles/ Metro Areas				
Austin	3.13%	7.27%	5.26%	5.22%
Dallas / Ft. Worth	9.38%	3.03%	5.26%	5.89%
Houston	1.25%	9.09%	21.93%	10.75%
San Antonio	4.38%	20.61%	11.40%	12.13%
Total Major Metro Areas	17.50%	10.91%	43.85%	33.99%
Tourism From Outside Of Texas	53.13%	39.39%	16.67%	36.39%
Rural Tourism Beyond 70 Miles	0.00%	0.61%	33.33%	11.31%
Total Tourism From Beyond 70 Mile	70.63%	90.30%	93.85%	81.69%
**Local Visitors < 70 Miles				
Rockport and Fulton	5.63%	7.88%	4.39%	5.97%
Corpus Christi	0.00%	1.21%	0.88%	0.69%
Victoria	5.63%	0.00%	0.00%	5.63%
Rural Areas	0.00%	0.61%	0.88%	0.50%
Total City Council Agenda Packet	11.26%	9.70%	6.15%	12.70%

Visitor Sign-In Log at the Rockport-Fulton Visitor Center



MODEL USING # OF HOTEL ROOMS AS BASE – 4Q 2023

Base = Rockport - Fulton # of Hotel Rooms 4Q 2023

There was an estimated 600,960 "heads in beds" in Q2 2024 for tourism in the Rockport-Fulton area:

Base = Rockport - Fulton # of Hotel Rooms	2Q 2024
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	1987
2. Number of Nights in 2Q 2024 (April - June)	91
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	180,817
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	47.21%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	85,364
6. Number of Visitors in Each Room (Size of Party Assumption)	2.2
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	187,800
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	3.2
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	600,960

ASSUMPTIONS FOR THE MODEL:

- Just under 2000 saleable rooms
- Occupancy rate for R-F is about 47%
- Size of travel party averages about 2.2
- ~~Length of stay averaged about 3.5 nights~~

July 23, 2024



Thank you!

Shelly Stuart, IOM, President/CEO

Rockport-Fulton Chamber of Commerce
319 Broadway
Rockport, TX 78382

Alyssa Massingill

Tourism Coordinator
Rockport-Fulton Chamber of Commerce
319 Broadway
Rockport, TX 78382



Rockport-Fulton Area Chamber of Commerce, Inc.
Rockport Hotel Tax Account
October 1, 2023 through
September 30, 2024

HOT FUNDING EXPENSE REPORT 2023-2024

Description of Expense	Approved Budget	1st Quarter Expenses	2nd Quarter Expenses	3rd Quarter Expenses	4th Quarter Expenses	Total	Number of Heads In Beds
Accounting Fees	1,500.00	-	-	-	-	-	-
Advertising and promotion	312,383.76	79,434.54	76,425.00	77,098.72	-	232,958.26	-
Bank & Card Fees	-	93.04	94.41	91.74	-	279.19	-
Conference Fees	4,500.00	-	-	-	-	-	-
Contract Services	3,333.24	-	277.50	-	-	277.50	-
Event funding assistance	-	-	-	-	-	-	-
Dues and Subscriptions	850.00	100.00	-	500.00	-	600.00	-
Equipment Lease & Maintenance	-	-	-	-	-	-	-
Food, beverages and meals	800.00	-	977.76	-	-	977.76	-
Maintenance and repairs	-	140.00	315.00	105.00	-	560.00	-
Mileage and travel	3,118.00	-	-	-	-	-	-
Postage and freight	1,365.00	-	-	-	-	-	-
Printing and publication	-	-	-	-	-	-	-
Prizes, gifts and awards	-	-	-	-	-	-	-
Rentals and fees	-	-	-	-	-	-	-
Supplies	-	-	-	-	-	-	-
Tax and License	-	-	-	-	-	-	-
Telephone	-	-	-	-	-	-	-
Telephone Internet Service	-	-	-	-	-	-	-
Utilities	-	17.24	33.91	33.85	-	85.00	-
Web site maintenance	-	-	-	-	-	-	-
Administrative services reimbursement	57,150.00	16,466.08	18,074.27	19,050.00	-	53,590.35	-
Inter Fund Support	-	-	-	-	-	-	-
TOTAL REQUESTED	385,000.00	96,250.90	96,197.85	96,879.31	-	289,328.06	-
						600,960.00	

Description of Administrative Expenses	Current Fiscal Year Administrative Expenses Projection	Fiscal Year Administrative Actual Expenses	Percentage of Fiscal Year Projections
Administrative services reimbursement	57,150.00	53,590.35	93.77%
Totals	57,150.00	53,590.35	93.77%

CITY COUNCIL AGENDA

Regular Meeting: Tuesday, July 23, 2024

AGENDA ITEM: 6

Consider holding a public hearing and approve on the first of two readings Ordinance 1940 amending Code of Ordinances Chapter 86, Streets, Sidewalks and other public places by deleting Article V. Parades and replacing said Article V as Special Events in the attached form, and as may be modified in the future by Ordinances; adopting penalties for violation of this Ordinance in an amount not to exceed \$500.00 per violation; repealing all other Ordinance in conflict therewith; providing for severability, effective date, and publication.

SUBMITTED BY: Shelley Goodwin, City Secretary

APPROVED FOR AGENDA: VRS

BACKGROUND:

Several City staff members discussed the Special Events Ordinance to ensure that all concerns were covered. The attached proposed Ordinance provides for an Application, Special Event Guideline, and Fees. The proposed Ordinance also includes the process that will take place for reviewing Applications and the required documents and include an appeal process.

On July 12, 2024, a PowerPoint will be presented by the Police Chief and City Secretary highlighting the necessity for implementing a Special Event Ordinance in the City limits of Rockport. The City Council voted to postpone the first reading until provisions were added for non-profit organizations and to hold a public hearing. The Rockport Pilot published the public hearing notice in the paper on Wednesday, July 17, 2024.

FISCAL ANALYSIS:

The proposed Ordinance includes fees that will cover the staff's time and City equipment.

RECOMMENDED ACTION:

Staff recommends holding the public hearing and approving the ordinance on the first reading.

ORDINANCE NO. 1940

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ROCKPORT, TEXAS AMENDING CODE OF ORDINANCES CHAPTER 86, STREETS, SIDEWALKS AND OTHER PUBLIC PLACES, BY DELETING ARTICLE V, PARADES AND REPLACING SAID ARTICLE V AS SPECIAL EVENTS IN THE ATTACHED FORM, AND AS MAY BE MODIFIED IN THE FUTURE BY ORDINANCES; ADOPTING PENALTIES FOR VIOLATION OF THIS ORDINANCE IN AN AMOUNT NOT TO EXCEED \$500.00 PER VIOLATION; REPEALING ALL OTHER ORDINANCES IN CONFLICT THEREWITH; PROVIDING FOR SEVERABILITY, EFFECTIVE DATE, AND PUBLICATION.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ROCKPORT, TEXAS:

SECTION 1. AMENDMENT

That Chapter 86, Streets, Sidewalks and Other Public Places, Article V Parades be deleted in its entirety and is hereby amended to wit.

