



FY2024-2025

HOT

GRANT

FUNDING

PACKET

Table of Contents

- I. List of Applications received
- II. HOT Orientation PowerPoint
- III. TML Two-Step Flyer
- IV. Spreadsheet with City and County Awards
- V. Spreadsheet with HOT Categories and Amounts
- VI. Requested Packets
 - 1 Texas Maritime Museum Association, Inc
 - 2 Texas Maritime Museum Association, Inc
 - 3 Wings Over Rockport
 - 4 Christmas on the Beach
 - 5 Friends of Fulton Mansion
 - 6 Rockport Art Association, Inc. DBA Rockport Center for the Arts
 - 7 Rockport Art Association, Inc. DBA Rockport Conference Center (The ROCC)
 - 8 ACTS Aviation Non-Profit Fund by NCF Giving Foundation
 - 9 ACTS Aviation Non-Profit Fund by NCF Giving Foundation
 - 10 Bay Education Center
 - 11 Rockport Cultural Arts District
 - 12 Rockport Cultural Arts District
 - 13 Rockport Cultural Arts District
 - 14 Rockport-Fulton Chamber of Commerce & Visitor Center
 - 15 Rockport-Fulton Chamber of Commerce & Visitor Center
 - 16 Rockport-Fulton Chamber of Commerce & Visitor Center
 - 17 Fulton Oysterfest
 - 18 Aransas First
 - 19 Friends of the Pool (FOP)
 - 20 Rockport-Fulton ISD
 - 21 Rockport Little Theatre

	ORGANIZATION	EVENT NAME
1	Texas Maritime Museum Association, Inc	28th Annual Wine Fest
2	Texas Maritime Museum Association, Inc	Texas Maritime Museum 2024-2025
3	Wings Over Rockport	Rockport Concert and Airshow
4	Christmas on the Beach	Christmas on the Beach
5	Friends of Fulton Mansion	Advertising, Promotion and Historic Preservation of Friends of Fulton Mansion
6	Rockport Art Association, Inc. DBA Rockport Center for the Arts	Annual Calendar of Multidisciplinary Arts Programs including Exhibitions, Workshops & Classes, Bulinart Classes, Music Series, Art Festival, Film Festival
7	Rockport Art Association, Inc. DBA Rockport Conference Center (The ROCC)	Annual Calendar of Venue Rental Advertising Operations & Maintenance
8	ACTS Aviation Non-Profit Fund by NCF Giving Foundation	Warbirds Over South Texas - November 2024
9	ACTS Aviation Non-Profit Fund by NCF Giving Foundation	Warbirds Over South Texas - May 2025
10	Bay Education Center	Bay Education Center
11	Rockport Cultural Arts District	Rockport Cultural Arts District Arts/Heritage Programs
12	Rockport Cultural Arts District	Smithsonian Museum on Main Street Crossroads Exhibits
13	Rockport Cultural Arts District	Mural Fest will be located in the Rockport Cultural Arts District
14	Rockport-Fulton Chamber of Commerce & Visitor Center	Community Marketing
15	Rockport-Fulton Chamber of Commerce & Visitor Center	SeaFair Festival
16	Rockport-Fulton Chamber of Commerce & Visitor Center	HummerBird Celebration
17	Fulton Oysterfest	Fulton Oysterfest
18	Aransas First	Welcome to Aransas First - Preserving the Natural Beauty of Aransas County
19	Friends of the Pool (FOP)	US Masters Swim Meet
20	Rockport-Fulton ISD	Rockport-Fulton ISD Activity Bus Sponsorship
21	Rockport Little Theatre	RLT Performance Season of Six Plays



City of Rockport Hotel Occupancy Tax Recipient Orientation

May 23, 2024

Hotel Occupancy Tax



Schedule

May 23, 2024	Orientation for potential HOT Recipients
June 13, 2024	Deadline for submitting applications
June 25, 2024	City Council Regular Meeting, receive packets
July 9, 2024	City Council Special Meeting, HOT discussion
September 2024	The City Council awards the HOT funding as part of the FY2025 Budget process

Hotel Occupancy Tax

Continued - Changes for FY2024-2025

- Quarterly reports are required to be submitted by each deadline to be able to qualify for future funding.

Quarter	Quarter Ending	Due to City Secretary	City Council Meeting Approval
1 st	December 31, 2024	January 14, 2025	January 28, 2025
2 nd	March 31, 2025	April 8, 2025	April 22, 2025
3 rd	June 30, 2025	July 8, 2025	July 22, 2025
4 th	September 30, 2025	October 14, 2025	October 28, 2025

Hotel Occupancy Tax

Continuation - Funds may not be used for the following:

- (7). Advertising materials will be distributed inside the city limits of the City of Rockport. Permits Organizers must secure and maintain all licenses, event permits, and/or other authorizations necessary to conduct the event or program (at their cost);
- (8). Events outside the City limits;
- (9). For-profit organizations.

Funding Limitations

- The Art category expenses in a fiscal year cannot exceed 30% of the HOT revenue collected by the City.
- The Historical category expenses in a fiscal year cannot exceed 15% of the HOT revenue collected by the City.

Hotel Occupancy Tax

While the Tax Code provides for nine (9) categories; Ordinance 923 Section 94-95 only allows for the following five (5) categories and the City Council is adopting an Ordinance to add two more categories:

- (1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.
- (2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.
- (3) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.
- (4) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. (State allows 30% of the total amount collected)

Hotel Occupancy Tax



Factors to be Considered:

- Prior year's impact (based on reporting)
- Lodging/Room block information
- Event attendance by hotel guests
- Proposed marketing and budget plan
- Documentation relating to the increase in # of overnight stays
- Amount used for administrative purposes



Guidelines Under Texas Law for the Use of Hotel Occupancy Tax Revenue

Under Texas law, the City of Rockport collects a Hotel Occupancy Tax (HOT) from hotels, motels, Bed and Breakfasts, and Short-Term Rentals. Under Texas Tax Code, Chapter 351 every expenditure must directly promote tourism and the convention/hotel industry.

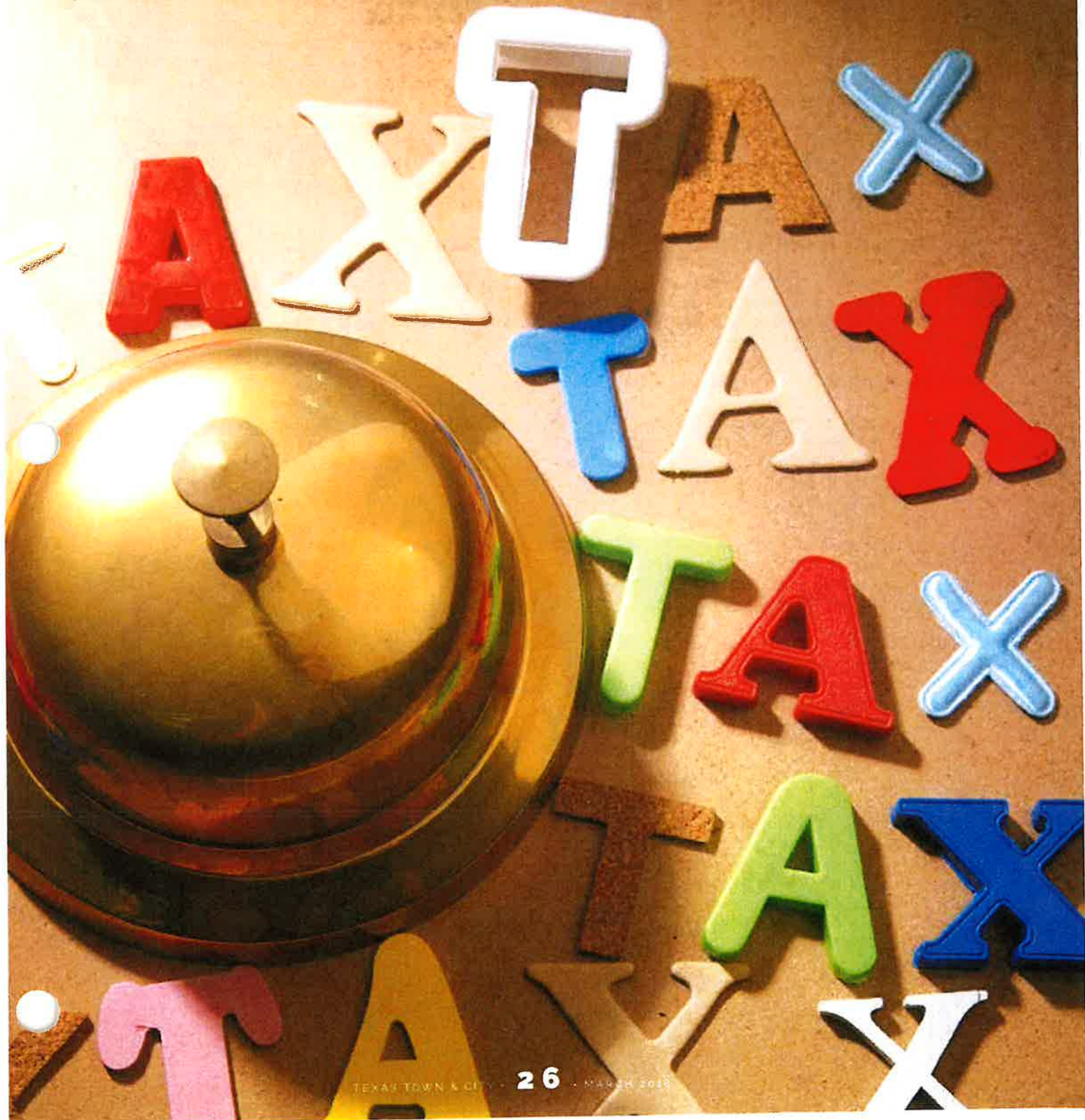
HOT expenditures must follow the “two-part test”. The first part is every expenditure must put “heads in beds”. The second part is every expenditure must fit into one of the following categories authorized by statute and City Code of Ordinances Section 94-95:

- (1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.
- (2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.
- (3) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.
- (4) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. (State allows 30% of the total amount collected)
- (5) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (State allows 30% of the total amount collected):
 - a. At or in the immediate vicinity of convention center facilities or visitor information centers; or
 - b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.
- * (6) Sporting Events in a County under one million in population.
- * (7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.

*An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.

THE HOTEL TAX "TWO-STEP"

By **Bill Longley**, TML Legislative Counsel





sights and attractions. Travel signs are a perfect fit for hotel occupancy tax expenditures.

Chambers of Commerce?

Cities frequently wonder if they can fund the local chamber of commerce using hotel tax money. Do chambers put heads in beds? Maybe, maybe not. Chambers of commerce are typically charged with promoting economic development, not tourism. Even assuming a chamber does promote tourism though, how about the nine categories? Funding a chamber doesn't, in itself, fall into any of the nine categories.

Fortunately, there is an easy solution. The laws governing hotel tax expenditures permit the city to delegate expenditure of hotel tax money to another entity, typically a chamber or convention and visitor bureau. As long as the chamber spends the money on projects that otherwise meet the two-part test mentioned above, it's fine to delegate some funds to them. There must be a written contract laying out the duties of the chamber, though. Also, the chamber must keep the hotel funds in an account separate from its general operating fund.

Arts Organizations

City arts organizations are a common trouble area. It seems that every arts council in the state knows that promotion of the arts is one of the nine categories on which city hotel taxes may be expended. Cities know this because these

arts groups frequently come asking for the money.

The thing to remember about arts groups is this: Direct funding of the organization's operations does nothing in and of itself to put "heads in beds." Put another way, funding the operating budget of an arts council meets the second part of the test (promotion of the arts) but not necessarily the first.

The solution? The city should encourage the group to seek funding only for its festivals and shows that do, in fact, attract tourists to the city. By limiting the expenditure to such events, the city meets both parts of the test.

Don't Forget to Report

Legislation passed in 2017 that requires cities to annually report hotel occupancy tax information to the comptroller, including information on how the funds are spent. Not later than February 20 of each year, a city that imposes a hotel occupancy tax must submit to the comptroller information that includes the city's hotel occupancy tax rate, the amount of revenue generated by the tax, and the amount and percentage of the revenue spent for each of the following purposes:

- Convention or information centers
- Convention delegates registration
- Advertising to attract tourists
- Arts promotion and improvement
- Historical restoration and preservation projects
- Signage directing the public to sights and attractions

Cities must comply with the annual reporting requirements by either submitting the report to the comptroller on a form prescribed by the comptroller, or alternatively providing the comptroller a direct link to, or a clear statement describing the location of, the information required to be reported that is posted on the city's website.

What Else?

There are numerous other technical details about how to legally expend hotel tax funds. In truth, by simply learning and remembering the two-part test, city officials are 99 percent of the way toward full compliance with hotel tax laws. City officials with questions about the hotel occupancy tax should call the TML Legal Department at 512-231-7400. ★

FY 2025 HOTEL OCCUPANCY TAX GRANT FUNDING REQUESTS

	ORGANIZATION	EVENT NAME		City 2021/2022 awarded	City 2022/2023 awarded	City 2023/2024 awarded	City 2024/ 2025 requested	City 2024/2025 awarded		County actual awarded 2022	County estimated award 2023	County amount awarded 2024
1	Texas Maritime Museum Association, Inc	28th Annual Wine Fest					\$50,000.00					
2	Texas Maritime Museum Association, Inc	Texas Maritime Museum 2024-2025		\$32,500.00	\$75,000.00	\$100,000.00	\$140,000.00			\$30,875.00	\$31,400.00	\$35,000.00
3	Wings Over Rockport	Rockport Concert and Airshow					\$25,000.00					\$10,000.00
4	Christmas on the Beach	Christmas on the Beach					\$14,130.00					
5	Friends of Fulton Mansion	Advertising, Promotion and Historic Preservation of Friends of Fulton Mansion		\$5,625.00	\$50,000.00	\$50,000.00	\$50,000.00			\$15,000.00	\$31,400.00	\$32,000.00
6	Rockport Art Association, Inc. DBA Rockport Center for the Arts	Annual Calendar of Multidisciplinary Arts Programs including Exhibitions, Workshops & Classes, Bulinart Classes, Music Series, Art Festival, Film Festival		\$250,000.00	\$295,000.00	\$250,000.00	\$250,000.00			\$30,875.00	\$39,400.00	\$40,000.00
7	Rockport Art Association, Inc. DBA Rockport Conference Center (The ROCC)	Annual Calendar of Venue Rental Advertising Operations & Maintenance				\$170,000.00	\$170,000.00					
8	ACTS Aviation Non-Profit Fund by NCF Giving Foundation	Warbirds Over South Texas - November 2024					\$25,000.00					
9	ACTS Aviation Non-Profit Fund by NCF Giving Foundation	Warbirds Over South Texas - May 2025					\$25,000.00					
10	Bay Education Center	Bay Education Center		\$15,000.00	\$15,000.00	\$15,000.00	\$17,000.00					
11	Rockport Cultural Arts District	Rockport Cultural Arts District Arts/Heritage Programs		\$30,000.00	\$100,000.00	\$129,900.00	\$120,948.00			\$10,000.00	\$10,000.00	\$10,000.00
12	Rockport Cultural Arts District	Smithsonian Museum on Main Street Crossorads Exhibits					\$66,788.00					
13	Rockport Cultural Arts District	Mural Fest will be located in the Rockport Cultural Arts District					\$39,844.00					
14	Rockport-Fulton Chamber of Commerce & Visitor Center	Community Marketing		\$360,000.00	\$369,000.00	\$385,000.00	\$500,000.00			\$50,000.00	\$60,000.00	\$66,650.00
15	Rockport-Fulton Chamber of Commerce & Visitor Center	SeaFair Festival		\$1,500.00	\$1,500.00	\$5,000.00	\$10,000.00					\$2,500.00
16	Rockport-Fulton Chamber of Commerce & Visitor Center	HummerBird Celebration		\$1,250.00	\$1,500.00	\$5,000.00	\$10,000.00					\$2,500.00
17	Fulton Oysterfest	Fulton Oysterfest					\$15,000.00			\$8,000.00	\$8,000.00	\$8,000.00
18	Aransas First	Welcome to Aransas First - Preserving the Natural Beauty of Aransas County					\$3,000.00					
19	Friends of the Pool (FOP)	US Masters Swim Meet					\$18,145.00					
20	Rockport-Fulton ISD	Rockport-Fulton ISD Activity Bus Sponsorship					\$5,000.00					
21	Rockport Little Theatre	RLT Performance Season of Six Plays				\$94,000.00	\$60,000.00					