ARTICLE V. SPECIAL EVENTS

Sec. 86-100. Purpose.

Standards for special events are set forth to minimize adverse effects to the public health, safety, or convenience; to ensure compatibility with nearby uses; to avoid creating traffic hazards or congestion; and to curtail any interruptions with the normal conduct of uses and activities in the vicinity; while providing opportunities for hosting limited events.

Sec. 86-101. Definitions.

As used in this article, the following words and terms shall have the meaning ascribed thereto:

Applicant means a person who has filed a written application for a permit.

Carnival means and includes amusement activities, rides, merry-go-rounds, booths for the conduct of games of skill, food dispensing facilities, and sideshows. A carnival shall not include gambling devices, games of chance, lotteries, or other activities in violation of State law.

Circus means and includes public entertainment consisting of, but not limited to, performances by people and/or animals.

Commercial parade means a parade sponsored other than by a nonprofit organization, the purpose of which is to advertise a product, whether tangible or intangible, to advertise or promote an exhibition or theatrical performance, or otherwise operate to the pecuniary benefit of the sponsor.

Event means a temporary event, gathering or activity, including but not limited to bike race, carnival, circus, concert, festival, firework display, marathons, menagerie, sideshow, concession, parade, walk-a-thon, or special event that involve one or more of the following activities:

- (1) Closing or partial closing of a public street; or
- (2) Blocking or restricting city-owned property; or
- (3) An event, gathering, or activity held on city-owned property that is open or advertised to the general public; or
- (4) Sale of merchandise, food, or beverages on city-owned property; or
- (5) Erection of a tent equal to or greater than 200 square feet in area on city-owned property; or
- (6) Installation of a stage, band-shell, trailer, van, grandstand, bleachers, or other portable building or structure on city-owned property; or
- (7) Placement of portable toilets on city-owned property; or
- (8) Private event, gathering, or activity held on city-owned property, reasonably expected to have attendance of 100 or more people, per day; or
- (9) Placement or temporary no-parking signs in a public right-of-way or on Property within the City limits; or
- (10) Placement of pedestrian boundary markers on city-owned property.

Menagerie means and includes a collection of live animals on exhibition.

Nonprofit association means an association in which no part of its income is distributed to its members, directors or officers.

Parade means an assembly of three or more persons gathering for the common design of moving in or upon any public street from one location to any other location, whether on foot, on horseback, or by mechanical conveyance, as a part of a procession, march, pageant, ceremony, or like event.

This term does not include:

- (1) Funeral processions supervised by a licensed mortuary proceeding by a reasonable route from a funeral home, church, or residence of a deceased to a memorial service or place of interment;
- (2) Sidewalk processions conducted in accordance with all traffic regulations and other applicable laws and ordinances;
- (3) Processions, convoys, marches, or similar activities conducted by members of the armed forces of the United States or the State of Texas while acting in the regular course and scope of their duties;
- (4) Processions, convoys, or the like conducted by members of the Rockport Police Department while acting in the regular course and scope of their duties;
- (5) Wedding processions preceding by a reasonable route by and between the residence of a member of the matrimonial party, the place of performance of the matrimonial service, the place of the reception or matrimonial celebration;
- (6) Official motorcades escorted by members of the Rockport Police Department.

Permit means a written consent or permit to conduct an event or parade issued pursuant to written application and approval hereunder.

Permittee means a person to whom a permit has been granted under this article.

Sideshows and concessions mean and include circuses, menageries, carnivals, and other amusement enterprises, which are open to the public and for which a fee is charged for admission.

Seasonal Special Event means an event that occurs in a specific season and is scheduled throughout the season on non-sequential days and may use a single Special Event Permit.

Special Event means a temporary event, gathering or activity, including but not limited to parades, bike races, marathons, walk-a-thons, fireworks display, concerts, carnivals other types of races and festivals, which involve one or more of the following activities:

- (1) Closing or partial closing of a public street;
- (2) Blocking or restricting City-owned property;
- (3) An event, gathering, or activity held on City-Owned property, that is open or advertised to the general public;
- (4) Sale of merchandise, food or beverages on City-owned property;
- (5) Erection of a tent equal to or greater than 200 square feet in area on City-owned property;
- (6) Installation of a stage, band-shell, trailer, van, grandstand, bleachers or other portable building or structure on City-owned property;
- (7) Placement of portable toilets on City-owned property;
- (8) Private event, gathering, or activity held on properties within the City limits, reasonably expected to have an attendance of 100 or more people, per day;
- (9) Placement of temporary no-parking signs in a public right-of-way or on City-owned property; or
- (10) Placement of pedestrian boundary markers on City-owned property.

Special Event Permit means written authorization from the City Manager to hold a Special Event.

Special Event Rules and Regulations means the guidelines, rules, regulations, policies and procedures developed pursuant to this Chapter 86, Article V. Special Event Rules and Regulations may include, but are not limited to, the following: processes; procedures; cost recovery for City-provided services; safety regulations; resource requirements; and surety and insurance requirements. Special Events must additionally adhere to the Special Events Planning Guide adopted by the City, and all other relevant City Ordinances and local, state, or Federal law.

Street means the entire width between the boundary lines of every road or way publicly maintained when any part thereof is open to the use of the public for vehicular traffic.

¹*Street closure* means the closing or denying access or the ability to drive through a street for an event or for temporary use (not pertaining to City Street Closures for work).

Sec. 86-102. Applications Required

(a) It shall be unlawful for any person or entity to hold a Special Event, sponsor a Special Event, or cause a Special Event to be held, without first having submitted an Application.

(b) An Application is not required for:

- (1) events conducted entirely on the property of a religious institution, educational institution, college, or university campus. City, State, or Federal streets or parking lots for multi-tenant buildings, regardless of location, shall not be considered part of a religious institution, educational institution, or college or university campus;
- (2) events on property owned or controlled by the City subject to a contract, lease or management/operating agreement with a person or entity where the agreement addresses events on the property or the event is included within the permitted uses in the agreement;
- (3) processions of vehicles operated in compliance with traffic laws or a procession of pedestrians excluding organized walks, runs, parades and the like, in compliance with traffic laws along or upon public sidewalks, public parks, or private property;
- (4) events held for National Night Out;
- (5) funerals and funeral processions;
- (6) Activities conducted entirely on sidewalks, in public parks or on private property in compliance with traffic laws and any other applicable City Ordinances (for example, handbills, placing property in rights-of-way, health laws etc.);
- (7) events conducted under the supervision of or with the permission of a governmental entity on property owned, leased, or operated by a governmental entity other than the City; or
- (8) Private events, gatherings, or activities on private property with anticipated attendance of less than 300 people, per day.

Sec. 86-103. Contents of Special Event Application

(a) An Applicant shall file a Special Event Application with the City upon forms promulgated by the City.

(b) The Special Event Application shall set forth a minimum requirement in the Application Appendix A

(c) The Applicant is responsible for updating the Special Event Application information as necessary prior to the event. The City requirements may be amended based on changes in the expected number of attendees or other circumstances. The minimum attendance will be determined by the number of advance sales or registrations for the event.

(d) Within 30 days following the submission of the Special Event Application, the City Manager shall notify the Applicant of any supplemental information requested, using the contact information on the Application.

Sec. 86-104. Permit required.

(a) It shall be unlawful for any person or entity to hold a Special Event, sponsor a Special Event, or cause a Special Event to be held, without first having obtained a Special Event Permit from the City.

(b) No Special Event Permit shall be denied nor shall the Applicant be given less favorable consideration as to time, manner, or place-based upon:

(1) race, color, creed, religion, gender, domestic relationship status, parental status, sexual orientation, transgender status, gender identity or expression, national origin, political affiliation, or any other prohibited characteristic of the Applicant and/or participants of the Special Event. All must comply with Ordinance No. 1940; or

(2) the message of the Special Event, or the identity or associational relationships of the Applicant and/or participants; or

(3) any assumption or predictions as to the amount of hostility which may be aroused in the public by the content of speech or message conveyed by the Special Event, provided that reasonable accommodation as to time, manner, and place may be required in order for the City to provide the resources necessary for police, fire and emergency services to preserve and protect public health, safety and welfare.

(c) A permit will be issued by the city manager based upon the information submitted in the application. The City Manager may reasonably interpret the information in the application and may consider past experience with the type of event and inaccuracies or omissions in the application.

Sec. 86-105. - Complete Application for a permit or Street Closure Request is required.

A Special Event Permit shall not be issued until a completed Special Event Application, together with any additional information requested, proof of insurance, and payments of all applicable fees, if any, are received by the City.

The Special Event Application must demonstrate compliance with this ordinance, the Special Event Rules and Regulations, the Special Events Planning Guide, and all other applicable law.

A Street Closure Request shall not be presented to the City Council until a completed Application, together with any additional information requested and payment; if any, are received by the City.

Sec. 86-106. - Fees and costs.

- (a) Applicable Special Events Permit fees will be found in Appendix B Fees.
- (b) Applicant shall pay all required fees, including site rental, with the Special Event Permit Application, and Applicant shall at the same time be required to pay all fees and costs required by other City ordinances to conduct specific activities in conjunction with or as part of a Special Event.
- (c) If the City determines that a Special Event may require the special attention and involvement of City personnel or City facilities, the City shall notify the Applicant. Prior to issuance of a Special Event Permit:
 - (1) Applicant and City shall agree upon the additional costs the City will incur as a result of the Special Event and Applicant shall pay those costs to the City; and
 - (2) Applicant shall agree in writing to pay any additional costs to the City incurred as a result of the Special Event within five days of the date upon which the City informs the Applicant of the amount of such additional costs, but in no event less than seven business days prior to the event.
- (d) Special Event Permits may be canceled by the Applicant, in writing. The first day rental fee for all events which reserve an entire park or another City property will not be refunded if the City receives written notice of cancelation less than 30 days prior to the event. Subject to the foregoing sentence, if an event does not occur, fees paid in advance for City services which have not already been performed by City shall be refunded. No refund of security deposits, reservation fees, pavilion fees, or other fees will be granted due to inclement weather unless the cancellation is a decision made by the City.
- (e) Application fees for events under this article shall be used for the purpose of defraying the expenses of the City in regulating and inspecting the event and cleaning any public facilities used by the permittee. The fees prescribed in Appendix B are in addition to any other fees, taxes, or other charges imposed by law. **The City Manager can waive fees required in this section if the applicant is a nonprofit corporation engaged solely in public purpose activities.**

Sec. 86-107. - Timeframes and deadlines.

Special Event

(a) A Special Event Application must be filed no earlier than 365 calendar days before the commencement of the proposed Special Event, and no later than 60 calendar days before the commencement of the proposed Special Event. The City Manager may consider an Application that is filed less than 60 calendar days before the commencement of the proposed Special Event if the Applicant could not have met the deadline because the event had not been planned for more than 60 days, the event will not place an undue burden on the City staff or resources, and all applicable expedited application fees are paid.

(b) When a timeframe or deadline established in this Chapter results in an Application or other information is due on a weekend or a day the City is closed for business, the Application or other information shall be due on the first business day immediately following said weekend or day the City is closed for business.

Sec. 86-107A. Street Closure

(a) Applications must be filed no earlier than 365 calendar days before the commencement of the proposed Street Closure, and no later than 60 calendar days before the commencement of the proposed Street Closure.

(b) When a timeframe or deadline established in this results in an Application or other information is due on a weekend or a day the City is closed for business, the Application or other information shall be due on the first business day immediately following said weekend or day the City is closed for business.

Sec. 86-108. - Application process and review.

The Special Event Permit Application will be processed and reviewed pursuant to the Special Events Rules and Regulations and the Special Events Planning Guide, which shall be promulgated by the City Manager based on health and safety concerns, the reasonable availability of City resources which may be required, and on other applicable City Ordinances or Code provisions.

Sec.86-109. - Standards/requirements for issuance of special event permit.

(a) Special Event Permit will be issued only if the City Manager finds that the following requirements, as applicable to the Special Event, have been met or that adequate provision therefor will be made:

- (1) requirements of City Ordinances/Code provisions and of the State and Federal Governments are met;
- (2) the Special Event will not unnecessarily interrupt the safe and orderly movement of traffic near its location or route;

- (3) the Special Event will not require the diversion of a number of police officers to properly police the Special Event locale or movement of a procession or parade along the route and the adjacent areas which will significantly impair adequate police protection for the City as a whole;
- (4) the concentration of people, animals, and vehicles at assembly points will not significantly impair proper fire and police protection or ambulance service to areas at or near such assembly points or the City or County as a whole;
- (5) A parade is scheduled to move from its point of origin to its point of termination without unreasonable delays in route;
- (6) all licenses and permits, restrictions, regulations, fees for the City services, if any, safeguards or conditions as set forth in any Special Event Rules and Regulations as promulgated by the City Manager have been submitted, and approved; and
- (7) successful completion of all required pre-event inspections.