2024 HOT Collected

Estimated City's FY 2025 Budget Amount
Total Amount Requested

\$1,614,855.00

\$1,614,855.00

FY2024-2025 HOTEL OCCUPANCY TAX REQUESTED FUNDING BY CATEGORIES

	ORGANIZATION	EVENT NAME	The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.	The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.	Advertising and promotional programs to attract tourists	Encouragement and promotion of the arts	Historical restoration and preservation projects, advertising to encourage tourist to visit historic sites and museums	Sporting events for which the majority of participantes come from out of town	Signage directing the public to sights and attractions frequently visited by tourists	Totals
1	Texas Maritime Museum Association, Inc	28th Annual Wine Fest			\$20,000.00	\$30,000.00				\$50,000.00
2	Texas Maritime Museum Association, Inc	Texas Maritime Museum 2024-2025			\$50,000.00		\$75,000.00		\$15,000.00	\$140,000.00
3	Wings Over Rockport	Rockport Concert and Airshow			\$25,000.00					\$25,000.00
4	Christmas on the Beach	Christmas on the Beach			\$8,130.00	\$4,000.00			\$2,000.00	\$14,130.00
5	Friends of Fulton Mansion	Advertising, Promotion of Arts, and Historic Preservation of Fulton Mansion			\$20,000.00	\$20,000.00	\$10,000.00			\$50,000.00
6	Rockport Art Association, Inc. DBA Rockport Center for the Arts	Annual Calendar of Multidisciplinary Arts Programs including Exhibitions, Workshops & Classes, Bulinart Classes, Music Series, Art Festival, Film Festival				\$250,000.00				\$250,000.00
7	Rockport Art Association, Inc. DBA Rockport Conference Center (The ROCC)	Annual Calendar of Venue Rental Advertising Operations & Maintenance	\$85,000.00		\$85,000.00					\$170,000.00
8	ACTS Aviation Non-Profit Fund by NCF Giving Foundation	Warbirds Over South Texas 2024			\$2,000.00		\$21,000.00		\$2,000.00	\$25,000.00
9	ACTS Aviation Non-Profit Fund by NCF Giving Foundation	Warbirds Over South Texas - May 2025			\$2,000.00		\$21,000.00		\$2,000.00	\$25,000.00
10	Bay Education Center	Bay Education Center	\$17,000.00							\$17,000.00
11	Rockport Cultural Arts District	Rockport Cultural Arts District Arts/Heritage Programs			\$14,900.00	\$92,048.00	\$14,000.00			\$120,948.00
12	Rockport Cultural Arts District	Smithsonian Museum on Main Street Crossorads Exhibits				\$51,088.00	\$15,700.00			\$66,788.00
13	Rockport Cultural Arts District	Mural Fest will be located in the Rockport Cultural Arts District			\$4,400.00	\$35,444.00				\$39,844.00
14	Rockport-Fulton Chamber of Commerce & Visitor Center	Community Marketing			\$500,000.00					\$500,000.00
15	Rockport-Fulton Chamber of Commerce & Visitor Center	SeaFair Festival				\$10,000.00				\$10,000.00
16	Rockport-Fulton Chamber of Commerce & Visitor Center	HummerBird Celebration			\$10,000.00					\$10,000.00
17	Fulton Oysterfest	Fulton Oysterfest			\$13,000.00	\$1,000.00			\$1,000.00	\$15,000.00
18	Aransas First	Welcome to Aransas First - Preserving the Natural Beauty of Aransas County			\$3,000.00					\$3,000.00
19	Friends of the Pool (FOP)	US Masters Swim Meet		\$700.00				\$17,445.00		\$18,145.00
20	Rockport-Fulton ISD	Rockport-Fulton ISD Activity Bus Sponsorship			\$5,000.00					\$5,000.00
21	Rockport Little Theatre	PLT Performance Season of Six Plays (2024-2025)				\$60,000				\$60,000.00
Totals			\$102,000.00	\$700.00	\$762,430.00	\$553,580.00	\$156,700.00	\$17,445.00	\$22,000.00	\$1,614,855.00

Total HOT income for FY 2025 is an estimated \$1,200,000
Maximum allowable expenditure of the Arts (30%) = \$360,000
Maximum allowable expenditure of the Historic (15%) = \$180,000

BRINGING TOURISM MARKETING IN-HOUSE

Parks & Recreation	Whooping Crane Strut	\$7,000.00
Parks & Recreation	Kite Festival	\$6,000.00
Parks & Recreation	Tropical Christmas	\$70,000.00
Parks & Recreation	Event Support	\$35,000.00
Parks & Recreation	Main Street Visitor Center/Art	\$20,000.00
	25 % of Morgan & Shelley's pay	\$40,000.00
	% Robbie's pay	\$0.00
	Park salaries	\$25,000.00
	Dispatch salaries	\$25,000.00
	Police salaries	\$87,678.00
	New Advertising	\$250,000.00
	New Ad person	\$125,000.00
Friends of the Pool	US Masters Swim Meet	\$18,145.00
Total		\$708,823.00



FY2024-2025 HOTEL OCCUPANCY TAX REQUESTED FUNDING BY CATEGORIES

	ORGANIZATION	EVENT NAME	The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.	The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.	Advertising and promotional programs to attract tourists	Encouragement and promotion of the arts	Historical restoration and preservation projects, advertising to encourage tourist to visit historic sites and museums	Sporting events for which the majority of participantes come from out of town	Signage directing the public to sights and attractions frequently visited by tourists	Totals
1	City Administration and Events	Scenario 1 - See Attached								\$700,000.00
2	Texas Maritime Museum Association, Inc	28th Annual Wine Fest				\$20,000.00				\$20,000.00
3	Texas Maritime Museum Association, Inc	Texas Maritime Museum 2024-2025					\$30,000.00		\$10,000.00	\$40,000.00
4	Wings Over Rockport	Rockport Concert and Airshow								\$0.00
5	Christmas on the Beach	Christmas on the Beach				\$4,000.00			\$2,000.00	\$6,000.00
6	Friends of Fulton Mansion	Advertising, Promotion of Arts, and Historic Preservation of Fulton Mansion				\$15,000.00	\$8,000.00			\$23,000.00
7	Rockport Art Association, Inc. DBA Rockport Center for the Arts	Annual Calendar of Multidisciplinary Arts Programs including Exhibitions, Workshops & Classes, Bulinart Classes, Music Series, Art Festival, Film Festival				\$200,000.00				\$200,000.00
8	Rockport Art Association, Inc. DBA Rockport Conference Center (The ROCC)	Annual Calendar of Venue Rental Advertising Operations & Maintenance	\$85,000.00							\$85,000.00
9	ACTS Aviation Non-Profit Fund by NCF Giving Foundation	Warbirds Over South Texas 2024					\$21,000.00		\$2,000.00	\$23,000.00
10	ACTS Aviation Non-Profit Fund by NCF Giving Foundation	Warbirds Over South Texas - May 2025								\$0.00
11	Bay Education Center	Bay Education Center	\$10,000.00							\$10,000.00
12	Rockport Cultural Arts District	Rockport Cultural Arts District Arts/Heritage Programs				\$50,000.00	\$10,000.00			\$60,000.00
13	Rockport Cultural Arts District	Smithsonian Museum on Main Street Crossorads Exhibits				\$40,000.00	\$10,000.00			\$50,000.00
14	Rockport Cultural Arts District	Mural Fest will be located in the Rockport Cultural Arts District				\$15,000.00				\$15,000.00
15	Rockport-Fulton Chamber of Commerce & Visitor Center	Community Marketing								\$0.00
16	Rockport-Fulton Chamber of Commerce & Visitor Center	SeaFair Festival				\$7,000.00				\$7,000.00
17	Rockport-Fulton Chamber of Commerce & Visitor Center	HummerBird Celebration								\$0.00
18	Fulton Oysterfest	Fulton Oysterfest				\$1,000.00			\$1,000.00	\$2,000.00
19	Aransas First	Welcome to Aransas First - Preserving the Natural Beauty of Aransas County								\$0.00
20	Friends of the Pool (FOP)	US Masters Swim Meet								\$0.00
21	Rockport-Fulton ISD	Rockport-Fulton ISD Activity Bus Sponsorship	NOT ELGIBLE							\$0.00
22	Rockport Little Theatre	PLT Performance Season of Six Plays (2024-2025)				\$40,000				\$40,000.00
	Totals		\$95,000.00	\$0.00	\$0.00	\$392,000.00	\$79,000.00	\$0.00	\$15,000.00	\$1,281,000.00

Total HOT income for FY 2025 is an estimated \$1,200,000
Maximum allowable expenditure of the Arts (30%) = \$360,000
Maximum allowable expenditure of the Historic (15%) = \$180,000

**KEEPING
TOURISM
MARKETING
AS IS**



Without Advertising

Parks & Recreation	Whooping Crane Strut	\$7,000.00
Parks & Recreation	Kite Festival	\$6,000.00
Parks & Recreation	Tropical Christmas	\$50,000.00
Parks & Recreation	Event Support	\$35,000.00
Parks & Recreation	Mainstreet Visitor Kiosk and Art	\$20,000.00
	25 % of Morgan & Shelley's pay	\$40,000.00
	Park salaries	\$25,000.00
	Dispatch salaries	\$25,000.00
	Police salaries	\$87,678.00
Friends of the Pool	US Masters Swim Meet	\$18,145.00
Total		\$313,823.00



FY2024-2025 HOTEL OCCUPANCY TAX REQUESTED FUNDING BY CATEGORIES

	ORGANIZATION	EVENT NAME	The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.	The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.	Advertising and promotional programs to attract tourists	Encouragement and promotion of the arts	Historical restoration and preservation projects, advertising to encourage tourist to visit historic sites and museums	Sporting events for which the majority of participantes come from out of town	Signage directing the public to sights and attractions frequently visited by tourists	Totals
1	City Events and Administration	Scenario 2 - See attached								\$300,000.00
2	Texas Maritime Museum Association. Inc	28th Annual Wine Fest			\$10,000.00	\$15,000.00				\$25,000.00
3	Texas Maritime Museum Association, Inc	Texas Maritime Museum 2024-2025			\$35,000.00		\$50,000.00		\$5,000.00	\$90,000.00
4	Wings Over Rockport	Rockport Concert and Airshow			\$10,000.00					\$10,000.00
5	Christmas on the Beach	Christmas on the Beach			\$5,000.00	\$1,500.00			\$1,000.00	\$7,500.00
6	Friends of Fulton Mansion	Advertising, Promotion of Arts. and Historic Preservation of Fulton Mansion			\$15,000.00	\$15,000.00	\$5,000.00			\$35,000.00
7	Rockport Art Association, Inc. DBA Rockport Center for the Arts	Annual Calendar of Multidisciplinary Arts Programs including Exhibitions, Workshops & Classes, Bulinar Classes, Music Series. Art Festival, Film Festival				\$180,000.00				\$180,000.00
8	Rockport Art Association, Inc. DBA Rockport Conference Center (The ROCC)	Annual Calendar of Venue Rental Advertising Operations & Maintenance	\$65,000.00		\$65,000.00					\$130,000.00
9	ACTS Aviation Non-Profit Fund by NCF Giving Foundation	Warbirds Over South Texas 2024			\$1,000.00		\$10,000.00		\$1,000.00	\$12,000.00
10	ACTS Aviation Non-Profit Fund by NCF Giving Foundation	Warbirds Over South Texas - May 2025								\$0.00
11	Bay Education Center	Bay Education Center	\$10,000.00							\$10,000.00
12	Rockport Cultural Arts District	Rockport Cultural Arts District Arts/Heritage Programs			\$10,000.00	\$50,000.00	\$10,000.00			\$70,000.00
13	Rockport Cultural Arts District	Smithsonian Museum on Main Street Crossorads Exhibits				\$40,000.00	\$10,000.00			\$50,000.00
14	Rockport Cultural Arts District	Mural Fest will be located in the Rockport Cultural Arts District			\$2,500.00	\$20,000.00				\$22,500.00
15	Rockport-Fulton Chamber of Commerce & Visitor Center	Community Marketing			\$385,000.00					\$385,000.00
16	Rockport-Fulton Chamber of Commerce & Visitor Center	SeaFair Festival				\$5,000.00				\$5,000.00
17	Rockport-Fulton Chamber of Commerce & Visitor Center	HummerBird Celebration			\$5,000.00					\$5,000.00
18	Fulton Oysterfest	Fulton Oysterfest			\$5,000.00	\$1,000.00			\$1,000.00	\$7,000.00
19	Aransas First	Welcome to Aransas First - Preserving the Natural Beauty of Aransas County			\$2,000.00					\$2,000.00
20	Friends of the Pool (FOP)	US Masters Swim Meet	Moved To City Events							\$0.00
21	Rockport-Fulton ISD	Rockport-Fulton ISD Activity Bus Sponsorship	Does not qualify							\$0.00
22	Rockport Little Theatre	PLT Performance Season of Six Plays (2024-2025)				\$30,000				\$30,000.00
Totals			\$75,000.00	\$0.00	\$550,500.00	\$357,500.00	\$85,000.00	\$0.00	\$8,000.00	\$1,376,000.00

Total HOT income for FY 2025 is an estimated \$1,200,000
Maximum allowable expenditure of the Arts (30%) = \$360,000
Maximum allowable expenditure of the Historic (15%) = \$180,000



City of Rockport, Texas

HOTEL OCCUPANCY TAX 2024-2025 FUNDING APPLICATION

Date Application received (To be completed by City Staff):		
Official Name of Organization/Entity: Texas Maritime Museum Association, Inc.	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: 1980
Organization/Entity Mailing Address: 1202 Navigation Circle, Rockport, TX, 78382		
Organization/Entity website: www.texasmaritimemuseum.org		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Michael Ables, Executive Director	Organization/Entity Phone: 361-729-1271	
	Organization/Entity Email: execasst@texasmaritimemuseum.org	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: 28th Annual Wine Fest		Project/Event Date(s): May 24, 2025
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? 329	Estimated number of annual attendance at your event(s) or project(s)? 1,250	Will you charge admission/if yes how much? Yes, \$25
Project/Event location(s): Texas Maritime Museum 1202 Navigation Circle Rockport, TX 78382		Total Amount of funds requested: \$50,000

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

Please see attached

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	✓	\$20,000
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	✓	\$30,000
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.		
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.		

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES


The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: <i>6/10/24</i>
Applicant Name & Title (print or type): Michael Ables, Executive Director	Applicant Phone (if different from phone # listed on page 1):
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):

Texas Maritime Museum

ANCHORED IN HISTORY

28th Annual Rockport Wine Festival Marketing Plan



WWW.ROCKPORTWINEFEST.COM

Narrative

History

The concept for the Texas Maritime Museum was conceived in the mid-1970's at Rockport-Fulton's annual fall festival, Seafair. Each year, a group of local maritime history enthusiasts gathered to share their personal collections with the public. The establishment of the Museum was a community wide project headed by a few dedicated members. The Texas Maritime Museum Association was incorporated in 1980, received a 501(C)(3) designation in 1985, and was named the official Maritime Museum of the State of Texas by action of the State Legislature in 1987. Building construction began in 1988 and the museum opened its doors to the community in 1989. The Texas Maritime Museum continues to grow in stature and recognition for its excellent collection of Texas maritime artifacts and history, special exhibits, events, school programming, and continuing education opportunities.

To fulfill our mission, the Texas Maritime Museum established the Rockport Wine Festival in 1997. The Wine Festival is considered a staple of the Rockport annual events calendar. In the past 3 years the Rockport Wine Festival has attracted an average attendance of 1250 with over 50% of visitors coming from over 75 miles outside Rockport. Approximately 30% of the overall attendance reports coming from major metropolitan areas such as, Houston, San Antonio, Dallas, and Austin. Based on 2024 data, nearly 65% of our Wine Festival attendees who traveled over 75 miles for the event stayed in hotels in the area.

Over the years, the festival has attracted thousands of visitors which has had a significant, positive, economic impact on the community, and helped promote and celebrate our local small businesses. In 2024 alone, the economic impact of the Wine Festival exceeded \$300,000.

Appeal

The Texas Maritime Museum is requesting \$50,000 for 2024-2025 from the Rockport City HOT funds for the 28th Annual Wine Festival during the Memorial Day Weekend. The Texas Maritime Museum is applying for \$30,000 for instrumental and vocal music and \$20,000 for promotion and advertisement to promote tourism for this event. The objective is to be a beacon for Rockport as a tourist destination and create an event that appeals to all throughout the State of Texas.

Arts: \$30,000

The Texas Maritime Museum is requesting \$30,000 for the 28th Wine Festival, from the Rockport City HOT funds for Instrumental and Vocal Music. The 28th Annual Wine Festival will be held on the grounds of the Texas Maritime Museum. The funds will be used to provide musical entertainment at the Rockport Wine Festival.

In 2024, the Texas Maritime Museum brought several renowned Texas instrumental and vocal musicians to the event including Uncle Lucius, The Texas Continentals, and Rip-Tide. Though the Wine Festival is a fundraiser for the Texas Maritime Museum, a high-quality music act will increase the appeal of the event as a destination for tourist and attract more interest in local businesses of all kinds, not limited to those who participate as sponsors or attend as retail vendors at the event. Although, in 2024, the Wine Festival had over 10 different retail businesses, 2 wineries and 1 brewery who participated directly in the event.

Promotion and Advertisement: \$20,000

The Texas Maritime Museum is requesting \$20,000 for 2024-2025 from the Rockport City HOT funds for advertising the 28th Annual Wine Festival. Marketing is a vital component in attracting visitors to this event. The Wine Festival Marketing plan is designed to enhance visibility of the event through brand awareness throughout the State, but with target designated demographics in specific geological areas.

The objective is to enhance our visibility with a focus on tangible data and end results, and an eye towards cost efficiency. To accomplish this the Wine Festival's marketing plan is tailored to create maximum exposure for our community and the Rockport 28th Annual Wine Festival.