(b) The City Manager is authorized to interpret the requirements in this Article, and has the authority to modify the same, to fit individual circumstances where the standard cannot be strictly met, is inapplicable to the specific Special Event, or if additional modifications are deemed necessary by individual City departments for the safe and orderly conduct of a Special Event. The City Manager is further authorized to require an Applicant to institute other safeguards or activities to protect the public's safety from circumstances that may arise from a specific Special Event or Street Closure.

(c) It is understood that no Applicant is assured the ability to close a street. All street closures are subject to approval by, and authorization from, the City Manager, as set forth in the City's Code of Ordinances and applicable City policy.

Sec. 86-110-197. - Public conduct during parades.

Interference. No person shall unreasonably hamper, obstruct or interfere with any parade or parade assembly or with any person, vehicle or animal participating or used in a parade.

Driving through parades. No driver of any vehicle, except an authorized emergency vehicle as defined in V.T.C.A., Transportation Code § 541.201, shall drive between the vehicles or persons comprising a parade when such vehicles or persons are in motion and are conspicuously designated as a parade.

Parking on a parade route. The city manager, director of public works, and police chief, or their designees shall have authority, when reasonably necessary, to prohibit or restrict the parking of vehicles along a highway or part hereof constituting a part of the route of a parade and post signs to such effect. It shall be unlawful for any person to park or leave unattended any vehicle in violation thereof.

Sec. 86-110. - Denial or revocation of a permit.

(a) The City Manager shall deny issuance of a Special Event Permit if:

- (1) The Special Event will conflict in time or location with another Special Event or event for which an Application has been submitted or approved prior to the one subsequently requested;
- (2) The Special Event, if held, would violate the Special Event Rules and Regulations, the Special Event Planning Guide, any City ordinance or any other applicable law;
- (3) The City Manager determines that there is a false or misleading statement or omission of material fact on a Special Event Application, and the same is not corrected within the time for submission of an application;
- (4) The Applicant has violated this ordinance or has had a Special Event Permit revoked within the preceding 12 months;
- (5) The Applicant fails to provide proof of a license or permit required by any City ordinance or other applicable law for the Special Event;
- (6) The Applicant fails to provide proof that the insurance requirements for the Special Event have been met; or
- (7) The Special Event would significantly impair the delivery of normal or emergency public services or constitute a public health or safety threat.

(b) If the City Manager determines that the Special Event Permit shall be denied, the City Manager shall consider alternatives to the time, place or manner of the Special Event that would allow the Special Event to occur.

(c) Revocation of a Special Event Permit:

- (1) If the Police Chief, Public Works, Building Official, Code Enforcement Officer, or Director of Parks and Recreation (known collectively as "City Official"), or their designee, finds that any of the provisions of this ordinance, another City ordinance, Special Event Rule or Regulation, Special Event Planning Guide, or other applicable law is being violated, he or she shall immediately notify the City Manager and based on that information, the City Manager shall attempt to solve the issue at hand and if it cannot be resolved, the City Manager will determine whether the Special Event Permit shall be revoked. Notice and an opportunity to be heard by the City Manager shall be given to the Applicant prior to revocation if reasonably possible and if the cause for revocation does not involve an imminent threat to the health and safety of any individual or property. If revoked, the Special Event shall immediately terminate and cease activity upon notification to the Applicant. Failure to terminate the activity following revocation of said permit shall constitute a separate offense.

(2) When, in the judgment of any of the above designated City Official, a violation exists which requires immediate abatement, and the Applicant does not abate the violation immediately upon notice from said City Official, the City Official shall have authority to revoke a Special Event Permit in the absence or unavailability of the City Manager. If revoked, the Special Event shall immediately terminate and cease activity upon notification to the Applicant.

(3) The City Manager, or other City Official in the absence of the City Manager as described above, may revoke a permit wherein a material false or misleading statement or omission of material fact on a Special Event Application is discovered after the Special Event Permit was issued, so that the terms of the permit would require significant revision or if the scope of the Special Event has so changed that the terms of the original permit require significant revision which presents an unreasonable burden on the City resources.

Sec. 86-111. - Appeal.

(a) If the City Manager denies the issuance of a Special Event Permit, or revokes an issued Special Event Permit, the Applicant shall promptly be notified in writing. Such written notice shall include the reasons for the decision to deny or revoke the Special Event Permit. The Applicant may appeal the denial or revocation to the City Council which shall make a ruling on the appeal, if time permits prior to the event. The City Council shall not be required to call a special meeting to accommodate an appeal.

(b) If a City Official other than the City Manager revokes an issued Special Events Permit, the Applicant shall promptly be notified in writing. Such written notice shall include the reasons for the decision to deny or revoke the Special Event Permit. The Applicant may appeal the denial or revocation to the City Manager which shall make a ruling on the appeal and attempt to resolve the issue if time permits prior to the event. If no resolution can be made, the Applicant may appeal the revocation to the City Council which shall make a ruling on the appeal if time permits prior to the event. The City Council shall not be required to call a special meeting to accommodate an appeal.

(c) If a Special Event Permit is revoked the event shall cease. No fees, whether they are application fees, or fees paid for City services shall be refunded if a Special Event Permit is revoked. The City shall not be liable for any costs or damages associated with denial of or revocation of a Special Events Permit.

Sec. 86-112. Penalty; enforcement.

Any person conducting, commencing, aiding or engaging in an event without a permit, or otherwise violating any provisions of this article, is guilty of a misdemeanor and, upon conviction, shall be punished by a fine not to exceed \$500.00.

The Chief of Police or any officer of the Rockport Police Department is hereby authorized to issue

summons and citations, as applicable, for violations of this article.

Sec. 86-113. Cumulative effect.

The provisions of this article are cumulative, and nothing herein shall prevent, alter or diminish the applicability or enforcement of other ordinances restricting, regulating or governing the subject matter hereof.

Sec 86-114 Permit Bond and/or Insurance and/or Cash Deposit for Events on City property

(a) Submission Requirements:

- (1) The applicant must submit a permit bond, insurance, and/or a cash deposit before a permit is issued.
- (2) The bond and/or insurance must be valued up to \$20,000.00 City Managers discretion pending the complexity of the event.
- (3) The cash deposit up to \$10,000, City Managers discretion pending the complexity of the event.

(b) Purpose of Bond/Insurance/Cash Deposit:

- (1) These funds are intended to cover the estimated cost of cleaning up debris or other personal or property damages created from the event.
- (2) They also cover required City services and potential property damage or injury.

(c) Validity and Usage:

- (1) The bond must remain valid for at least 30 days after the event ends.
- (2) The City can use the bond, insurance, or cash deposit to cover the costs of cleaning and repairing the City property or other personal or property damage created from the event or by the applicant or their employees due to the event.

(d) Refund Conditions:

- (1) If the City uses the bond, insurance, or cash deposit any remaining amount, after deducting incurred costs, will be refunded to the applicant.

This ensures that the City is financially protected against any expenses related to the event's aftermath.

Sec. 86-115 Contract

The applicant, in tendering an application and receiving a permit, agrees and contracts with the City not to exclude at any time any authorized City official on duty for the purpose of inspecting, maintaining, and assuring the health, safety, and welfare of the City.

Sec.– 86-116 Reserved.

SECTION 2. REPEALER

Any previously adopted ordinances, and any subsequent amendments to them, which are in conflict with this Ordinance, are all repealed.

SECTION 3. SEVERABILITY

If any provision, section, sentence, clause or phrase of this Ordinance, or the application of same to any person or set of circumstances is, for any reason held to be unconstitutional, void or invalid, the validity of the remaining portions of this Ordinance shall not be affected thereby, it being the intent of the City Council in adopting this Ordinance that no portion hereof, or provisions or regulations contained herein, shall become inoperative or fail by reason of any unconstitutionality of any other portion hereof, and all provisions of this ordinance are declared severable for that purpose.

SECTION 4. EFFECTIVE DATE

This ordinance shall become effective upon adoption on second reading by the Rockport City Council.

APPROVED on the first reading the _____ day of _____, 2024.

ADOPTED on the second and final reading the _____ day of _____, 2024.

City of Rockport, Texas

Tim Jayroe Mayor

ATTEST:

Shelley Goodwin, City Secretary

Street Closure/Event Application



Completed applications are due at least 60 days in advance of the event. Applications are to be submitted to the City Secretary.

APPLICATION INFORMATION

Name of Organization/Business _____

Applicant Name/Event Organizer _____

Full Address _____

City _____ State _____

Zip Code _____ Phone # _____

Email Address _____

Organization/
Business Type: For-Profit; Event Proceeds go to : _____
 Non-Profit; attach IRS letter, Form 990

EVENT INFORMATION & LOCATION

Event Name _____ Event date (s) _____

Event History (Number of years) _____ Estimated attendance _____

Move-in & set up

First day of move-in: Date _____ Start Time _____ End Time _____

Indicate Date/Times Open to Attendees

Event Date (first day): _____ Start Time _____ End Time _____

Event Date (second day): _____ Start Time _____ End Time _____

Event Date (third day): _____ Start Time _____ End Time _____

Event Date (fourth day): _____ Start Time _____ End Time _____

Move-out (final day):

Move Out Date: _____ Start Time _____ End Time _____

On-Site Event Contact Name _____ Phone _____

Event Website: _____

Is the event free and open to the general public? _____

EVENT COMPONENTS

Animals _____

Bike Race _____

Car Show _____

Carnival _____

Concert/Live Music _____

Cook-Off _____

Company Picnic _____

Demonstration/Rally _____

Fair/Festival _____

Family Reunion _____

Fireworks _____

Fundraiser _____

Parade _____

Run/Race/Walk/Ride _____

Sporting _____

Event/Tournament _____

Trade, Vendor, or Art Show _____ Wedding _____

Other _____

Event Size: _____

Parking Locations: _____

Overflow Parking Locations: _____

STREET CLOSURE

Closure Area: Entire Street Parking Lane Only Partial Street Blocking City-owned property
Side of street: _____ (N,S,E,W) Side of street: _____

Location: _____

Additional details (attach additional pages as needed for more streets and describe details of use below):

Street Closure Details

Street Name	Between (cross street)	And (cross street)	Start Date	Start Time	End Time	End Date
Example: Cornwall	Austin	Magnolia	6-20-2024	8:00 a.m.	11:30 p.m.	6-21-2024

COMMUNICATIONS

If the event will impact surrounding property owners, please have all those that are impacted sign the attached notification letter 60 days before the event date. The notification letter(s) must be submitted with your application.

SECURITY

The Rockport Police Department Office Duty Employment Coordinator must be contacted at (361) 790-1110 to make security arrangements.

A Traffic Plan and Parking Plan must be submitted with your Application. You will also need to schedule a meeting with the Police Department.

A Safety Plan will also be required to be attached to your Application.

Do you plan to have alcohol at your event? _____ If yes, then a copy of your TABC Alcohol Beverage Permit is required to be attached to your Application.

EQUIPMENT

If you supplement the on-site restrooms with portable toilets and handwash/sanitizer stations, please indicate below by adding the quantities of each, along with delivery, servicing, and pick-up details. The event organizer or representative must be present for the delivery of equipment to ensure proper placement.

Regular Portable Restrooms _____

Sanitation Company Name & Phone Number: _____
Equipment will be delivered on (enter date): _____ Picked up on _____

Trash and clean-up are the responsibility of the event organizer. Depending on the size and scope of the event, additional trash receptacles or dumpsters may be required at the event organizer's expense.

Will a dumpster be delivered? _____
Yes; If yes, list the size(s) below and indicate the location on a site map

Street location for barricades _____
Public Works will let you know if you need additional barricades and signage to ensure the traffic flows.
Barricades cost is \$100.00 per day per street.

A Trash Plan must be attached to your application. Additional trash cans or dumpsters must be provided through Republic Trash Company and at the expense of the applicant.

Miscellaneous

General Liability Insurance is required naming the City of Rockport (2751 S.H. 35 Bypass, Rockport, Texas 78382) as the certificate holder and additional insured. Insurance must be received at least 10 days prior to move-in. A bond or cash deposit may be accepted in addition to or in place of the Insurance for any event held on City property.

Printed Name: _____

Signature: _____ Date: _____

CITY OF ROCKPORT USE ONLY

Application Fee Paid: _____

Date Received: _____ Signature: _____

Street Closure Request Additional Documents

_____ Attached Neighborhood Communication Form(s) including a copy of the notification letter and list of addresses to the letter will be sent to

_____ Attached a Traffic Management Plan _____ Attached a Safety Plan
_____ Attached a Trash Plan _____ Fee for barricades paid, if applicable

Police Department: _____ Date: _____

Public Works Department: _____ Date: _____

_____ City Council Meeting

_____ Requestor was notified of the City Council Meeting

Parades and Special Events Additional Documents

_____ Attached a Traffic Management Plan _____ Attached a Trash Plan
_____ Attached a Safety Plan _____ Fee for barricades paid, if applicable
_____ Attached copy of the TABC Alcohol Beverage Permit
_____ Attached Site Plan with dumpster location (s) are identified
_____ Attached copy of General Liability Insurance
_____ Fee (s) for permit paid