The plan consists of a 4-step process to engage and attract visitors from the surrounding communities to include Corpus Christi, San Antonio, Austin, and Houston, among others. The 4-step process consists of:

1. Engagement- Attraction phase
2. Content- Information phase
3. Experience- Physical location
4. Reflection- Data Analysis Phase

The marketing plan allows the Wine Festival Marketing Committee to tap into a variety of advertising channels. The objective is to enhance the number of impressions and create an action from the potential attendees. These impressions are created by Radio Advertisements, possible Billboard ads, and Social Media. The Texas Maritime Museum will utilize technology including Geofencing and search engine optimization to improve exposure of Wine Festival and improve additional attendees.

Budget**Wine Festival: \$88,500**

	HOT FUNDS	TMM
Instrumental and Vocal Musicians	\$30,000	-
Catering	-	\$20,000
Security	-	\$1,500
Rental	-	\$30,000
- Sound Equipment	-	-
- Tent/tables/chairs/linens	-	-
- Portable Toilets	-	-
- ICE	-	-
- Valet Parking	-	-
- Fencing	-	-
Distributing Co.	-	\$3,000
Liquor License	-	\$150
Bartending	-	\$1100
Pest Management	-	\$250
Event Additional Supplies	-	\$2500
- Wine Glasses	-	-
- Tickets	-	-
- Cork screws	-	-
- Misc. supplies as needed	-	-
Wine Festival	\$30,000	\$58,500

Advertisement: \$40,000

	HOT FUNDS	TMM
Persona Digital Marketing	\$7,500	\$2,500
- Social Media	-	-
- Content Development	-	-
- Online Target Search	-	-
- Geo Fencing	-	-
Lamar	-	\$10,000
- Billboard	-	-
Print and Publications	\$5,000	5,000
- Brochures	-	-
- Posters and Signage	-	-
Radio	\$7,500	\$2,500
San Antonio	-	-
- Y100 KCYY-FM (New Country)	-	-
- 99.5 KISS- FM (Rock)	-	-
Houston	-	-
- 99.1 KODA-FM (Adult Contemporary)	-	-
- 93Q KKBQ-FM (New Country)	-	-
Advertisement Total	\$20,000	\$20,000

Total Budget

	HOT FUNDS	TMM
Wine Festival	\$30,000	\$55,000
Advertisement	\$20,000	\$20,000
Total Budget	\$50,000	\$78,500*
Overall Wine Festival Budget	\$128,500	

**TMM is responsible for additional funds to support these projects. These funds may be provided by additional grants, donors, etc. with the sole use for these specific projects.*

Table of Contents

3 - 5

EXECUTIVE SUMMARY

6 - 8

MEDIA STRATEGY

9

BUDGET



Executive Summary

The Marketing Plan for the Wine Festival will mimic the overall marketing plan designed for the Texas Maritime Museum. The objective for the event is to enhance the visibility of the organization, the event and Rockport by improving brand awareness and increasing the number of marketing impressions.





In order to obtain tangible data and end results, with an eye towards cost efficiency, it is vital ensure its visibility. To accomplish this the Wine Festival marketing plan is tailored to create maximum exposure.

The plan consists of a 4-step process to engage and attract visitors from the surrounding communities to include Corpus Christi, San Antonio, Austin, and Houston, among others. The 4-step process consists of:

- | | | |
|----------|-------------------|---------------------|
| 1 | ENGAGEMENT | Attraction Phase |
| 2 | CONTENT | Information Phase |
| 3 | EXPERIENCE | Physical Location |
| 4 | REFLECTION | Data Analysis Phase |



From start to finish, each step is engineered to allow the Texas Maritime Museum the ability to track data based on marketing expenditures in selected community markets. At the conclusion of the 4-step process, the Texas Maritime Museum can reflect on the data collected to determine which expenditures increased exposure.

In the end, the goal for the Texas Maritime Museum's Wine Festival is to enhance the Museum's brand, and attract visitors to the Museum's event. To maximize effectiveness, the Texas Maritime Museum has included a review period in the plan to allow the organization to turn with the winds and capitalize on high performing strategies as needed.



Sincerely,

MICHAEL ABLES
EXECUTIVE DIRECTOR

Media Strategy

The Rockport Wine Festival Media Strategy focuses on answering the essential questions: where are we marketing, and how are we marketing? This synopsis offers a well-developed 360 perspective to marketing and the use of technology.



Target Markets

LOCAL MARKET: Rockport/ Fulton, Victoria, Corpus Christi, and Port Lavaca

PRIMARY MARKET: San Antonio, Houston

SECONDARY MARKET: Dallas, Waco, and Austin

Seasonally

Digital & social media will begin marketing at the beginning of the new year. The Museum's Wine Festival Plan is intended to increase advertisement as the event gets closer. As the event inches nearer, it is essential to ensure that marketing is given appropriate funds to support public awareness.

Billboards, pending contracts, may be active for only a few months prior to the event.

LOW TO HIGH SEASON: January, February, March, April, May

Reaching Targets

San Antonio Streaming Radio
Houston Streaming Radio
Digital Geo Fencing
E-Newsletters

Billboards
Social-Media
Behavioral Targeting

Radio

SAN ANTONIO

Y100 KCYF-FM New Country
99.5 KISS-FM Rock

HOUSTON

99.1 KODA-FM Adult Contemporary
93Q KKBQ-FM New Country

General demographics range between 25 to 54. Male to Female Ratio: 51% to 49%. Weekly CUME Persons average: 300,000 per station

Digital Marketing

TARGET SEARCHES: Wine, Festivals, Rockport, Things to do in Texas, Memorial Weekend, Maritime, History

GEO FENCE: Targeting people based on their interest. Placing a GPS fence around locations to follow visitors once they enter or leave attractions.

SOCIAL MARKETING: Targeting people on social media based on their interests and demographics.

Outdoor Billboards

71% of people consciously look at Billboards while driving

Americans spend nearly 300 hours in their car annually

Visibility on a mass scale

1 location off major interstate



28th Annual Rockport Wine Festival Marketing Plan: Budget

Advertising Plan: \$40,000

PERSONA DIGITAL MARKETING:

\$10,000

- Website management
- Social Media
- Content Development
- Online Target Search
- Geo Fence

LAMAR:

\$10,000

- Billboard

PRINTING & PUBLICATIONS:

\$10,000

- Brochures
- Posters and Signage

RADIO

\$10,000

- **San Antonio**
 - Y100 KCYY-FM (New Country)
 - 99.5 KISS-FM (Rock)
- **Houston**
 - 99.1 KODA-FM (Adult Contemporary)
 - 93Q KKBQ-FM (New Country)

TOTAL: \$40,000



**28TH ANNUAL
ROCKPORT WINE FESTIVAL
MARKETING PLAN**

WWW.ROCKPORTWINEFEST.COM



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff):		
Official Name of Organization/Entity: Texas Maritime Museum Association, Inc.	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: 1980
Organization/Entity Mailing Address: 1202 Navigation Circle, Rockport, TX, 78382		
Organization/Entity website: www.texasmaritimemuseum.org		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Michael Ables, Executive Director	Organization/Entity Phone: 361-729-1271	
	Organization/Entity Email: execasst@texasmaritimemuseum.org	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: Texas Maritime Museum 2024-2025		Project/Event Date(s): 7/1/2024-6/30/2025 Fiscal Year
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? 3,000	Estimated number of annual attendance at your event(s) or project(s)? 15,000	Will you charge admission/if yes how much? No
Project/Event location(s): Texas Maritime Museum 1202 Navigation Circle Rockport, TX 78382		Total Amount of funds requested: \$140,000

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	✓	\$50,000
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.		
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.	✓	\$75,000
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.	✓	\$15,000

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

**DEADLINE IS JUNE 13, 2024
SUBMIT YOUR APPLICATION TO THE CITY SECRETARY**

Narrative

History

The concept for the Texas Maritime Museum came to fruition in the mid-seventies at Rockport-Fulton's annual fall festival, Seafair. Each year, a group of local maritime history enthusiasts gathered to share their personal collections with the public. The establishment of the Museum was a community wide project headed by a few dedicated members. The Texas Maritime Museum Association was incorporated in 1980, received a 501(C)(3) designation in 1985, and was named the official Maritime Museum of the State of Texas by action of the State Legislature in 1987. Building construction began in 1988 and the museum opened its doors to the community in 1989. The Texas Maritime Museum continues to grow in stature and recognition for its excellent collection of Texas maritime artifacts and history, special exhibits, events, school programming, and continuing education opportunities.

August 5, 2005, marked the Museum's accreditation by the American Alliance of Museums, a significant accomplishment in our history. This accreditation demonstrated that the Texas Maritime Museum met the highest standard of excellence and achievement through leadership, professional operation, continued commitment to institutional improvement, and public service and accountability through the fulfillment of our mission.

The completion of the Robert J. Hewitt/ O'Connor Hewitt Foundation Maritime Collections and Education Center was the next phase in the museum's ongoing commitment to excellence. The exterior was completed in May 2009, and the interior work was finalized in April 2012. The new facility added a 1,200 square foot educational space and expanded the museum's collections space significantly.

Appeal

The Texas Maritime Museum is requesting \$140,000 for 2024-2025 from the Rockport City HOT funds. Based on the various categories the Texas Maritime Museum is applying for \$75,000 for Historical Preservation, \$50,000 for Advertisement, and \$15,000 for Signage. The objective is to be a beacon for Rockport as a tourist destination through the preservation of Texas Maritime History, and a robust marketing campaign that showcases Texas Maritime Museum as a world class institution and the official maritime museum of the State of Texas.

Preservation also requires preparation for any natural disasters, i.e. Hurricanes or tornadoes. Historical preservation also entails curatorial work that mitigates damage to artifacts while on display, from light, extreme temperatures, humidity, and pests.

The Texas Maritime Museum is additionally prepared to develop 2 major exhibits and bring 3 traveling exhibits into the Museum in 2024-25. The Museum will release a statement on what and when these fascinating exhibits are coming into the Museum.

Advertisement: \$50,000

The Texas Maritime Museum is requesting \$50,000 for 2024-2025 from the Rockport City HOT funds for advertising. Marketing is a vital component in attracting visitors to the Museum. The Museum's Marketing plan is designed to enhance visibility of the organization through brand awareness throughout the State and will target designated demographics in specific geological areas.

Our objective is to enhance our visibility with a focus on tangible data and end results, with an eye towards cost efficiency. To accomplish this the Texas Maritime Museum's marketing plan is tailored to create maximum exposure and improve collaboration with other organizations within Rockport/Fulton and throughout Texas.

The plan consists of a 4-step process to engage and attract visitors from the surrounding communities to include Corpus Christi, San Antonio, Austin, and Houston, among others. The 4-step process consists of:

1. Engagement- Attraction phase
2. Content- Information phase
3. Experience- Physical location
4. Reflection- Data Analysis Phase

The marketing plan allows the Texas Maritime Museum to tap into a variety of advertising channels. The objective is to enhance the number of impressions and create action from potential visitors. These impressions, created by Radio Advertisements, Billboards, Magazines, and Social Media, can be enhanced with the use of technology including Geofencing and search engine optimization.

Budget**Historical Preservation: \$95,000**

	HOT FUNDS	TMM
Restoration Projects	\$22,000	\$5,000
- Tortuga		
- Zavala		
Archival Equipment	\$15,000	\$5,000
- Storage		
- Hydrothermal Graph		
- Polypropylene foam rolls		
- Archival Boxes		
- Humidification/ De-humidification units		
- Silicone Gels		
- Additional Equipment as required		
Disaster Preparedness	\$3,000	-
Curatorial Exhibits & Traveling Exhibits	\$30,000	\$10,000
Advertisement- Openings	\$5,000	-
Historical Preservation Total	\$75,000	\$20,000

Advertisement: \$67,500

	HOT FUNDS	TMM
Persona Digital Marketing	\$25,000	10,000
- Website management		
- Social Media		
- Content Development		
- Online Target Search		
- Geo Fencing		
Lamar	\$10,000	-
- Billboard		
Print and Publications	\$5,000	5,000
- Brochures		
- Texas Parks & Wildlife		
- Texas Highways		
- Texas Monthly		
Radio	\$10,000	\$2,500
San Antonio		
- Y100 KCYY-FM (New Country)		
- 99.5 KISS- FM (Rock)		
Houston		
- 99.1 KODA-FM (Adult Contemporary)		
- 93Q KKBQ-FM (New Country)		
Advertisement Total	\$50,000	\$17,500

Texas Maritime Museum

ANCHORED IN HISTORY

2024-2025 Marketing Plan



WWW.TEXASMARITIMEMUSEUM.ORG



Executive Summary

The Texas Maritime Museum's marketing plan is designed to enhance the visibility of the organization by improving brand awareness and increasing the number of marketing impressions. The comprehensive plan is a result of extensive research, and the insights of marketing consultants, and gleans from the proven success of marketing strategies of leading museums across the state of Texas and throughout the Mid-West.





From start to finish, each step is engineered to allow the Texas Maritime Museum the ability to track data based on marketing expenditures in selected community markets. At the conclusion the 4-step process, the Texas Maritime Museum can reflect on the data collected to determine which expenditures increased exposure.

In the end, the goal of the Texas Maritime Museum is to enhance the Museum's brand, attract visitors to the Museum and to Rockport/Fulton, and increase visibility. To maximize effectiveness, the Texas Maritime Museum has included a review period in the plan to allow the organization to turn with the winds and capitalize on high performing strategies as needed.

Sincerely,

MICHAEL ABLES
EXECUTIVE DIRECTOR





Target Markets

LOCAL MARKET: Rockport/ Fulton, Victoria, Corpus Christi, and Port Lavaca

PRIMARY MARKET: San Antonio, Houston

SECONDARY MARKET: Dallas, Waco, and Austin

Seasonally

Digital & social media will maintain an annual presence. The Museum has periods of increased attendance throughout the year. Texas Maritime Museum's Plan is to market according to those periods to maximize high points and to increase attendance during the low points.

HIGH SEASON: January to March, May to July, September to November

LOW SEASON: April, August, December

Reaching Targets

San Antonio Streaming Radio

Houston Streaming Radio

Digital Geo Fencing

E-Newsletters

Billboards

Social-Media

Texas Magazines

Behavioral Targeting

Texas Magazines

Texas Parks & Wildlife

Texas Highways

Radio

SAN ANTONIO

Y100 KCYY-FM New Country

99.5 KISS-FM Rock

HOUSTON

99.1 KODA-FM Adult Contemporary

93Q KKBQ-FM New Country

General demographics range between 25 to 54. Male to Female Ratio: 51% to 49%. Weekly CUME Persons average: 300,000 per station



Partnership/ Collaboration

The Texas Maritime Museum's intention is to expand awareness beyond just the organization and collaborate with other non-profits to drive visitors to Rockport/Fulton. Visibility through unity becomes mutually beneficial for everyone.



Texas Maritime Museum Marketing Plan 2024 - 25: Budget

Advertising Plan: \$75,000

PERSONA DIGITAL MARKETING: **\$35,000**

- Website management
- Social Media
- Content Development
- Online Target Search
- Geo Fence

LAMAR: **\$9,600**

- Billboard

PRINTING & PUBLICATIONS: **\$10,400**

- Brochures
- Texas Parks & Wildlife
- Texas Highways

RADIO **\$15,000**

- **San Antonio**
 - Y100 KCYY-FM (New Country)
 - 99.5 KISS-FM (Rock)
- **Houston**
 - 99.1 KODA-FM (Adult Contemporary)
 - 93Q KKBQ-FM (New Country)

TOTAL: \$75,000



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff): 6-11-24		
Official Name of Organization/Entity: WINGS OVER ROCKPORT	Is the Organization/Entity a non-profit? YES	Date Organization/Entity Founded: 08/2023
Organization/Entity Mailing Address: 421 JOHN D. WENDELL ROAD, ROCKPORT, TX 78382		
Organization/Entity website: WINGSOVERROCKPORT.COM		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): KATRINA BROWN PRESIDENT	Organization/Entity Phone: 415-608-6437	
	Organization/Entity Email: WINGSOVERROCKPORT@GMAIL.COM	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: ROCKPORT AIRSHOW CONCERT		Project/Event Date(s): NOV. 2025 SPRING 2025
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? 1-2	Estimated number of annual attendance at your event(s) or project(s)? AIRSHOW 10,000 CONCERT 1500	Will you charge admission/if yes how much? AIRSHOW \$20 CONCERT \$25-75
Project/Event location(s): ARANSAS COUNTY AIRPORT		Total Amount of funds requested: \$25,000

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

SEE ATTACHED

WINGS OVER ROCKPORT

HOT FUNDS APPLICATION

6/10/24

An airshow with flying performers and static displays as well as vendors and exhibitors in the aerospace industry is a huge draw in many communities. Rockport had its last airshow approximately 20 years ago which, according to Mayor Jayroe who was Chief of Police at the time, drew 15,000 spectators. We will expect 10,000 at our first show. Although we will certainly have local people attending, we believe we can draw from all over Texas as well as Oklahoma, Arkansas and Louisiana. This will be the last show of the airshow season within the continental US since our weather is so mild late in the year. The airport has hosted three events which did not include any aerial performers and drew 2500-3000 spectators. Airshow experience shows the best advertising dollar is spend through social media, however, we will not limit ourselves to only social media or one particular brand of social media. Print and television are also in the mix as our plans warrant. This would also include deployment of marketing teams to selected aerospace conventions, aerospace education seminars and airshow association meetings. At these events we are promoting, Aransas County, Aransas County Airport and Rockport.