Police Department: _____ Date: _____

Parks Department: _____ Date: _____

Public Works Department: _____ Date: _____

City Manager: _____ Date: _____

_____ City Council Meeting

_____ Requestor was notified of the City Council Meeting

Appendix B - Fees

Special Event Application Processing Fees	
Special Event Application	\$100 non-refundable (Non-profit \$50.00)
Expedited Special Event Application Fee (application submitted less than 60 days in advance of the event date)	\$300 non-refundable (Non-profit \$150.00)
Security Deposits	
100 to 1,000 (City-owned property)	\$1,000 (Non-profit \$500.00)
1,000 and above (City-owned property)	\$3,000 (Non-profit \$1,500)
Swimming Pool Special Events	
Parties 1-25 people	\$250.00 2 hours for 1 pool \$400.00 2 hours for 2 pools
Parties 1-50 people	\$325.00 2 hours for 1 pool \$475.00 2 hours for 2 pools
Parties 51 -75 people	\$400.00 2 hours for 1 pool \$550.00 2 hours for 2 pools
Additional Hours	\$75.00 each hour/ call Parks Department for additional charges
Other Fees	
Barricade	\$100 per barricade per day
Clean-up	\$50.00 per person per hour

Peace Officers Rate Table

<i>Number of Participants and Spectators at the Event</i>	<i>Minimum Number of Peace Officers Required</i>	<i>Hourly Rate/Daily Rate</i>
0 to 100	1	**\$55.00 per officer
100 to 300	2	**\$55.00 per officer
301 to 1,000	4	**\$55.00 per officer
1,001 to 5,000	6	**\$55.00 per officer

Appendix B - Fees

Over 5,000	6, plus 1 Peace Officer for every 1,000 participants and spectators over 5,000 at the event	*\$55.00 per officer
------------	---	----------------------

*Peace Officer fees will be paid directly to officers working the event

The Chief of Police or designee may increase or decrease the number of certified Peace Officers from those required in the table above, if:

- a. Any alcoholic beverage is sold, served, or otherwise made available at the event.
- b. Event or Special Event requiring traffic control will be based upon the route and required street closures.
- c. Special needs for an increase or decrease in security, crowd control, or traffic control are created by:
 - i. The topography of the site or size of the event; or
 - ii. Weather conditions during the event; or
 - iii. The time of day during which the event is conducted.

Additional Cost

Food Handler Permits-Contact Aransas County

Texas Alcoholic Beverage Commission (TABC) Permit- Contact TABC

Trash Cans and Dumpsters-Contact Texas Disposal

Communication Form



This Form is for Special Events and Street Closures. All businesses and neighborhoods within 200 feet.

Date of Notice: _____

Event: _____

Event Location: _____

Event Date and Time: _____

Organization: _____

Event Contact: _____

Event Description: _____

Amplified Sound Time: _____

Street Closure Date and Times: _____

Parking Restrictions: _____

Detour Information (suggestion to include a map): _____

I, _____ (name) of _____
(address or business name) have been notified of the above-mentioned event/street closure. I realize that
I may be impacted by this event/street closure, and I support or do not support (circle or underline one)
this request.

(signature)

(contact information)



PUBLIC HEARING

City Council

NOTICE is hereby given that the City Council will hold a Public Hearing on Tuesday, July 23, 2024, at 6:30 p.m. at the Rockport Service Center, 2751 State Highway 35 Bypass, Rockport, Texas, to consider amending Code of Ordinance Chapter 86, Streets, Sidewalks and other public places, by deleting Article V, Parades and replacing said Article B as Special Events in the attached form, and as may be modified in the future by Ordinance; adopting penalties for violation of this Ordinance in an amount not to exceed \$500.00 per violations this Ordinance in an amount not to exceed \$500.00 per violation; repealing all other Ordinances in conflict therewith; providing for severability, effective date, and publication.

The City Council welcomes citizen participation and comments at all City Council Meetings see the Agenda for rules for Citizen Participation, please contact the City Secretary at (361) 729-2213.

This facility is wheelchair accessible and accessible parking space are available. Request for accommodations or interpretive service must be made 48 hours prior to the meetings. Please contact the City Secretary's Office at (361) 729-2213 for further information.

Shelley Goodwin, TRMC/CMC

City Secretary

CITY COUNCIL AGENDA

Regular Meeting: Tuesday, July 9, 2024

AGENDA ITEM: 7

Deliberate and act on a Resolution amending Authorized Representatives to TexPool

SUBMITTED BY: Robbie Sorrell, Director of Finance

APPROVED FOR AGENDA: VRS

BACKGROUND:

On January 10, 2023, the City Council adopted Resolution No. 2023-01 approving and adopting an investment policy and strategy for the City of Rockport. TexPool is listed in Exhibit B of the Investment Policy as a Qualified Broker/Dealer, as required by Article VIII, Sec, 2-22- of the City's Investment Policy.

In October 2023, the City approved a resolution updating the TexPool Authorize Representatives to include Vanessa Shrauner, Teresa Valdez, Robbie Sorrell, and Lorenzo Lara.

FISCAL ANALYSIS:

There is no expected fiscal impact of this Resolution, it serves to keep records updated by dropping Teresa Valdez and adding Shelley Goodwin as an Authorized Representative.

RECOMMENDED ACTION:

Staff recommends approval of this Resolution.

Resolution Amending Authorized Representatives



Please complete this form to amend or designate Authorized Representatives. This document supersedes all prior Authorized Representative forms.

*** Required Fields**

1. Resolution

WHEREAS,

City of Rockport

Participant Name*

7 | 7 | 0 | 2 | 2 |

Location Number*

("Participant") is a local government of the State of Texas and is empowered to delegate to a public funds investment pool the authority to invest funds and to act as custodian of investments purchased with local investment funds; and

WHEREAS, it is in the best interest of the Participant to invest local funds in investments that provide for the preservation and safety of principal, liquidity, and yield consistent with the Public Funds Investment Act; and

WHEREAS, the Texas Local Government Investment Pool ("TexPool / Texpool Prime"), a public funds investment pool, were created on behalf of entities whose investment objective in order of priority are preservation and safety of principal, liquidity, and yield consistent with the Public Funds Investment Act.

NOW THEREFORE, be it resolved as follows:

- A. That the individuals, whose signatures appear in this Resolution, are Authorized Representatives of the Participant and are each hereby authorized to transmit funds for investment in TexPool / TexPool Prime and are each further authorized to withdraw funds from time to time, to issue letters of instruction, and to take all other actions deemed necessary or appropriate for the investment of local funds.
- B. That an Authorized Representative of the Participant may be deleted by a written instrument signed by two remaining Authorized Representatives provided that the deleted Authorized Representative (1) is assigned job duties that no longer require access to the Participant's TexPool / TexPool Prime account or (2) is no longer employed by the Participant; and
- C. That the Participant may by Amending Resolution signed by the Participant add an Authorized Representative provided the additional Authorized Representative is an officer, employee, or agent of the Participant;

List the Authorized Representative(s) of the Participant. Any new individuals will be issued personal identification numbers to transact business with TexPool Participant Services.