Rockport does not have a concert venue and on June 1, 2024 we found that we drew a sold-out crowd of 500 people at the Chad Prather concert held at Aransas County Airport. We are planning another concert in the spring at the same venue for 1500 people. Again, with the right band, we can draw people in from all over Texas. At the June 1 concert, we had attendees from Missouri, Utah and Oklahoma according to our ticket vendor. Again, the primary advertising for this type of event is social media. With virtually no media buys we sold out at 500. With some money behind us, we can expand our coverage and draw from even further away to bring people to Rockport for a weekend.

We are unable to predict how many room nights the airshow will generate. We have not had an airshow in Rockport in over 20 years so there is no recent history from which to make an educated guess.

Approximately 10% of our June concert attendees were from outside of the 75-mile radius. If we extrapolate that to 10% of 1500 for a Spring concert, that would be 150 people for 1-2 nights each.

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	X	\$25000
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.		
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.		
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.		

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES

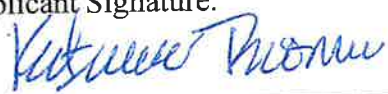
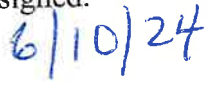
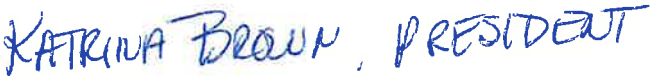
The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: 
Applicant Name & Title (print or type): 	Applicant Phone (if different from phone # listed on page 1):
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):

AA backoffice.ticketstorm.com ↻



< Notes



June 6, 2024 at 12:59 PM — Shared

Concert*CONCERT
BUDGET*

Band 15k

Hosp. 2,500

Toilets 2,500

Adv. 3,000

Tables/chairs VIP

1,000

Exp: 24,000

1000 tickets at 25. 25,000

500 VIP Tix. at 59. 25,000

Potential income. 50,000

Exp. 24,000

Profit. 26,000



Wings Over Rockport

01FEB2024

Budget
Summary



AIRSHOW
BUDGET

Budget area	Estimated	Actual	Difference
Income	0.00	0.00	0.00
Logistics	10,250.00	0.00	
Billeting	29,500.00	0.00	
Supplies	14,500.00	0.00	
Transportation	14,500.00	0.00	
Personnel expenses	23,000.00	0.00	
Operating expenses	4,800.00	0.00	
Management	18,000.00	0.00	
Advertising	25,000.00	0.00	
Performers	150,000.00	0.00	
Insurance	7,500.00	0.00	
Total Estimated Expense	297,050.00	0.00	0.00



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff): 6-12-2024/SS		
Official Name of Organization/Entity: Christmas On The Beach	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: September 2022
Organization/Entity Mailing Address: 1919 Hwy 35 Unit 27		
Organization/Entity website: https://www.facebook.com/christmasonthebeachrockport		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Shiloh Mitchell - Board Member	Organization/Entity Phone: 303-886-6510	
	Organization/Entity Email: cotbrockport@gmail.com shiloh@mitchellbarkerinc.com	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: Christmas On The Beach		Project/Event Date(s): December 8, 2024 - January 5, 2025
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? 942	Estimated number of annual attendance at your event(s) or project(s)? 7183	Will you charge admission/if yes how much? No
Project/Event location(s): Rockport Beach - Sea Breeze Drive, from the Beach Booths to the Circle and back		Total Amount of funds requested: \$14,130

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

The Christmas On The Beach annual drive-thru lights display in Rockport, Texas, does significantly enhance and promote tourism and the accommodation industry in several ways:

1. Attraction for Tourists: The annual holiday tradition serves as a unique attraction, drawing visitors from nearby areas and even farther afield. Tourists may specifically plan trips to Rockport during the holiday season to experience this festive event.

2. Extended Stays: Visitors attending the Christmas On The Beach event may choose to extend their stay in Rockport to fully explore the area beyond just the lights display. This can result in increased accommodation bookings and overall tourism spending in the local economy.

3. Positive Reputation: A successful and well-publicized event like Christmas On The Beach enhances Rockport's reputation as a year round vacation destination. Word-of-mouth recommendations and positive experiences shared on social media can attract more tourists in subsequent years.

4. Collaboration with Hotels: Local hotels can collaborate with event organizers to offer special packages or discounts for visitors attending the lights display. This partnership can incentivize tourists to choose Rockport as their holiday destination and book accommodations in advance.

5. Boost to Local Businesses: Increased tourism during the holiday season not only benefits hotels but also boosts sales for local businesses such as restaurants, shops, and attractions. Visitors attending Christmas On The Beach may patronize these establishments, further stimulating the local economy.

6. Marketing and Promotion: The Christmas on the Beach event serves as a marketing opportunity for Rockport, with promotional efforts targeting potential tourists through various channels such as social media, tourism websites, and travel publications. This increased visibility can attract new visitors to the area.

7. Community Engagement: Events like Christmas on the Beach foster a sense of community pride and engagement. Local nonprofit organizations and residents become ambassadors for their town by encouraging friends and family to visit during the holiday season and stay in local hotels.

Overall, the Christmas on the Beach annual drive-thru lights display directly enhances and promotes tourism in Rockport, Texas, by creating a unique and festive attraction attracting visitors, boosting accommodation bookings, stimulating the local economy, and enhancing the town's reputation as a year round destination.

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	✓	\$8130
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	✓	\$4000
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.		
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.	✓	\$2000

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES

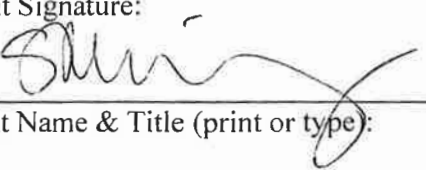
The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: 6-12-2024
Applicant Name & Title (print or type): Shiloh Mitchell - Board Member	Applicant Phone (if different from phone # listed on page 1): 303-886-6510
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):



Marissa Hunter Christmas On The Beach – 501(c)(3)Non-profit Organization
President 1919 Hwy 35 N Unit 27
Rockport, TX 78382

Robin Johnson (303) 886-6510
Vice President cotbrockport@gmail.com
EIN: 92-0767436

Chelsey Ott
Secretary

June 12, 2024

Denise James
Treasurer

Shiloh Mitchell Ms. Shelley Goodwin
Outreach City Secretary
City of Rockport
Rockport, Texas 78382

Dear Ms. Goodwin and esteemed City Councilors,

Thank you for considering our application for these important funds.

Christmas On The Beach (COTB) has become a cherished tradition in Rockport Fulton, delighting residents and visitors alike with our annual drive-through Christmas light display along Rockport Beach. Our recent fourth season was a resounding success, drawing in crowds, informing guests about local non-profit organizations, and spreading holiday cheer throughout the community.

As a grassroots organization, our budget and application are straightforward and simple. However, we do have a request regarding the disbursement of funds. Given our current financial constraints, would it be possible for checks to be cut directly to the billing entities for our expenses? This would greatly assist us in managing our finances more effectively and ensuring the smooth operation of COTB.

We are passionate about our cause and are prayerful you will enjoy reviewing our application. Should you require any further information about our organization or wish to get involved, please do not hesitate to contact any of us.

As always, wishing you a year-round Merry Christmas and looking forward to the opportunity to continue spreading joy in our community.

The Christmas On The Beach Board



Christmas on the Beach Information

Historic Information

2020 (COVID)

Funds Collected: \$10,074.17

2781 Cars 7200 Guests

2021

Funds Collected: \$8,132.90

1897 Cars 5059 Guests

2022 (Inaugural Year for COTB as a Non-Profit Organization)

Funds Collected: over \$8,700

1687 + Cars 4331 + Guests

15 Local Nonprofits Represented

2023

Funds Collected: over \$14,541

2578 + Cars

7183 + Guests

22 Local Non-profit Organizations Represented

Please find "2023 The Data Tally Sheet" attached for reference. We also have **119 pages** of data collected by volunteers from vehicles willing to stop at the entrance of COTB. Hard copies can be provided upon request.

Marketing Programs

Current marketing programs include sharing our story with Texas wide publications - hardcopy and internet based - along with news channels.

We are also going to connect with regional community theaters to spread the word about us and other happenings in Rockport-Fulton.

Lastly, we are looking to partner with a local hotel and RV Park to offer special "Christmas On The Beach" Package for the 2024 season.

HOT FUNDING Budget 2024-2025

Funding Category	Requested Amount	Estimate Expense
3 - Advertising	\$ 8,130.00	
Rockport Visitor's Guide - Winter/Spring Edition - Full Page Advertisement		\$ 1,750.00
Regional Theaters - Playbills - Full Page Advertisements		\$ 6,380.00
4 - Promotion of the Arts	\$ 4,000.00	
Professionally produced promotional video showcasing Nonprofits & Displays		\$ 4,000.00
7 - Signage	\$ 2,000.00	
Signage at Fair Grounds - Navigation District		\$ 300.00
6' Diameter LED Sign		\$ 1,700.00
TOTAL Estimated Reimbursement Request:		\$ 14,130.00

Christmas On The Beach

FY 2024-2025 Overnight Visitors

2023 TOTAL visitors from >75 miles away	1883
Total Rooms Occupied (2 persons per room)	941.5
Total Nights Counted	942
2024 Predicted Hotel Night Revenue Generated:	
	\$100 per night \$ 94,200.00
2024-2025 Amount Requested	
	15% of Predicted Revenue \$ 14,130.00

<u>Date</u>	<u>#</u>	<u>WHERE Y'ALL FROM?</u>			
			12/4/2023	2	Rockport
12/4/2023	3	Lake Whitney TX	12/4/2023	2	Rockport
12/4/2023	1	San Antonio TX	12/4/2023	2	Rockport
12/4/2023	2	Kansas City	12/4/2023	2	Rockport
12/4/2023	3	Minnesota	12/4/2023	2	Rockport
12/4/2023	2	New Mexico	12/4/2023	2	Rockport
12/4/2023	1	Oklahoma	12/4/2023	2	Rockport
12/4/2023	3	Wyoming	12/4/2023	2	Rockport
12/4/2023	2	Aransas Pass	12/4/2023	3	Rockport
12/4/2023	6	Aransas Pass	12/4/2023	3	rockport
12/4/2023	1	Rockport	12/4/2023	3	Rockport
12/4/2023	1	Rockport	12/4/2023	3	Rockport
12/4/2023	1	Rockport	12/4/2023	3	Rockport
12/4/2023	1	Rockport	12/4/2023	3	Rockport
12/4/2023	2	Rockport	12/4/2023	4	Rockport
12/4/2023	2	Rockport	12/4/2023	4	Rockport
12/4/2023	2	Rockport	12/4/2023	4	Rockport
12/4/2023	2	Rockport	12/4/2023	4	Rockport
12/4/2023	2	Rockport	12/4/2023	4	Rockport
12/4/2023	2	Rockport	12/4/2023	4	Rockport
12/4/2023	2	Rockport	12/4/2023	4	Rockport
12/4/2023	2	Rockport	12/4/2023	4	Rockport
12/4/2023	2	Rockport	12/4/2023	5	Rockport
12/4/2023	2	Rockport	12/4/2023	5	Rockport
12/4/2023	2	Rockport	12/4/2023	5	Rockport
12/4/2023	2	Rockport	12/4/2023	6	Rockport
12/4/2023	2	Rockport	12/4/2023	7	Rockport
12/4/2023	2	Rockport	12/4/2023	7	Rockport
12/4/2023	2	Rockport	12/4/2023	2	Odem TX
12/4/2023	2	Rockport	12/5/2023	2	Amarillo TX
12/4/2023	2	Rockport	12/5/2023	3	AustinTX
12/4/2023	2	Rockport	12/5/2023	4	Hondo TX
12/4/2023	2	Rockport	12/5/2023	2	LaVernia TX
12/4/2023	2	Rockport	12/5/2023	1	Aransas Pass
12/4/2023	2	Rockport	12/5/2023	2	Aransas Pass

12/5/2023	1	Rockport	12/5/2023	3	Rockport
12/5/2023	2	Rockport	12/5/2023	3	Rockport
12/5/2023	2	Rockport	12/5/2023	4	Rockport
12/5/2023	2	Rockport	12/5/2023	4	Rockport
12/5/2023	2	Rockport	12/5/2023	4	Rockport
12/5/2023	2	Rockport	12/5/2023	4	Rockport
12/5/2023	2	Rockport	12/5/2023	4	Rockport
12/5/2023	2	Rockport	12/5/2023	4	Rockport
12/5/2023	2	Rockport	12/5/2023	4	Rockport
12/5/2023	2	Rockport	12/5/2023	4	Rockport
12/5/2023	2	Rockport	12/5/2023	4	Rockport
12/5/2023	2	Rockport	12/5/2023	5	Rockport
12/5/2023	2	Rockport	12/5/2023	3	New Braunfels TX
12/5/2023	2	Rockport	12/5/2023	2	San Antonio TX
12/5/2023	2	Rockport	12/5/2023	2	San Antonio TX
12/5/2023	2	Rockport	12/5/2023	2	San Antonio TX
12/5/2023	2	Rockport	12/5/2023	3	San Antonio TX
12/5/2023	3	Rockport	12/5/2023	3	San Marcos TX
12/5/2023	3	Rockport	12/5/2023	4	AnnArbor Michigan
12/5/2023	3	Rockport	12/5/2023	1	Black Duck MN
12/5/2023	3	Rockport	12/5/2023	4	Minneapolis MN
12/5/2023	3	Rockport	12/5/2023	4	St Louis IL
12/5/2023	3	Rockport	12/6/2023	1	Rockport
12/5/2023	3	Rockport	12/6/2023	1	Rockport
12/5/2023	3	Rockport	12/6/2023	1	Rockport
12/5/2023	3	Rockport	12/6/2023	1	Rockport
12/5/2023	3	Rockport	12/6/2023	1	Rockport
12/5/2023	3	Rockport	12/6/2023	1	Rockport
12/5/2023	3	Rockport	12/6/2023	1	Rockport
12/5/2023	3	Rockport	12/6/2023	1	Rockport
12/5/2023	3	Rockport	12/6/2023	1	Rockport
12/5/2023	3	Rockport	12/6/2023	1	Rockport
12/5/2023	3	Rockport	12/6/2023	2	Rockport
12/5/2023	3	Rockport	12/6/2023	2	Rockport

12/7/2023	2	Rockport	12/7/2023	4	Rockport
12/7/2023	2	Rockport	12/7/2023	4	Rockport
12/7/2023	2	Rockport	12/7/2023	4	Rockport
12/7/2023	2	Rockport	12/7/2023	4	Rockport
12/7/2023	2	Rockport	12/7/2023	4	Rockport
12/7/2023	2	Rockport	12/7/2023	4	Rockport
12/7/2023	2	Rockport	12/7/2023	4	Rockport
12/7/2023	2	Rockport	12/7/2023	4	Rockport
12/7/2023	2	Rockport	12/7/2023	5	Rockport
12/7/2023	2	Rockport	12/7/2023	5	Rockport
12/7/2023	2	Rockport	12/7/2023	5	Rockport
12/7/2023	2	Rockport	12/7/2023	6	Rockport
12/7/2023	2	Rockport	12/7/2023	6	Rockport
12/7/2023	2	Rockport	12/7/2023	2	AustinTX
12/7/2023	2	Rockport	12/7/2023	2	AustinTX
12/7/2023	3	Rockport	12/7/2023	2	Bandera TX
12/7/2023	3	Rockport	12/7/2023	2	Dalhart TX
12/7/2023	3	Rockport	12/7/2023	2	Falfurrias TX
12/7/2023	3	Rockport	12/7/2023	2	Houston TX
12/7/2023	3	Rockport	12/7/2023	2	Kerrville TX
12/7/2023	3	Rockport	12/7/2023	4	Melvin TX
12/7/2023	3	Rockport	12/7/2023	2	San Antonio TX
12/7/2023	3	Rockport	12/7/2023	2	San Antonio TX
12/7/2023	3	Rockport	12/7/2023	2	San Antonio TX
12/7/2023	3	Rockport	12/7/2023	1	Georgia
12/7/2023	3	Rockport	12/7/2023	2	Kansas
12/7/2023	3	Rockport	12/7/2023	2	Minnesota
12/7/2023	3	Rockport	12/7/2023	1	Montana
12/7/2023	3	Rockport	12/7/2023	2	Nebraska
12/7/2023	3	Rockport	12/7/2023	2	Wisconsin
12/7/2023	3	Rockport	12/7/2023	2	Wisconsin
12/7/2023	3	Rockport	12/7/2023	2	Wyoming
12/7/2023	3	Rockport	12/7/2023	3	Beeville TX
12/7/2023	4	Rockport	12/7/2023	2	Corpus Christi

12/8/2023	4	Rockport	12/9/2023	1	Rockport
12/8/2023	4	Rockport	12/9/2023	1	Rockport
12/8/2023	5	Rockport	12/9/2023	2	Rockport
12/8/2023	5	Rockport	12/9/2023	2	Rockport
12/8/2023	5	Rockport	12/9/2023	2	Rockport
12/8/2023	7	Rockport	12/9/2023	2	Rockport
12/8/2023	2	Amarillo TX	12/9/2023	2	Rockport
12/8/2023	2	AustinTX	12/9/2023	2	Rockport
12/8/2023	3	AustinTX	12/9/2023	2	Rockport
12/8/2023	4	El Campo TX	12/9/2023	2	Rockport
12/8/2023	1	Houston TX	12/9/2023	2	Rockport
12/8/2023	2	LaVernia TX	12/9/2023	2	Rockport
12/8/2023	2	San Antonio TX	12/9/2023	2	Rockport
12/8/2023	2	San Antonio TX	12/9/2023	2	Rockport
12/8/2023	2	San Antonio TX	12/9/2023	2	Rockport
12/8/2023	2	San Antonio TX	12/9/2023	2	Rockport
12/8/2023	2	San Antonio TX	12/9/2023	2	Rockport
12/8/2023	2	San Antonio TX	12/9/2023	2	Rockport
12/8/2023	2	Seguin TX	12/9/2023	2	Rockport
12/8/2023	4	Seguin TX	12/9/2023	2	Rockport
12/8/2023	2	Alaska	12/9/2023	2	Rockport
12/8/2023	4	Louisiana	12/9/2023	2	Rockport
12/8/2023	3	Maine	12/9/2023	2	Rockport
12/8/2023	3	Minnesota	12/9/2023	2	Rockport
12/8/2023	2	Oregon	12/9/2023	2	Rockport
12/8/2023	3	Oregon	12/9/2023	2	Rockport
12/8/2023	2	Pennsylvania	12/9/2023	2	Rockport
12/8/2023	2	Saint Louis Missouri	12/9/2023	2	Rockport
12/8/2023	3	Wisconsin	12/9/2023	2	Rockport
12/8/2023	5	Victoria TX	12/9/2023	2	Rockport
12/9/2023	3	Aransas Pass	12/9/2023	2	Rockport
12/9/2023	2	Rockport	12/9/2023	2	Rockport
12/9/2023	1	Rockport	12/9/2023	2	Rockport
12/9/2023	1	Rockport	12/9/2023	2	Rockport

12/9/2023	2	San Antonio TX	12/10/2023	2	Fulton TX
12/9/2023	2	San Antonio TX	12/10/2023	1	Rockport
12/9/2023	3	San Antonio TX	12/10/2023	1	Rockport
12/9/2023	3	San Antonio TX	12/10/2023	1	Rockport
12/9/2023	4	San Antonio TX	12/10/2023	1	Rockport
12/9/2023	4	San Antonio TX	12/10/2023	1	Rockport
12/9/2023	4	San Antonio TX	12/10/2023	1	Rockport
12/9/2023	6	San Antonio TX	12/10/2023	2	Rockport
12/9/2023	4	Shiner TX	12/10/2023	2	Rockport
12/9/2023	1	Smithville TX	12/10/2023	2	Rockport
12/9/2023	1	The Woodlands TX	12/10/2023	2	Rockport
12/9/2023	2	Troy TX	12/10/2023	2	Rockport
12/9/2023	2	Fancy Gap VA	12/10/2023	2	Rockport
12/9/2023	2	Florida	12/10/2023	2	Rockport
12/9/2023	2	Illinois	12/10/2023	2	Rockport
12/9/2023	2	Iowa	12/10/2023	2	Rockport
12/9/2023	2	Iowa	12/10/2023	2	Rockport
12/9/2023	2	Minnesota	12/10/2023	2	Rockport
12/9/2023	2	Osage Iowa	12/10/2023	2	Rockport
12/9/2023	1	Phoenix AZ	12/10/2023	2	Rockport
12/9/2023	2	San Diego CA	12/10/2023	2	Rockport
12/9/2023	2	Wisconsin	12/10/2023	2	Rockport
12/9/2023	3	Beeville TX	12/10/2023	2	Rockport
12/9/2023	1	Corpus Christi	12/10/2023	2	Rockport
12/9/2023	2	Corpus Christi	12/10/2023	2	Rockport
12/9/2023	2	Corpus Christi	12/10/2023	2	Rockport
12/9/2023	6	Corpus Christi	12/10/2023	2	Rockport
12/9/2023	7	Corpus Christi	12/10/2023	2	Rockport
12/9/2023	4	Ingleside TX	12/10/2023	2	Rockport
12/9/2023	3	Mathis TX	12/10/2023	2	Rockport
12/9/2023	5	Port Lavaca TX	12/10/2023	2	Rockport
12/9/2023	1	Victoria TX	12/10/2023	2	Rockport
12/9/2023	2	Victoria TX	12/10/2023	2	Rockport
12/10/2023	5	Aransas Pass	12/10/2023	2	Rockport

12/10/2023	2	Rockport	12/10/2023	5	Rockport
12/10/2023	2	Rockport	12/10/2023	6	Rockport
12/10/2023	2	Rockport	12/10/2023	7	Rockport
12/10/2023	3	Rockport	12/10/2023	7	Rockport
12/10/2023	3	Rockport	12/10/2023	7	Rockport
12/10/2023	3	Rockport	12/10/2023	8	Rockport
12/10/2023	3	Rockport	12/10/2023	8	Rockport
12/10/2023	3	Rockport	12/10/2023	4	Germany
12/10/2023	3	Rockport	12/10/2023	2	Austin TX
12/10/2023	3	Rockport	12/10/2023	2	Austin TX
12/10/2023	3	Rockport	12/10/2023	3	Dallas TX
12/10/2023	3	Rockport	12/10/2023	2	Giddings TX
12/10/2023	3	Rockport	12/10/2023	6	Moore TX
12/10/2023	4	Rockport	12/10/2023	1	San Antonio TX
12/10/2023	4	Rockport	12/10/2023	2	San Antonio TX
12/10/2023	4	Rockport	12/10/2023	5	San Antonio TX
12/10/2023	4	Rockport	12/10/2023	6	San Antonio TX
12/10/2023	4	Rockport	12/10/2023	1	San Jose TX
12/10/2023	4	Rockport	12/10/2023	2	Stephenville TX
12/10/2023	4	Rockport	12/10/2023	2	Alaska
12/10/2023	4	Rockport	12/10/2023	2	California
12/10/2023	4	Rockport	12/10/2023	2	Idaho
12/10/2023	4	Rockport	12/10/2023	2	Iowa
12/10/2023	4	Rockport	12/10/2023	2	Maine
12/10/2023	4	Rockport	12/10/2023	2	Minnesota
12/10/2023	4	Rockport	12/10/2023	3	Minnesota
12/10/2023	4	Rockport	12/10/2023	4	Minnesota
12/10/2023	5	Rockport	12/10/2023	1	Ohio
12/10/2023	5	Rockport	12/10/2023	2	Wyoming
12/10/2023	5	Rockport	12/10/2023	2	Ingleside TX
12/10/2023	5	Rockport	12/10/2023	2	Mathis TX
12/10/2023	5	Rockport	12/10/2023	2	Orange Grove TX
12/10/2023	5	Rockport	12/10/2023	5	Portland TX
12/10/2023	5	Rockport	12/11/2023	1	Aransas Pass

12/11/2023	2	Aransas Pass	12/11/2023	4	Rockport
12/11/2023	3	Aransas Pass	12/11/2023	4	Rockport
12/11/2023	2	Fulton TX	12/11/2023	4	Rockport
12/11/2023	2	Fulton TX	12/11/2023	4	Rockport
12/11/2023	1	Rockport	12/11/2023	4	Rockport
12/11/2023	2	Rockport	12/11/2023	4	Rockport
12/11/2023	2	Rockport	12/11/2023	4	Rockport
12/11/2023	2	Rockport	12/11/2023	5	Rockport
12/11/2023	2	Rockport	12/11/2023	7	Rockport
12/11/2023	2	Rockport	12/11/2023	4	Dallas TX
12/11/2023	2	Rockport	12/11/2023	4	Huntsville TX
12/11/2023	2	Rockport	12/11/2023	2	San Antonio TX
12/11/2023	2	Rockport	12/11/2023	2	San Antonio TX
12/11/2023	2	Rockport	12/11/2023	2	Scarsdale TX
12/11/2023	2	Rockport	12/11/2023	2	Texas City TX
12/11/2023	2	Rockport	12/11/2023	2	Climax Springs Missouri
12/11/2023	2	Rockport	12/11/2023	2	Hickory NC
12/11/2023	2	Rockport	12/11/2023	2	Rochester MN
12/11/2023	2	Rockport	12/12/2023	3	Aransas Pass
12/11/2023	2	Rockport	12/12/2023	4	Aransas Pass
12/11/2023	2	Rockport	12/12/2023	1	Rockport
12/11/2023	2	Rockport	12/12/2023	1	Rockport
12/11/2023	2	Rockport	12/12/2023	1	Rockport
12/11/2023	2	Rockport	12/12/2023	1	Rockport
12/11/2023	2	Rockport	12/12/2023	1	Rockport
12/11/2023	2	Rockport	12/12/2023	1	Rockport
12/11/2023	2	Rockport	12/12/2023	2	Rockport
12/11/2023	2	Rockport	12/12/2023	2	Rockport
12/11/2023	3	Rockport	12/12/2023	2	Rockport
12/11/2023	3	Rockport	12/12/2023	2	Rockport
12/11/2023	3	Rockport	12/12/2023	2	Rockport
12/11/2023	3	Rockport	12/12/2023	2	Rockport
12/11/2023	4	Rockport	12/12/2023	2	Rockport
12/11/2023	4	Rockport	12/12/2023	2	Rockport
12/11/2023	4	Rockport	12/12/2023	2	Rockport

12/13/2023	6	Rockport	12/14/2023	2	Rockport
12/13/2023	1	Toronto Canada	12/14/2023	2	Rockport
12/13/2023	2	Beorne TX	12/14/2023	2	Rockport
12/13/2023	2	Houston TX	12/14/2023	2	Rockport
12/13/2023	2	Houston TX	12/14/2023	2	Rockport
12/13/2023	2	San Antonio TX	12/14/2023	2	Rockport
12/13/2023	2	Indiana	12/14/2023	2	Rockport
12/13/2023	5	Indiana	12/14/2023	2	Rockport
12/13/2023	2	Minnesota	12/14/2023	2	Rockport
12/13/2023	4	Nebraska	12/14/2023	2	Rockport
12/13/2023	2	Ohio	12/14/2023	3	Rockport
12/13/2023	2	Washington	12/14/2023	3	Rockport
12/13/2023	1	Corpus Christi	12/14/2023	3	Rockport
12/13/2023	1	Woodsboro TX	12/14/2023	3	Rockport
12/14/2023	2	Aransas Pass	12/14/2023	3	Rockport
12/14/2023	2	Fulton TX	12/14/2023	3	Rockport
12/14/2023	2	Rockport	12/14/2023	3	Rockport
12/14/2023	2	Rockport	12/14/2023	3	Rockport
12/14/2023	2	Rockport	12/14/2023	4	Rockport
12/14/2023	2	Rockport	12/14/2023	4	Rockport
12/14/2023	3	Rockport	12/14/2023	4	Rockport
12/14/2023	4	Rockport	12/14/2023	4	Rockport
12/14/2023	1	Rockport	12/14/2023	4	Rockport
12/14/2023	1	Rockport	12/14/2023	5	Rockport
12/14/2023	1	Rockport	12/14/2023	5	Rockport
12/14/2023	1	Rockport	12/14/2023	5	Rockport
12/14/2023	2	Rockport	12/14/2023	5	AustinTX
12/14/2023	2	Rockport	12/14/2023	1	Bracketille TX
12/14/2023	2	Rockport	12/14/2023	4	Floresville TX
12/14/2023	2	Rockport	12/14/2023	2	Katy TX
12/14/2023	2	Rockport	12/14/2023	2	Kerrville TX
12/14/2023	2	Rockport	12/14/2023	3	Lubbock TX
12/14/2023	2	Rockport	12/14/2023	2	Moran TX
12/14/2023	2	Rockport	12/14/2023	8	Plains TX

12/14/2023	2	San Antonio TX	12/15/2023	2	Rockport
12/14/2023	1	San Marcos TX	12/15/2023	2	Rockport
12/14/2023	2	Seguin TX	12/15/2023	2	Rockport
12/14/2023	3	Tyler TX	12/15/2023	2	Rockport
12/14/2023	1	Indiana	12/15/2023	2	Rockport
12/14/2023	4	Iowa	12/15/2023	2	Rockport
12/14/2023		Kansas	12/15/2023	2	Rockport
12/14/2023	2	Kansas	12/15/2023	2	Rockport
12/14/2023	3	Minnesota	12/15/2023	2	Rockport
12/14/2023	4	Minnesota	12/15/2023	2	Rockport
12/14/2023	4	Mississippi	12/15/2023	2	Rockport
12/14/2023	2	North Dakota	12/15/2023	2	Rockport
12/14/2023	2	Rochester NY	12/15/2023	2	Rockport
12/14/2023		Utah	12/15/2023	2	Rockport
12/14/2023		Corpus Christi	12/15/2023	2	Rockport
12/14/2023	2	Orange Grove TX	12/15/2023	2	Rockport
12/14/2023	4	Woodsboro TX	12/15/2023	2	Rockport
12/15/2023	2	Aransas Pass	12/15/2023	2	Rockport
12/15/2023	3	Aransas Pass	12/15/2023	2	Rockport
12/15/2023	4	Aransas Pass	12/15/2023	2	Rockport
12/15/2023	2	Fulton TX	12/15/2023	3	Rockport
12/15/2023	3	Fulton TX	12/15/2023	3	Rockport
12/15/2023	3	Fulton TX	12/15/2023	3	Rockport
12/15/2023	4	Fulton TX	12/15/2023	3	Rockport
12/15/2023	14	Gulf Point Village	12/15/2023	3	Rockport
12/15/2023	2	Holiday Beach TX	12/15/2023	3	Rockport
12/15/2023	2	Holiday Beach TX	12/15/2023	3	Rockport
12/15/2023	4	Lamar TX	12/15/2023	3	Rockport
12/15/2023	1	Rockport	12/15/2023	3	Rockport
12/15/2023	1	Rockport	12/15/2023	3	Rockport
12/15/2023	1	Rockport	12/15/2023	3	Rockport
12/15/2023	2	Rockport	12/15/2023	3	Rockport
12/15/2023	2	Rockport	12/15/2023	3	Rockport
12/15/2023	2	Rockport	12/15/2023	3	Rockport

12/15/2023	3	Rockport	12/15/2023	3	Minnesota
12/15/2023	4	Rockport	12/15/2023	4	Minnesota
12/15/2023	4	Rockport	12/15/2023	2	South Dakota
12/15/2023	4	Rockport	12/15/2023	3	Wisconsin
12/15/2023	4	Rockport	12/15/2023	2	Corpus Christi
12/15/2023	4	Rockport	12/15/2023	2	Corpus Christi
12/15/2023	4	Rockport	12/15/2023	4	Ingleside TX
12/15/2023	4	Rockport	12/15/2023	2	Port Aransas
12/15/2023	4	Rockport	12/15/2023	3	Port Aransas
12/15/2023	4	Rockport	12/15/2023	2	Portland TX
12/15/2023	4	Rockport	12/15/2023	2	Sinton TX
12/15/2023	4	Rockport	12/15/2023	2	Sinton TX
12/15/2023	4	Rockport	12/16/2023	2	Aransas Pass
12/15/2023	5	Rockport	12/16/2023	4	Aransas Pass
12/15/2023	5	Rockport	12/16/2023	4	Aransas Pass
12/15/2023	6	Rockport	12/16/2023	5	Aransas Pass
12/15/2023	4	Canada	12/16/2023	2	Fulton TX
12/15/2023	2	AustinTX	12/16/2023	1	Rockport
12/15/2023	3	AustinTX	12/16/2023	1	Rockport
12/15/2023	4	AustinTX	12/16/2023	1	Rockport
12/15/2023	4	Big Wells TX	12/16/2023	1	Rockport
12/15/2023	3	Elgin TX	12/16/2023	1	Rockport
12/15/2023	1	Houston TX	12/16/2023	1	Rockport
12/15/2023	2	Houston TX	12/16/2023	2	Rockport
12/15/2023	4	Houston TX	12/16/2023	2	Rockport
12/15/2023	2	San Antonio TX	12/16/2023	2	Rockport
12/15/2023	2	San Antonio TX	12/16/2023	2	Rockport
12/15/2023	2	San Antonio TX	12/16/2023	2	Rockport
12/15/2023	2	San Antonio TX	12/16/2023	2	Rockport
12/15/2023	3	San Antonio TX	12/16/2023	2	Rockport
12/15/2023	4	San Antonio TX	12/16/2023	2	Rockport
12/15/2023	2	Smithville TX	12/16/2023	2	Rockport
12/15/2023	3	Tyler TX	12/16/2023	2	Rockport
12/15/2023	2	Minnesota	12/16/2023	2	Rockport

[illegible]