1. Shelley Goodwin

Name

3 | 6 | 1 | 7 | 2 | 9 | 2 | 2 | 1 | 3 |

Phone

3 | 6 | 1 | 7 | 9 | 0 | 5 | 9 | 6 | 6 |

Fax

City Secretary

Title

sgoodwin@rockporttx.gov

Email

Signature

2.

Name

Title

Phone

Fax

Email

Signature

3.

Name

Title

Phone

Fax

Email

Signature

1. Resolution (continued)

4. <input type="text"/>	<input type="text"/>
Name	Title
<input type="text"/>	<input type="text"/>
Phone	Fax
<input type="text"/>	
Signature	

List the name of the Authorized Representative listed above that will have primary responsibility for performing transactions and receiving confirmations and monthly statements under the Participation Agreement.

Robbie Sorrell

Name
In addition and at the option of the Participant, one additional Authorized Representative can be designated to perform only inquiry of selected information. *This limited representative cannot perform transactions.* If the Participant desires to designate a representative with inquiry rights only, complete the following information.

<input type="text"/>	<input type="text"/>
Name	Title
<input type="text"/>	<input type="text"/>
Phone	Fax
<input type="text"/>	
Email	

D. That this Resolution and its authorization shall continue in full force and effect until amended or revoked by the Participant, and until TexPool Participant Services receives a copy of any such amendment or revocation. This Resolution is hereby introduced and adopted by the Participant at its regular/special meeting held on the **0 9** day of **July**, **2 0 2 4**.

Note: Document is to be signed by your Board President, Mayor or County Judge and attested by your Board Secretary, City Secretary or County Clerk.

City of Rockport

Name of Participant*

SIGNED

Signature*

Tim Jayroe

Printed Name*

Mayor

Title*

ATTEST

Signature*

Shelley Goodwin

Printed Name*

City Secretary

Title*

2. Delivery Instructions

Please return this document to **TexPool Participant Services**:

Email: texpool@dstsystems.com

Fax: 866-839-3291



Authorized Representative Deletion/Update Form

Please complete this form to delete Authorized Representative(s) of the Participant.

*Required Fields

1. Participant Information

City of Rockport

Participant Name*

7 7 0 2 2

Location Number*

0 7 0 9 2 0 2 4

Effective Date*

2. Deletions

Please print the name(s) of the individual(s) to be deleted:

As Authorized Representative(s):

1. Teresa Valdez

2.

3.

As Inquiry Only Representative(s):

1. Lorenzo Lara

2.

3.

3. Primary Contact

If the person being deleted is the Primary Contact, please complete all fields in this section for the TexPool Authorized Representative that will be the new Primary Contact. *The Primary Contact is the individual who will receive the daily transaction confirmations, monthly statements, monthly newsletter, TexPool Updates, and other TexPool mailings.*

Name

Title

Telephone Number

Fax Number

Email Address

4. Inquiry Only

If the person being deleted is an Inquiry Only Representative, please complete all fields in this section if you wish to add another individual in this capacity. **Note:** *Inquiry Only Representatives cannot perform transactions.*

Name

Title

Telephone Number

Fax Number

Email Address

5. Approvals

Please enter the name of two individuals who are currently Authorized Representatives and who authorize the deletion(s) of the individual(s) above.

Note: This authorization must be executed by a current Authorized Representative of the Participant as set forth in the duly enacted Resolution of the Participant, which is on file with TexPool.

Authorized Representative Signature*

Robbie Sorrell

Printed Name*

Finance Director

Title*

Authorized Representative Signature*

Lorenzo Lara

Printed Name*

Controller

Title*

Date*

3 | 6 | 1 | 7 | 2 | 9 | 2 | 2 | 1 | 3

Telephone Number

Date*

3 | 6 | 1 | 7 | 2 | 9 | 2 | 2 | 1 | 3

Telephone Number

6. Delivery Instructions

Please return this document to **TexPool Participant Services**:

Email: texpool@dstsystems.com

Fax: 866-839-3291

TEX-REP

2 OF 2

CITY COUNCIL AGENDA

Regular Meeting: Tuesday, July 23, 2024

AGENDA ITEM: 8

Deliberate and act on a Resolution amending Authorized Representatives to Texas Range Investment Pool (Texas Range).

SUBMITTED BY: Robbie Sorrell, Director of Finance

APPROVED FOR AGENDA: VRS

BACKGROUND:

On January 10, 2023, the City Council adopted Resolution No. 2023-01 approving and adopting an investment policy and strategy for the City of Rockport. Texas Range is listed in Exhibit B of the Investment Policy as a Qualified Broker/Dealer, as required by Article VIII, Sec, 2-22- of the City's Investment Policy.

In October 2023, the City approved a resolution updating the Texas Range Authorize Representatives to include Vanessa Shrauner, Teresa Valdez, Robbie Sorrell, and Lorenzo Lara.

FISCAL ANALYSIS:

There is no expected fiscal impact of this Resolution, it serves to keep records updated by dropping Teresa Valdez and adding Shelley Goodwin as an Authorized Representative.

RECOMMENDED ACTION:

Staff recommends approval of this Resolution.

RESOLUTION NO. 2024-16R

A RESOLUTION OF THE CITY OF ROCKPORT, TEXAS, AMENDING AUTHORIZED REPRESENTATIVES TO TEXAS RANGE AN INVESTMENT SERVICE FOR PUBLIC FUNDS; PROVIDING AN EFFECTIVE DATE; AND FINDING AND DETERMINING THAT THE MEETING AT WHICH THIS RESOLUTION IS PASSED IS OPEN TO THE PUBLIC AS REQUIRED BY LAW.

WHEREAS, the City of Rockport, Aransas County, Texas ("Participant") is local government of the State of Texas and is empowered to delegate to a public funds investment pool the authority to invest funds and to act as custodian of investments purchased with local investment funds; and

WHEREAS, it is the best interest of the Participant to invest local funds in investments that provide for the preservation and safety of principal, liquidity, and yield consistent with the Public Funds Investment Act; and

WHEREAS, the Texas Range, a public funds investment pool, was created on behalf of entities whose investment objective in order of priority are preservation and safety of principal, liquidity, and yield consistent with the Public Funds Investment Act.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

Section 1: That the individuals, whose signatures appear in this Resolution, are Authorized Representatives of the Participant and are each hereby authorized to transmit funds for investment in Texas Range and are each further authorized to withdraw funds from time to time, to issue letters of instruction, and to take all other actions deemed necessary or appropriate for the investment of local funds.