12/16/2023	4	Rockport	12/16/2023	6	Rockport
12/16/2023	4	Rockport	12/16/2023	6	Rockport
12/16/2023	4	Rockport	12/16/2023	6	Rockport
12/16/2023	4	Rockport	12/16/2023	7	Rockport
12/16/2023	4	Rockport	12/16/2023	4	Alvin TX
12/16/2023	4	Rockport	12/16/2023	3	Angleton TX
12/16/2023	4	Rockport	12/16/2023	2	AustinTX
12/16/2023	4	Rockport	12/16/2023	3	AustinTX
12/16/2023	4	Rockport	12/16/2023	6	AustinTX
12/16/2023	4	Rockport	12/16/2023	2	Beorne TX
12/16/2023	4	Rockport	12/16/2023	3	Brady TX
12/16/2023	4	Rockport	12/16/2023	2	Clute TX
12/16/2023	4	Rockport	12/16/2023	2	Dallas TX
12/16/2023	4	Rockport	12/16/2023	2	Dallas TX
12/16/2023	4	Rockport	12/16/2023	6	Dallas TX
12/16/2023	4	Rockport	12/16/2023	3	Falls City TX
12/16/2023	4	Rockport	12/16/2023	4	Gonzales TX
12/16/2023	4	Rockport	12/16/2023	4	Gonzales TX
12/16/2023	4	Rockport	12/16/2023	5	Hamilton TX
12/16/2023	4	Rockport	12/16/2023	1	Houston TX
12/16/2023	4	Rockport	12/16/2023	2	Houston TX
12/16/2023	4	Rockport	12/16/2023	3	Houston TX
12/16/2023	4	Rockport	12/16/2023	4	Houston TX
12/16/2023	4	Rockport	12/16/2023	2	Kenard TX
12/16/2023	4	Rockport	12/16/2023	4	Kerrville TX
12/16/2023	4	Rockport	12/16/2023	2	Leander TX
12/16/2023	4	Rockport	12/16/2023	2	New Braunfels TX
12/16/2023	4	Rockport	12/16/2023	4	New Braunfels TX
12/16/2023	4	Rockport	12/16/2023	1	San Antonio TX
12/16/2023	4	Rockport	12/16/2023	2	San Antonio TX
12/16/2023	5	Rockport	12/16/2023	2	San Antonio TX
12/16/2023	5	Rockport	12/16/2023	2	San Antonio TX
12/16/2023	5	Rockport	12/16/2023	2	San Antonio TX
12/16/2023	5	Rockport	12/16/2023	2	San Antonio TX

12/16/2023	3	San Antonio TX	12/17/2023	2	Fulton TX
12/16/2023	3	San Antonio TX	12/17/2023	1	Rockport
12/16/2023	4	San Antonio TX	12/17/2023	1	Rockport
12/16/2023	4	San Antonio TX	12/17/2023	1	Rockport
12/16/2023	7	San Antonio TX	12/17/2023	1	Rockport
12/16/2023	2	Shiner TX	12/17/2023	1	Rockport
12/16/2023	2	The Valley TX	12/17/2023	1	Rockport
12/16/2023	1	Florida	12/17/2023	2	Rockport
12/16/2023	2	Illinois	12/17/2023	2	Rockport
12/16/2023	2	Iowa	12/17/2023	2	Rockport
12/16/2023	2	Minnesota	12/17/2023	2	Rockport
12/16/2023	2	Minnesota	12/17/2023	2	Rockport
12/16/2023	3	Minnesota	12/17/2023	2	Rockport
12/16/2023	4	Minnesota	12/17/2023	2	Rockport
12/16/2023	5	Minnesota	12/17/2023	2	Rockport
12/16/2023	2	Wisconsin	12/17/2023	2	Rockport
12/16/2023	4	Wisconsin	12/17/2023	2	Rockport
12/16/2023	1	Corpus Christi	12/17/2023	2	Rockport
12/16/2023	2	Corpus Christi	12/17/2023	2	Rockport
12/16/2023	4	Corpus Christi	12/17/2023	2	Rockport
12/16/2023	6	Corpus Christi	12/17/2023	2	Rockport
12/16/2023	2	Goliad TX	12/17/2023	2	Rockport
12/16/2023	2	Goliad TX	12/17/2023	2	Rockport
12/16/2023	2	Kingsville TX	12/17/2023	2	Rockport
12/16/2023	4	Portland TX	12/17/2023	2	Rockport
12/16/2023	3	Sinton TX	12/17/2023	2	Rockport
12/16/2023	4	Sinton TX	12/17/2023	2	Rockport
12/16/2023	2	Victoria TX	12/17/2023	2	Rockport
12/16/2023	2	Victoria TX	12/17/2023	2	Rockport
12/16/2023	2	Victoria TX	12/17/2023	2	Rockport
12/17/2023	2	Aransas Pass	12/17/2023	2	Rockport
12/17/2023	2	Aransas Pass	12/17/2023	2	Rockport
12/17/2023	2	Aransas Pass	12/17/2023	2	Rockport
12/17/2023	1	Fulton TX	12/17/2023	2	Rockport

12/17/2023	2	Rockport	12/17/2023	3	New Braunfels TX
12/17/2023	2	Rockport	12/17/2023	2	San Antonio TX
12/17/2023	2	Rockport	12/17/2023	2	San Antonio TX
12/17/2023	2	Rockport	12/17/2023	2	San Antonio TX
12/17/2023	2	Rockport	12/17/2023	1	Atlanta GA
12/17/2023	2	Rockport	12/17/2023	6	Boxhelses SD
12/17/2023	3	Rockport	12/17/2023	4	Florida
12/17/2023	3	Rockport	12/17/2023	2	Illinois
12/17/2023	3	Rockport	12/17/2023	2	Iowa
12/17/2023	3	Rockport	12/17/2023	2	Saint Louis Missouri
12/17/2023	3	Rockport	12/17/2023	2	South Dakota
12/17/2023	3	Rockport	12/17/2023	2	Portland TX
12/17/2023	3	Rockport	12/17/2023	3	Portland TX
12/17/2023	3	Rockport	12/17/2023	4	Sinton TX
12/17/2023	4	Rockport	12/17/2023	2	Victoria TX
12/17/2023	4	Rockport	12/18/2023	2	Aransas Pass
12/17/2023	4	Rockport	12/18/2023	3	Aransas Pass
12/17/2023	4	Rockport	12/18/2023	3	Aransas Pass
12/17/2023	4	Rockport	12/18/2023	4	Aransas Pass
12/17/2023	4	Rockport	12/18/2023	2	Fulton TX
12/17/2023	4	Rockport	12/18/2023	1	Rockport
12/17/2023	4	Rockport	12/18/2023	1	Rockport
12/17/2023	4	Rockport	12/18/2023	1	Rockport
12/17/2023	4	Rockport	12/18/2023	2	Rockport
12/17/2023	4	Rockport	12/18/2023	2	Rockport
12/17/2023	4	Rockport	12/18/2023	2	Rockport
12/17/2023	4	Rockport	12/18/2023	2	Rockport
12/17/2023	5	Rockport	12/18/2023	2	Rockport
12/17/2023	5	Rockport	12/18/2023	2	Rockport
12/17/2023	5	Rockport	12/18/2023	2	Rockport
12/17/2023	5	Rockport	12/18/2023	2	Rockport
12/17/2023	2	AustinTX	12/18/2023	2	Rockport
12/17/2023	2	Comfort TX	12/18/2023	2	Rockport
12/17/2023	2	Houston TX	12/18/2023	2	Rockport

12/18/2023	2	Rockport	12/18/2023	4	Rockport
12/18/2023	2	Rockport	12/18/2023	4	Rockport
12/18/2023	2	Rockport	12/18/2023	5	Rockport
12/18/2023	2	Rockport	12/18/2023	5	Rockport
12/18/2023	2	Rockport	12/18/2023	5	Rockport
12/18/2023	2	Rockport	12/18/2023	5	Rockport
12/18/2023	2	Rockport	12/18/2023	6	Rockport
12/18/2023	2	Rockport	12/18/2023	13	Rockport
12/18/2023	2	Rockport	12/18/2023	2	Canada
12/18/2023	2	Rockport	12/18/2023	6	Austin TX
12/18/2023	2	Rockport	12/18/2023	2	AustinTX
12/18/2023	2	Rockport	12/18/2023	2	League City TX
12/18/2023	2	Rockport	12/18/2023	1	San Antonio TX
12/18/2023	2	Rockport	12/18/2023	2	San Antonio TX
12/18/2023	2	Rockport	12/18/2023	6	San Antonio TX
12/18/2023	2	Rockport	12/18/2023	2	Wharton TX
12/18/2023	2	Rockport	12/18/2023	2	Iowa
12/18/2023	3	Rockport	12/18/2023	2	Kentucky
12/18/2023	3	Rockport	12/18/2023	3	Michigan
12/18/2023	3	Rockport	12/18/2023	7	Nebraska
12/18/2023	3	Rockport	12/18/2023	4	Ohio
12/18/2023	3	Rockport	12/18/2023	2	Ingleside TX
12/18/2023	3	Rockport	12/18/2023	5	Port Lavaca TX
12/18/2023	3	Rockport	12/19/2023	2	Aransas Pass
12/18/2023	3	Rockport	12/19/2023	5	Aransas Pass
12/18/2023	3	Rockport	12/19/2023	5	Aransas Pass
12/18/2023	3	Rockport	12/19/2023	1	Rockport
12/18/2023	3	Rockport	12/19/2023	1	Rockport
12/18/2023	3	Rockport	12/19/2023	2	Rockport
12/18/2023	3	Rockport	12/19/2023	2	Rockport
12/18/2023	4	Rockport	12/19/2023	2	Rockport
12/18/2023	4	Rockport	12/19/2023	2	Rockport
12/18/2023	4	Rockport	12/19/2023	2	Rockport
12/18/2023	4	Rockport	12/19/2023	2	Rockport

12/19/2023	2	Rockport	12/19/2023	4	Rockport
12/19/2023	2	Rockport	12/19/2023	4	Rockport
12/19/2023	2	Rockport	12/19/2023	4	Rockport
12/19/2023	2	Rockport	12/19/2023	4	Rockport
12/19/2023	2	Rockport	12/19/2023	4	Rockport
12/19/2023	2	Rockport	12/19/2023	5	Rockport
12/19/2023	2	Rockport	12/19/2023	8	Rockport
12/19/2023	2	Rockport	12/19/2023	4	Canada
12/19/2023	2	Rockport	12/19/2023	2	Central Texas
12/19/2023	2	Rockport	12/19/2023	4	Dallas TX
12/19/2023	2	Rockport	12/19/2023	2	Houston TX
12/19/2023	2	Rockport	12/19/2023	6	Houston TX
12/19/2023	2	Rockport	12/19/2023	5	Red Rock TX
12/19/2023	2	Rockport	12/19/2023	3	Round Rock TX
12/19/2023	2	Rockport	12/19/2023	4	San Antonio TX
12/19/2023	2	Rockport	12/19/2023	4	San Antonio TX
12/19/2023	2	Rockport	12/19/2023	3	Shiner TX
12/19/2023	3	Rockport	12/19/2023	2	Idaho
12/19/2023	3	Rockport	12/19/2023	2	Indiana
12/19/2023	3	Rockport	12/19/2023	5	Indiana
12/19/2023	3	Rockport	12/19/2023	2	Iowa
12/19/2023	3	Rockport	12/19/2023	4	Kansas
12/19/2023	3	Rockport	12/19/2023	6	LasVegas NV
12/19/2023	3	Rockport	12/19/2023	4	Louisiana
12/19/2023	3	Rockport	12/19/2023	2	Utah
12/19/2023	3	Rockport	12/19/2023	2	Washington
12/19/2023	3	Rockport	12/19/2023	5	Wyoming
12/19/2023	3	Rockport	12/19/2023	3	Corpus Christi
12/19/2023	3	Rockport	12/19/2023	5	Portland TX
12/19/2023	3	Rockport	12/19/2023	5	Portland TX
12/19/2023	3	Rockport	12/20/2023	1	Rockport
12/19/2023	3	Rockport	12/20/2023	1	Rockport
12/19/2023	4	Rockport	12/20/2023	1	Rockport
12/19/2023	4	Rockport	12/20/2023	2	Rockport

12/20/2023	2	Rockport	12/20/2023	4	Rockport
12/20/2023	2	Rockport	12/20/2023	4	Rockport
12/20/2023	2	Rockport	12/20/2023	4	Rockport
12/20/2023	2	Rockport	12/20/2023	5	Rockport
12/20/2023	2	Rockport	12/20/2023	5	Rockport
12/20/2023	2	Rockport	12/20/2023	8	Rockport
12/20/2023	2	Rockport	12/20/2023	2	Ontario Canada
12/20/2023	2	Rockport	12/20/2023	4	Austin TX
12/20/2023	2	Rockport	12/20/2023	4	Bastrop TX
12/20/2023	2	Rockport	12/20/2023	12	Brookshire TX
12/20/2023	2	Rockport	12/20/2023	2	Burlington TX
12/20/2023	2	Rockport	12/20/2023	4	San Angelo TX
12/20/2023	2	Rockport	12/20/2023	2	Waco TX
12/20/2023	2	Rockport	12/20/2023	3	Illinois
12/20/2023	2	Rockport	12/20/2023	2	Kansas
12/20/2023	2	Rockport	12/20/2023	2	Kansas
12/20/2023	2	Rockport	12/20/2023	2	Michigan
12/20/2023	2	Rockport	12/20/2023	4	Michigan
12/20/2023	2	Rockport	12/20/2023	2	Oklahoma
12/20/2023	2	Rockport	12/20/2023	2	Racine Wisconsin
12/20/2023	2	Rockport	12/20/2023	2	Shiloh WY
12/20/2023	3	Rockport	12/20/2023	4	Soux Falls SD
12/20/2023	3	Rockport	12/20/2023	5	Victoria TX
12/20/2023	3	Rockport	12/21/2023	2	Aransas Pass
12/20/2023	3	Rockport	12/21/2023	2	Aransas Pass
12/20/2023	3	Rockport	12/21/2023	2	Aransas Pass
12/20/2023	3	Rockport	12/21/2023	4	Aransas Pass
12/20/2023	3	Rockport	12/21/2023	4	Aransas Pass
12/20/2023	3	Rockport	12/21/2023	4	Aransas Pass
12/20/2023	3	Rockport	12/21/2023	2	Fulton TX
12/20/2023	3	Rockport	12/21/2023	1	Rockport
12/20/2023	4	Rockport	12/21/2023	1	Rockport
12/20/2023	4	Rockport	12/21/2023	1	Rockport
12/20/2023	4	Rockport	12/21/2023	1	Rockport

[illegible]

12/21/2023	2	College Station TX	12/22/2023	2	Rockport
12/21/2023	3	Dallas TX	12/22/2023	2	Rockport
12/21/2023	2	Houston TX	12/22/2023	2	Rockport
12/21/2023	4	Kerrville TX	12/22/2023	2	Rockport
12/21/2023	2	San Antonio TX	12/22/2023	2	Rockport
12/21/2023	2	San Antonio TX	12/22/2023	2	Rockport
12/21/2023	2	San Antonio TX	12/22/2023	2	Rockport
12/21/2023	3	San Antonio TX	12/22/2023	2	Rockport
12/21/2023	3	San Antonio TX	12/22/2023	2	Rockport
12/21/2023	4	San Antonio TX	12/22/2023	2	Rockport
12/21/2023	2	Spring Branch TX	12/22/2023	2	Rockport
12/21/2023	3	Colorado	12/22/2023	2	Rockport
12/21/2023	2	Colorado	12/22/2023	2	Rockport
12/21/2023	2	Colorado Springs CO	12/22/2023	2	Rockport
12/21/2023	2	Illinois	12/22/2023	2	Rockport
12/21/2023	4	Missouri	12/22/2023	2	Rockport
12/21/2023	2	Nebraska	12/22/2023	2	Rockport
12/21/2023	4	New Mexico	12/22/2023	2	Rockport
12/21/2023	2	Ohio	12/22/2023	2	Rockport
12/21/2023	2	Pennsylvania	12/22/2023	2	Rockport
12/21/2023	2	Pennsylvania	12/22/2023	2	Rockport
12/21/2023	2	Corpus Christi	12/22/2023	2	Rockport
12/21/2023	4	Port Lavaca TX	12/22/2023	2	Rockport
12/21/2023	2	Victoria TX	12/22/2023	3	Rockport
12/22/2023	2	Aransas Pass	12/22/2023	3	Rockport
12/22/2023	3	Aransas Pass	12/22/2023	3	Rockport
12/22/2023	6	Fulton TX	12/22/2023	3	Rockport
12/22/2023	1	Rockport	12/22/2023	3	Rockport
12/22/2023	1	Rockport	12/22/2023	3	Rockport
12/22/2023	1	Rockport	12/22/2023	3	Rockport
12/22/2023	2	Rockport	12/22/2023	3	Rockport
12/22/2023	2	Rockport	12/22/2023	3	Rockport
12/22/2023	2	Rockport	12/22/2023	4	Rockport
12/22/2023	2	Rockport	12/22/2023	4	Rockport

12/22/2023	4	Rockport	12/22/2023	2	Port O'Connor TX
12/22/2023	4	Rockport	12/22/2023	6	Portland TX
12/22/2023	4	Rockport	12/23/2023	2	Rockport
12/22/2023	4	Rockport	12/23/2023	2	Rockport
12/22/2023	4	Rockport	12/23/2023	2	Rockport
12/22/2023	4	Rockport	12/23/2023	2	Rockport
12/22/2023	4	Rockport	12/23/2023	2	Rockport
12/22/2023	4	Rockport	12/23/2023	2	Rockport
12/22/2023	4	Rockport	12/23/2023	2	Rockport
12/22/2023	5	Rockport	12/23/2023	2	Rockport
12/22/2023	5	Rockport	12/23/2023	2	Rockport
12/22/2023	5	Rockport	12/23/2023	2	Rockport
12/22/2023	6	Rockport	12/23/2023	2	Rockport
12/22/2023	6	Rockport	12/23/2023	2	Rockport
12/22/2023	7	Rockport	12/23/2023	2	Rockport
12/22/2023	2	Austin TX	12/23/2023	2	Rockport
12/22/2023	2	Austin TX	12/23/2023	2	Rockport
12/22/2023	2	Bandera TX	12/23/2023	2	Rockport
12/22/2023	3	Big Lake TX	12/23/2023	2	Rockport
12/22/2023	5	Castorville TX	12/23/2023	2	Rockport
12/22/2023	2	Houston TX	12/23/2023	2	Rockport
12/22/2023	2	Houston TX	12/23/2023	2	Rockport
12/22/2023	3	Ponder TX	12/23/2023	2	Rockport
12/22/2023	2	San Antonio TX	12/23/2023	2	Rockport
12/22/2023	4	Sterling City TX	12/23/2023	2	Rockport
12/22/2023	2	Illinois	12/23/2023	2	Rockport
12/22/2023	4	Kansas	12/23/2023	2	Rockport
12/22/2023	4	Loveland CO	12/23/2023	3	Rockport
12/22/2023	3	Michigan	12/23/2023	3	Rockport
12/22/2023	2	Minnesota	12/23/2023	3	Rockport
12/22/2023	2	Minnesota	12/23/2023	4	Rockport
12/22/2023	2	Minnesota	12/23/2023	4	Rockport
12/22/2023	2	South Dakota	12/23/2023	4	Rockport
12/22/2023	5	Corpus Christi	12/23/2023	4	Rockport

12/23/2023	4	Rockport	12/23/2023	4	Ingleside TX
12/23/2023	4	Rockport	12/23/2023	2	Ingleside TX
12/23/2023	5	Rockport	12/24/2023	2	Aransas Pass
12/23/2023	5	Rockport	12/24/2023	3	Aransas Pass
12/23/2023	5	Rockport	12/24/2023	3	Aransas Pass
12/23/2023	5	Rockport	12/24/2023	3	Aransas Pass
12/23/2023	5	Rockport	12/24/2023	4	Aransas Pass
12/23/2023	5	Rockport	12/24/2023	6	Aransas Pass
12/23/2023	6	Rockport	12/24/2023	1	Fulton TX
12/23/2023	7	Rockport	12/24/2023	2	Fulton TX
12/23/2023	9	Rockport	12/24/2023	4	Fulton TX
12/23/2023	4	Austin TX	12/24/2023	6	Fulton TX
12/23/2023	4	Austin TX	12/24/2023	1	Rockport
12/23/2023	4	College Station TX	12/24/2023	1	Rockport
12/23/2023	4	Dallas TX	12/24/2023	1	Rockport
12/23/2023	2	Edna TX	12/24/2023	1	Rockport
12/23/2023	4	Edna TX	12/24/2023	1	Rockport
12/23/2023	2	Hallettsville TX	12/24/2023	1	Rockport
12/23/2023	2	Houston TX	12/24/2023	1	Rockport
12/23/2023	2	Keller TX	12/24/2023	1	Rockport
12/23/2023	2	Kerrville TX	12/24/2023	1	Rockport
12/23/2023	4	Nemo TX	12/24/2023	1	Rockport
12/23/2023	2	Rockdale TX	12/24/2023	1	Rockport
12/23/2023	2	San Antonio TX	12/24/2023	2	Rockport
12/23/2023	4	San Antonio TX	12/24/2023	2	Rockport
12/23/2023	5	San Antonio TX	12/24/2023	2	Rockport
12/23/2023	2	Snyder TX	12/24/2023	2	Rockport
12/23/2023	5	Stockdale TX	12/24/2023	2	Rockport
12/23/2023	5	Green Bay Wisconsin	12/24/2023	2	Rockport
12/23/2023	4	Indiana	12/24/2023	2	Rockport
12/23/2023	4	Louisiana	12/24/2023	2	Rockport
12/23/2023	2	Minnesota	12/24/2023	2	Rockport
12/23/2023	2	Ohio	12/24/2023	2	Rockport
12/23/2023	2	Wisconsin	12/24/2023	2	Rockport

[illegible]

12/24/2023	2	Cypress TX	12/25/2023	1	Rockport
12/24/2023	4	Devine TX	12/25/2023	1	Rockport
12/24/2023	2	Houston TX	12/25/2023	2	Rockport
12/24/2023	3	Houston TX	12/25/2023	2	Rockport
12/24/2023	4	Houston TX	12/25/2023	2	Rockport
12/24/2023	2	San Antonio TX	12/25/2023	2	Rockport
12/24/2023	3	San Antonio TX	12/25/2023	2	Rockport
12/24/2023	7	San Antonio TX	12/25/2023	2	Rockport
12/24/2023	4	Texas City TX	12/25/2023	2	Rockport
12/24/2023	1	Yoakum TX	12/25/2023	2	Rockport
12/24/2023	3	Buffalo NY	12/25/2023	2	Rockport
12/24/2023	2	Colorado	12/25/2023	2	Rockport
12/24/2023	3	Denver CO	12/25/2023	2	Rockport
12/24/2023	2	Idaho	12/25/2023	2	Rockport
12/24/2023	2	Illinois	12/25/2023	2	Rockport
12/24/2023	2	Illinois	12/25/2023	2	Rockport
12/24/2023	4	Illinois	12/25/2023	2	Rockport
12/24/2023	2	Indiana	12/25/2023	2	Rockport
12/24/2023	2	Indiana	12/25/2023	2	Rockport
12/24/2023	2	Iowa	12/25/2023	2	Rockport
12/24/2023	2	Kansas	12/25/2023	2	Rockport
12/24/2023	2	Minnesota	12/25/2023	2	Rockport
12/24/2023	6	Nebraska	12/25/2023	2	Rockport
12/24/2023	1	Oregon	12/25/2023	2	Rockport
12/24/2023	2	Pennsylvania	12/25/2023	2	Rockport
12/24/2023	3	Virginia	12/25/2023	2	Rockport
12/24/2023	2	Washington	12/25/2023	2	Rockport
12/24/2023	2	Wisconsin	12/25/2023	3	Rockport
12/24/2023	3	Calallen TX	12/25/2023	3	Rockport
12/24/2023	1	Ingleside TX	12/25/2023	3	Rockport
12/24/2023	3	Ingleside TX	12/25/2023	3	Rockport
12/24/2023	3	Portland TX	12/25/2023	3	Rockport
12/25/2023	3	Fulton TX	12/25/2023	3	Rockport
12/25/2023	1	Rockport	12/25/2023	3	Rockport

12/25/2023	3	Rockport	12/25/2023	4	Houston TX
12/25/2023	3	Rockport	12/25/2023	4	Houston TX
12/25/2023	3	Rockport	12/25/2023	6	Liberty TX
12/25/2023	4	Rockport	12/25/2023	2	Lubbock TX
12/25/2023	4	Rockport	12/25/2023	2	Poetry TX
12/25/2023	4	Rockport	12/25/2023	2	San Antonio TX
12/25/2023	4	Rockport	12/25/2023	2	San Antonio TX
12/25/2023	4	Rockport	12/25/2023	2	San Antonio TX
12/25/2023	4	Rockport	12/25/2023	2	San Antonio TX
12/25/2023	4	Rockport	12/25/2023	3	San Antonio TX
12/25/2023	4	Rockport	12/25/2023	3	San Antonio TX
12/25/2023	4	Rockport	12/25/2023	4	San Antonio TX
12/25/2023	4	Rockport	12/25/2023	4	San Antonio TX
12/25/2023	4	Rockport	12/25/2023	4	San Antonio TX
12/25/2023	5	Rockport	12/25/2023	5	San Antonio TX
12/25/2023	5	Rockport	12/25/2023	4	Seguin TX
12/25/2023	5	Rockport	12/25/2023	5	Silsbee TX
12/25/2023	6	Rockport	12/25/2023	2	Akron PA
12/25/2023	6	Rockport	12/25/2023	1	Albuquerque, NM
12/25/2023	6	Rockport	12/25/2023	4	Indiana
12/25/2023	6	Rockport	12/25/2023	6	Michigan
12/25/2023	2	South Africa	12/25/2023	4	Nebraska
12/25/2023	1	Austin TX	12/25/2023	2	Nevada
12/25/2023	2	Austin TX	12/25/2023	1	Oklahoma
12/25/2023	2	Austin TX	12/25/2023	1	Pennsylvania
12/25/2023	3	Austin TX	12/25/2023	2	Wisconsin
12/25/2023	5	Austin TX	12/25/2023	3	Wisconsin
12/25/2023	5	Austin TX	12/25/2023	2	Beeville TX
12/25/2023	2	Bandera TX	12/25/2023	2	Corpus Christi
12/25/2023	2	Cuero TX	12/25/2023	4	Portland TX
12/25/2023	6	Dallas TX	12/26/2023	1	Rockport
12/25/2023	5	Ft Worth TX	12/26/2023	1	Rockport
12/25/2023	2	Houston TX	12/26/2023	1	Rockport
12/25/2023	3	Houston TX	12/26/2023	2	Rockport
12/25/2023	3	Houston TX	12/26/2023	2	Rockport

12/26/2023	2	Rockport	12/26/2023	6	Rockport
12/26/2023	2	Rockport	12/26/2023	7	Rockport
12/26/2023	2	Rockport	12/26/2023	7	Rockport
12/26/2023	2	Rockport	12/26/2023	4	Canada
12/26/2023	2	Rockport	12/26/2023	2	Austin TX
12/26/2023	2	Rockport	12/26/2023	2	Austin TX
12/26/2023	2	Rockport	12/26/2023	4	Austin TX
12/26/2023	2	Rockport	12/26/2023	6	Austin TX
12/26/2023	2	Rockport	12/26/2023	3	Dallas TX
12/26/2023	2	Rockport	12/26/2023	4	Floresville TX
12/26/2023	2	Rockport	12/26/2023	2	Ft Worth TX
12/26/2023	2	Rockport	12/26/2023	4	Hallettsville TX
12/26/2023	2	Rockport	12/26/2023	2	Houston TX
12/26/2023	2	Rockport	12/26/2023	2	Houston TX
12/26/2023	2	Rockport	12/26/2023	2	Houston TX
12/26/2023	2	Rockport	12/26/2023	3	Houston TX
12/26/2023	2	Rockport	12/26/2023	2	Fulton TX
12/26/2023	2	Rockport	12/26/2023	5	Tivoli TX
12/26/2023	3	Rockport	12/26/2023	2	Victoria TX
12/26/2023	3	Rockport	12/26/2023	4	Victoria TX
12/26/2023	3	Rockport	12/26/2023	4	Houston TX
12/26/2023	3	Rockport	12/26/2023	4	Houston TX
12/26/2023	3	Rockport	12/26/2023	2	Lockhart TX
12/26/2023	3	Rockport	12/26/2023	2	Needville TX
12/26/2023	4	Rockport	12/26/2023	1	San Antonio TX
12/26/2023	4	Rockport	12/26/2023	1	San Antonio TX
12/26/2023	4	Rockport	12/26/2023	2	San Antonio TX
12/26/2023	4	Rockport	12/26/2023	2	San Antonio TX
12/26/2023	4	Rockport	12/26/2023	4	San Antonio TX
12/26/2023	4	Rockport	12/26/2023	1	Seguin TX
12/26/2023	4	Rockport	12/26/2023	4	Seguin TX
12/26/2023	5	Rockport	12/26/2023	7	Stockdale TX
12/26/2023	5	Rockport	12/26/2023	2	Waco TX
12/26/2023	5	Rockport	12/26/2023	4	Waco TX
12/26/2023	5	Rockport	12/26/2023	2	Arizona

12/26/2023	4	Arkansas	12/27/2023	3	Rockport
12/26/2023	4	Buffalo NY	12/27/2023	3	Rockport
12/26/2023	2	Chicago IL	12/27/2023	3	Rockport
12/26/2023	2	Michigan	12/27/2023	3	Rockport
12/26/2023	4	Michigan	12/27/2023	4	Rockport
12/26/2023	2	Minnesota	12/27/2023	4	Rockport
12/26/2023	2	New York City	12/27/2023	4	Rockport
12/26/2023	6	Saint Louis Missouri	12/27/2023	4	Rockport
12/26/2023	2	Wyoming	12/27/2023	5	Rockport
12/27/2023	1	Rockport	12/27/2023	6	Rockport
12/27/2023	1	Rockport	12/27/2023	7	Rockport
12/27/2023	2	Rockport	12/27/2023	3	Portland TX
12/27/2023	2	Rockport	12/27/2023	2	Mexico
12/27/2023	2	Rockport	12/27/2023	2	Austin TX
12/27/2023	2	Rockport	12/27/2023	2	Austin TX
12/27/2023	2	Rockport	12/27/2023	2	Austin TX
12/27/2023	2	Rockport	12/27/2023	2	Austin TX
12/27/2023	2	Rockport	12/27/2023	4	Austin TX
12/27/2023	2	Rockport	12/27/2023	4	Bastrop TX
12/27/2023	2	Rockport	12/27/2023	6	Burnett TX
12/27/2023	2	Rockport	12/27/2023	4	Center Park TX
12/27/2023	2	Rockport	12/27/2023	3	Devine TX
12/27/2023	2	Rockport	12/27/2023	2	Fredricksburg TX
12/27/2023	2	Rockport	12/27/2023	4	Ft Worth TX
12/27/2023	2	Rockport	12/27/2023	1	Gonzales TX
12/27/2023	2	Rockport	12/27/2023	2	Houston TX
12/27/2023	2	Rockport	12/27/2023	3	Houston TX
12/27/2023	2	Rockport	12/27/2023	5	Houston TX
12/27/2023	2	Rockport	12/27/2023	4	La Grange TX
12/27/2023	2	Rockport	12/27/2023	4	New Braunfels TX
12/27/2023	2	Rockport	12/27/2023	2	San Antonio TX
12/27/2023	2	Rockport	12/27/2023	2	San Antonio TX
12/27/2023	3	Rockport	12/27/2023	2	San Antonio TX
12/27/2023	3	Rockport	12/27/2023	3	San Antonio TX

12/27/2023	4	San Antonio TX	12/28/2023	3	Rockport
12/27/2023	4	San Antonio TX	12/28/2023	3	Rockport
12/27/2023	2	Sealy TX	12/28/2023	3	Rockport
12/27/2023	3	Seven Points TX	12/28/2023	4	Rockport
12/27/2023	5	Artisan NM	12/28/2023	4	Rockport
12/27/2023	2	California	12/28/2023	5	Rockport
12/27/2023	2	Florida	12/28/2023	5	Rockport
12/27/2023	3	Florida	12/28/2023	2	Corpus Christi
12/27/2023	2	Idaho	12/28/2023	3	Corpus Christi
12/27/2023	2	Iowa	12/28/2023	6	Goliad TX
12/27/2023	2	Louisiana	12/28/2023	1	Ingleside TX
12/27/2023	2	Michigan	12/28/2023	2	Portland TX
12/27/2023	1	Nebraska	12/28/2023	3	Portland TX
12/27/2023	2	Spearfish, SD	12/28/2023	1	Austin TX
12/28/2023	1	Rockport	12/28/2023	2	Austin TX
12/28/2023	1	Rockport	12/28/2023	3	Austin TX
12/28/2023	2	Rockport	12/28/2023	4	Bastrop TX
12/28/2023	2	Rockport	12/28/2023	2	Beorne TX
12/28/2023	2	Rockport	12/28/2023	2	Dallas TX
12/28/2023	2	Rockport	12/28/2023	2	Dallas TX
12/28/2023	2	Rockport	12/28/2023	2	Dallas TX
12/28/2023	2	Rockport	12/28/2023	5	Edna TX
12/28/2023	2	Rockport	12/28/2023	4	Frisco TX
12/28/2023	2	Rockport	12/28/2023	4	Houston TX
12/28/2023	2	Rockport	12/28/2023	4	Katy TX
12/28/2023	2	Rockport	12/28/2023	4	Katy TX
12/28/2023	2	Rockport	12/28/2023	2	Keller TX
12/28/2023	2	Rockport	12/28/2023	4	Lampasas TX
12/28/2023	2	Rockport	12/28/2023	4	Lockhart TX
12/28/2023	2	Rockport	12/28/2023	2	Luling TX
12/28/2023	2	Rockport	12/28/2023	2	Missouri City TX
12/28/2023	3	Rockport	12/28/2023	3	Montgomery TX
12/28/2023	3	Rockport	12/28/2023	5	Poth TX
12/28/2023	3	Rockport	12/28/2023	4	Richmond TX