Section 2: That an Authorized Representative of the Participant may be deleted by a written instrument signed by all remaining Authorized Representatives provided that the deleted Authorized Representative (1) is assigned job duties that no longer require access to the Participant's Texas Range account or (2) is no longer employed by the Participant; and

Section 3: That the Participant may amend this Resolution and add Authorized Representative(s) provided the additional Authorized Representative is an officer, employee, or agent of the Participant. Authorized Representatives of the Participant are as listed on the attached Texas Range Permissions form and Addendum to Permissions form. follows:

Section 4. Should any part, section, subsection, paragraph, sentence, clause or phrase contained in this resolution be held to be unconstitutional or of no force and effect, such holding shall not affect the validity of the remaining portion of this resolution, but in all respects said remaining portion shall be and remain in full force and effect.

Section 5: That it is hereby officially found and determined that the meeting at which this resolution is passed is open to the public as required by law, and that public notice of the time, place and purpose of said meeting was given as required.

Section 6: That this Resolution and its authorization shall continue in full force and effect until amended or revoked by the Participant, and until Texas Range receives a copy of such amendment or revocation. This Resolution is hereby introduced and adopted by Participant, City Council of the City of Rockport, Aransas County, Texas, at its regular City Council meeting held on the 9th day of July 2024.

CITY OF ROCKPORT, TEXAS

Tim Jayroe, Mayor

ATTEST:

Shelley Goodwin, City Secretary

CITY COUNCIL AGENDA

Regular Meeting: Tuesday, July 23, 2024

AGENDA ITEM: 9

Consider for approval a Resolution of the City of Rockport, Texas to designate authorized signatories for the 2023 Texas CDBG program, grant agreement number CDV23-0366.

SUBMITTED BY: Kimberly Henry, Assistant to the City Manager

APPROVED FOR AGENDA: VRS

BACKGROUND: Following the application and approval process for the 2023 Texas CDBG program, the City has been awarded a \$500,000 grant with a \$75,000 match to refurbish both Holly Road and Kluge Trail. As we work through the grant the Mayor and various staff members need access to the TDA grant portal to upload documents or authorize pay submittals. This Resolution adds the Finance Director, the Assistant to the City Manager, and the Administrative Supervisor for the Public Works Department authority to perform these duties.

FISCAL ANALYSIS: This Resolution does not change any fiscal commitments not already approved.

RECOMMENDATION: Staff recommends approval of the Resolution of the City of Rockport, Texas to designate authorized signatories for the 2023 Texas CDBG program, grant agreement number CDV23-0366.

RESOLUTION 2024 – 17R

A RESOLUTION BY THE CITY COUNCIL OF CITY OF ROCKPORT AUTHORIZING CITY REPRESENTATIVES IN MATTERS PERTAINING TO THE CITY'S PARTICIPATION IN THE TEXAS COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM.

WHEREAS, the City Council of City of Rockport desires to develop a viable community, including decent housing and a suitable living environment and expanding economic opportunities, principally for persons of low-to moderate income; and

WHEREAS, it is necessary and in the best interests of the City to participate in the Texas Community Development Block Grant Program; and

WHEREAS, the City Council of City of Rockport is committed to compliance with federal, state, and program rules, including the current Texas Community Development Block Grant Project Implementation Manual.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF CITY OF ROCKPORT, TEXAS:

That the City Council directs and designates the following to act in all matters in connection with any grant application and the City's participation in the Texas Community Development Block Grant Program:

- The Mayor and the City Manager shall serve as the Chief Executive Officer and Authorized Representative to:
 - execute a grant application and any subsequent contractual documents,
 - certify environmental review documents between the Texas Department of Agriculture and the City, and
 - certify the Payment Request form and/or other forms required for requesting funds to reimburse project costs, and
 - be assigned the role of Authorized Official in the TOA-GO grant management system.
- In addition to the above designated officials, should any grant be funded the Mayor Pro-Tern, City Manager, City Secretary, City Finance Director, Assistant to the City Manager, and Administrative Supervisor be authorized to
 - certify the Payment Request form and/or other forms required for requesting funds to reimburse project costs,
 - prepare and submit other financial documentation, and
 - be assigned the role of Project Director or Payment Processor in the TOA-GO grant management system.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF ROCKPORT, TEXAS,
on this _____ of _____, 2024.

APPROVED:

Tim Jayroe, Mayor

ATTEST:

Shelley Goodwin, City Secretary

CITY COUNCIL AGENDA

Regular Meeting: Tuesday, July 23, 2024

AGENDA ITEM: 10

Discussion, consideration, and action regarding a request from the Tree & Landscape Committee to utilize funds from the Tree Preservation and Mitigation Account for the purpose of purchasing 24 Tanzfrosch 20 gallon Tree Watering Bags in the amount of \$300.00.

SUBMITTED BY: Asst Director Building & Development / Community Planner - Carey Dietrich

APPROVED FOR AGENDA: VRS

BACKGROUND:

This is a request to purchase twenty four (24) 20 gallon tree watering bags for use on trees planted in an area that does not provide regular watering. These bags are reusable, heavy duty, slow release gator bags. Also, two bags can be zipped together to make one for larger trees. The cost for 24 bags is approximately \$258 which does not include taxes or shipping so we would like to request approval for an expenditure of \$300. Current balance in the Tree Preservation and Mitigation Account is \$ 105,139.93.

Please see the accompanying exhibits for further detail.

FISCAL ANALYSIS: N/A

RECOMMENDATION: The Tree & Landscape Committee voted unanimously to recommend to Council to approve the request from the Tree & Landscape Committee to utilize funds from the Tree Preservation and Mitigation Account for the purpose of purchasing 24 Tanzfrosch 20 gallon Tree Watering Bags in the amount of \$300.00.



12 Pack 20 Gallon Tree Watering Bags, Reusable, Heavy Duty and Slow Release Gator Bags for Trees, Premium PVC Plant Drip Irrigation Bags, 5-8 Hours Releasing Time

Visit the Tanzfrosch Store

4.4  103 ratings

Amazon's Choice in Automatic Drip Irrigation Kits by Tanzfrosch

200+ bought in past month

\$128.99

Or \$32.25 / 2 weeks (x4). Select from 1 plan

 One-Day

FREE Returns

 Save 5% on 20 select item(s) promo code: AKFQSFQO [Terms](#)

Get \$80 off instantly: Pay ~~\$48.99~~ \$128.99 upon approval for the Prime Store Card. No annual fee.

 Save 3% on 10 select item(s) promo code: JI... [1 Applicable Promotion](#)





2 Watering bags can be zipped together for bigger trees



How to install the tree watering bag

① Wrap this plastic water bag around the trunk



② Tighten the zipper



③ Zip up the bag



④ Pour water in the injection hole