12/28/2023	2	San Antonio TX	12/29/2023	2	Rockport
12/28/2023	3	San Antonio TX	12/29/2023	2	Rockport
12/28/2023	4	San Antonio TX	12/29/2023	2	Rockport
12/28/2023	4	Seguin TX	12/29/2023	2	Rockport
12/28/2023	2	Florida	12/29/2023	2	Rockport
12/28/2023	2	Iowa	12/29/2023	2	Rockport
12/28/2023	4	Nampa ID	12/29/2023	2	Rockport
12/28/2023	3	North Carolina	12/29/2023	2	Rockport
12/28/2023	2	Saint Louis Missouri	12/29/2023	2	Rockport
12/28/2023	4	Washington DC	12/29/2023	3	Rockport
12/29/2023	4	Aransas Pass	12/29/2023	3	Rockport
12/29/2023	2	Lamar TX	12/29/2023	3	Rockport
12/29/2023	1	Rockport	12/29/2023	3	Rockport
12/29/2023	1	Rockport	12/29/2023	3	Rockport
12/29/2023	1	Rockport	12/29/2023	3	Rockport
12/29/2023	1	Rockport	12/29/2023	3	Rockport
12/29/2023	1	Rockport	12/29/2023	3	Rockport
12/29/2023	1	Rockport	12/29/2023	3	Rockport
12/29/2023	1	Rockport	12/29/2023	3	Rockport
12/29/2023	1	Rockport	12/29/2023	3	Rockport
12/29/2023	1	Rockport	12/29/2023	3	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	4	Rockport
12/29/2023	2	Rockport	12/29/2023	5	Rockport
12/29/2023	2	Rockport	12/29/2023	5	Rockport
12/29/2023	2	Rockport	12/29/2023	5	Rockport

12/29/2023	5	Rockport	12/29/2023	4	San Antonio TX
12/29/2023	5	Rockport	12/29/2023	4	San Antonio TX
12/29/2023	5	Rockport	12/29/2023	4	San Antonio TX
12/29/2023	5	Rockport	12/29/2023	5	San Antonio TX
12/29/2023	6	Rockport	12/29/2023	5	San Antonio TX
12/29/2023	6	Rockport	12/29/2023	6	San Antonio TX
12/29/2023	6	Rockport	12/29/2023	4	California
12/29/2023	7	Rockport	12/29/2023	5	Michigan
12/29/2023	5	Corpus Christi	12/29/2023	5	Ohio
12/29/2023	2	King Ranch TX	12/29/2023	2	Oregon
12/29/2023	3	Port Aransas	12/30/2023	1	Rockport
12/29/2023	1	Austin TX	12/30/2023	1	Rockport
12/29/2023	1	Austin TX	12/30/2023	2	Rockport
12/29/2023	4	Austin TX	12/30/2023	2	Rockport
12/29/2023	5	Austin TX	12/30/2023	2	Rockport
12/29/2023	5	Austin TX	12/30/2023	2	Rockport
12/29/2023	2	Azel TX	12/30/2023	2	Rockport
12/29/2023	5	Brownsville TX	12/30/2023	2	Rockport
12/29/2023	1	Dallas TX	12/30/2023	2	Rockport
12/29/2023	1	Dallas TX	12/30/2023	2	Rockport
12/29/2023	2	Dallas TX	12/30/2023	2	Rockport
12/29/2023	2	Dallas TX	12/30/2023	2	Rockport
12/29/2023	1	Houston TX	12/30/2023	2	Rockport
12/29/2023	2	Houston TX	12/30/2023	2	Rockport
12/29/2023	2	Houston TX	12/30/2023	2	Rockport
12/29/2023	3	Houston TX	12/30/2023	2	Rockport
12/29/2023	1	Joshua TX	12/30/2023	2	Rockport
12/29/2023	1	League City TX	12/30/2023	2	Rockport
12/29/2023	3	McAllen TX	12/30/2023	2	Rockport
12/29/2023	3	Round Rock TX	12/30/2023	2	Rockport
12/29/2023	2	San Antonio TX	12/30/2023	2	Rockport
12/29/2023	3	San Antonio TX	12/30/2023	2	Rockport
12/29/2023	4	San Antonio TX	12/30/2023	2	Rockport
12/29/2023	4	San Antonio TX	12/30/2023	2	Rockport

12/30/2023	2	Rockport	12/30/2023	2	Austin TX
12/30/2023	2	Rockport	12/30/2023	4	Center Park TX
12/30/2023	2	Rockport	12/30/2023	2	Dallas TX
12/30/2023	3	Rockport	12/30/2023	2	Dallas TX
12/30/2023	3	Rockport	12/30/2023	4	Dallas TX
12/30/2023	3	Rockport	12/30/2023	2	Gonzales TX
12/30/2023	3	Rockport	12/30/2023	2	Houston TX
12/30/2023	3	Rockport	12/30/2023	3	Houston TX
12/30/2023	3	Rockport	12/30/2023	4	Houston TX
12/30/2023	3	Rockport	12/30/2023	5	Houston TX
12/30/2023	3	Rockport	12/30/2023	5	Junction City TX
12/30/2023	3	Rockport	12/30/2023	3	Katy TX
12/30/2023	4	Rockport	12/30/2023	2	Kerrville TX
12/30/2023	4	Rockport	12/30/2023	3	Kerrville TX
12/30/2023	4	Rockport	12/30/2023	2	Kyle TX
12/30/2023	4	Rockport	12/30/2023	2	New Braunfels TX
12/30/2023	4	Rockport	12/30/2023	3	San Antonio TX
12/30/2023	4	Rockport	12/30/2023	5	San Antonio TX
12/30/2023	4	Rockport	12/30/2023	4	Sealy TX
12/30/2023	4	Rockport	12/30/2023	2	Sugarland TX
12/30/2023	4	Rockport	12/30/2023	4	Temple TX
12/30/2023	4	Rockport	12/30/2023	3	Kansas
12/30/2023	5	Rockport	12/30/2023	2	Mississippi
12/30/2023	5	Rockport	12/30/2023	2	Oklahoma
12/30/2023	6	Rockport	12/30/2023	2	South Dakota
12/30/2023	7	Rockport	12/31/2023	3	Aransas Pass
12/30/2023	7	Rockport	12/31/2023	1	Rockport
12/30/2023	4	Beeville TX	12/31/2023	1	Rockport
12/30/2023	3	Calallen TX	12/31/2023	1	Rockport
12/30/2023	2	Corpus Christi	12/31/2023	1	Rockport
12/30/2023	5	Corpus Christi	12/31/2023	2	Rockport
12/30/2023	5	Refugio TX	12/31/2023	2	Rockport
12/30/2023	7	Taft TX	12/31/2023	2	Rockport
12/30/2023	2	Mexico	12/31/2023	2	Rockport

12/31/2023	2	Rockport	12/31/2023	4	Rockport
12/31/2023	2	Rockport	12/31/2023	4	Rockport
12/31/2023	2	Rockport	12/31/2023	4	Rockport
12/31/2023	2	Rockport	12/31/2023	4	Rockport
12/31/2023	2	Rockport	12/31/2023	5	Rockport
12/31/2023	2	Rockport	12/31/2023	7	Rockport
12/31/2023	2	Rockport	12/31/2023	2	Austin TX
12/31/2023	2	Rockport	12/31/2023	4	Austin TX
12/31/2023	2	Rockport	12/31/2023	1	Beorne TX
12/31/2023	2	Rockport	12/31/2023	6	Beorne TX
12/31/2023	2	Rockport	12/31/2023	2	College Station TX
12/31/2023	2	Rockport	12/31/2023	3	Conroe TX
12/31/2023	2	Rockport	12/31/2023	2	Dallas TX
12/31/2023	2	Rockport	12/31/2023	2	Dallas TX
12/31/2023	2	Rockport	12/31/2023	5	Dickinson TX
12/31/2023	2	Rockport	12/31/2023	4	Floresville TX
12/31/2023	2	Rockport	12/31/2023	3	Houston TX
12/31/2023	2	Rockport	12/31/2023	4	Houston TX
12/31/2023	2	Rockport	12/31/2023	4	Houston TX
12/31/2023	2	Rockport	12/31/2023	3	Liberty Hill TX
12/31/2023	2	Rockport	12/31/2023	4	San Antonio TX
12/31/2023	3	Rockport	12/31/2023	4	San Antonio TX
12/31/2023	3	Rockport	12/31/2023	2	San Marcos TX
12/31/2023	3	Rockport	12/31/2023	4	Tyler TX
12/31/2023	3	Rockport	12/31/2023	4	Willis TX
12/31/2023	3	Rockport	12/31/2023	3	New York
12/31/2023	3	Rockport	1/1/2024	1	Rockport
12/31/2023	3	Rockport	1/1/2024	2	Rockport
12/31/2023	3	Rockport	1/1/2024	2	Rockport
12/31/2023	3	Rockport	1/1/2024	2	Rockport
12/31/2023	4	Rockport	1/1/2024	2	Rockport
12/31/2023	4	Rockport	1/1/2024	2	Rockport
12/31/2023	4	Rockport	1/1/2024	2	Rockport
12/31/2023	4	Rockport	1/1/2024	3	Rockport

1/1/2024	3	Rockport	1/4/2024	2	Floresville TX
1/1/2024	3	Rockport	1/4/2024	2	San Antonio TX
1/1/2024	4	Rockport	1/4/2024	2	Minnesota
1/1/2024	4	Rockport	1/5/2024	1	Rockport
1/1/2024	5	Rockport	1/5/2024	2	Rockport
1/1/2024	5	Rockport	1/5/2024	2	Rockport
1/1/2024	2	Austin TX	1/5/2024	2	Rockport
1/1/2024	5	Dallas TX	1/5/2024	2	Rockport
1/1/2024	2	Hewitt TX	1/5/2024	2	Rockport
1/1/2024	2	Houston TX	1/5/2024	2	Rockport
1/1/2024	2	San Antonio TX	1/5/2024	2	Rockport
1/1/2024	4	San Antonio TX	1/5/2024	2	Rockport
1/1/2024	2	Seguin TX	1/5/2024	2	Rockport
1/1/2024	5	Yoakum TX	1/5/2024	2	Rockport
1/1/2024	4	Atlanta GA	1/5/2024	2	Rockport
1/2/2024		Rainy Night - No Data	1/5/2024	2	Rockport
1/3/2024	3	Lamar TX	1/5/2024	2	Rockport
1/3/2024	1	Rockport	1/5/2024	2	Rockport
1/3/2024	2	Rockport	1/5/2024	2	Rockport
1/3/2024	4	Rockport	1/5/2024	3	Rockport
1/3/2024	4	Rockport	1/5/2024	3	Rockport
1/3/2024	2	Austin TX	1/5/2024	4	Rockport
1/3/2024	3	Austin TX	1/5/2024	5	Rockport
1/3/2024	2	Minnesota	1/5/2024	2	Austin TX
1/3/2024	2	Oklahoma	1/5/2024	2	Austin TX
1/4/2024	2	Aransas Pass	1/5/2024	5	Austin TX
1/4/2024	2	Rockport	1/5/2024	2	Belton TX
1/4/2024	2	Rockport	1/5/2024	2	Beorne TX
1/4/2024	2	Rockport	1/5/2024	4	College Station TX
1/4/2024	2	Rockport	1/5/2024	3	San Antonio TX
1/4/2024	3	Rockport	1/5/2024	5	San Antonio TX
1/4/2024	3	Rockport	1/5/2024	2	Iowa
1/4/2024	1	Austin TX	1/6/2024	1	Rockport
1/4/2024	6	Buckholts TX	1/6/2024	1	Rockport

1/6/2024	1	Rockport	1/7/2024	2	Aransas Pass
1/6/2024	1	Rockport	1/7/2024	1	Rockport
1/6/2024	2	Rockport	1/7/2024	2	Rockport
1/6/2024	2	Rockport	1/7/2024	2	Rockport
1/6/2024	2	Rockport	1/7/2024	2	Rockport
1/6/2024	2	Rockport	1/7/2024	2	Rockport
1/6/2024	2	Rockport	1/7/2024	2	Rockport
1/6/2024	2	Rockport	1/7/2024	2	Rockport
1/6/2024	2	Rockport	1/7/2024	2	Rockport
1/6/2024	2	Rockport	1/7/2024	4	Rockport
1/6/2024	2	Rockport	1/7/2024	2	Ohio
1/6/2024	2	Rockport		7183	
1/6/2024	2	Rockport			
1/6/2024	2	Rockport			
1/6/2024	2	Rockport			
1/6/2024	2	Rockport			
1/6/2024	3	Rockport			
1/6/2024	3	Rockport			
1/6/2024	3	Rockport			
1/6/2024	3	Rockport			
1/6/2024	5	Rockport			
1/6/2024	5	Refugio TX			
1/6/2024	2	Yorkshire England			
1/6/2024	2	Buda TX			
1/6/2024	2	Houston TX			
1/6/2024	4	Houston TX			
1/6/2024	2	Katy TX			
1/6/2024	2	New Braunfels TX			
1/6/2024	2	San Antonio TX			
1/6/2024	2	San Antonio TX			
1/6/2024	3	San Antonio TX			
1/6/2024	3	San Antonio TX			
1/6/2024	2	Minnesota			
1/6/2024	2	Wisconsin			



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff): 6-12-24/05		
Official Name of Organization/Entity: Friends of Fulton Mansion	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: 1998
Organization/Entity Mailing Address: P.O. Box 1859, Fulton, TX 78358		
Organization/Entity website: www.friendsoffultonmansion.org		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Jane Hill, President	Organization/Entity Phone: President 713-818-8307	
	Organization/Entity Email: President janeh2@comcast.net	

SECTION A - FUNDING REQUEST DESCRIPTION

Name of Project/Event: 1) Advertising, 2) Promotion of the Arts, 3) Historic preservation (throughout the year)		Project/Event Date(s): 2024/2025
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? 2,000 +	Estimated number of annual attendance at your event(s) or project(s)? 15,000 +	Will you charge admission/if yes how much? NO, all programs are always free to the public.
Project/Event location(s): Fulton Mansion 317 Fulton Beach Rd. Fulton, TX 78358		Total Amount of funds requested: \$50,000 (same as last year)

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.	NA	
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.	NA	
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	✓	\$20,000
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	✓	\$20,000
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.	✓	\$10,000
*(6) Sporting Events in a County under one million in population.	NA	
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.	NA	

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES

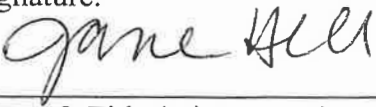
The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: 6-11-24
Applicant Name & Title (print or type): Jane Hill, President Friends of Fulton mansion	Applicant Phone (if different from phone # listed on page 1):
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

see attached :

- 1) Advertising campaign - engaged HTM media from San Antonio, (same firm used by city of Rockport Chamber of Commerce) to advertise the mansion to major cities i.e. San Antonio, Austin, Dallas and Houston.
- 2) Promotion of the arts - programs and events listed by month
- 3) Historic Preservation- restoration of Harriett's Garden - historic garden that is part of the Fulton mansion history.



Fulton Mansion 2024 Advertising Campaign

TourTexas.com eNewsletter

- Exclusive Banner – June (1st and 2nd mailing) \$1,800
- Exclusive Banner – August (1st mailing) \$900
- Added Value:
 - Header Image Banner – July (1st and 2nd mailing)
 - Medium Rectangle Banner – July, August
 - Total Added Value = \$2,400

Texas Public Radio

- :15 second underwriting message to run M-Su 6a – 7p
- May 13 – August 4 (5x per week)
- \$2,805

Digital Banner Campaign

- GeoFence/GeoFollow (Targeting Historical locations within an 8-hour drive of Fulton Mansion)
- Facebook/Instagram targeting Adults 45+, Families, History Buffs
- May 13 – August 31
- 500,000 Impressions = \$15,000

Billboards

- (1) 14' x 48' billboard located along I-35 south of Waco
- May 20 – August 11 = \$2,595
- (1) 14' x 48' billboard located in San Antonio along I-10 north of Downtown
- June 3 – July 14 = \$4,440
- (1) 14' x 48' billboard located in San Antonio along I-10 south of I-410
- July 15 – August 25 = \$4,380

HTM Management Fee

- April – September = \$1,000 per month

Total Spend: \$37,920

Fulton Mansion State Historic Site
2024-2025 Year Program/Event Plan

September 2024

- Second Saturday
- Music (tentative – alternate with Maritime)
- Grand Opening for Kitchen Stove
 - o Foodways program in kitchen – aspic competition

October 2024

- Victorian Mourning Program – Friday night before larger event on Saturday
- Second Saturday
- Large Halloween Program
 - o Archeology Month Program
 - o Foodways Program – Healing Foods
 - o Spooky Stories Competition
 - o Movie Showing
- Music (tentative – alternate with Maritime)

November 2024

- Second Saturday
- Thanksgiving Craft Program
- Foodways Program about Victorian recipes
- Music (tentative – alternate with Maritime)
- Arbor Day
 - o Host site for Arbor Day event

December 2024

- Victorian Christmas
 - o Large Event including Christmas decorations, pictures with Santa, crafts, etc.
- Second Saturday
- Tropical Christmas
 - o Likely participation in Rockport Christmas celebration

January 2025

- Second Saturday
- Program
- Participate in Museum on Main Street Exhibit
- Participation in Winter Texan Appreciation

February 2025

- Second Saturday
- Valentine's Program
- Participate in Museum on Main Street Exhibit

March 2025

- Second Saturday
- Music (tentative – alternate with Maritime)
- Fulton Anniversary Program
 - o A version of the Newlywed Game
- Oysterfest Parade Parking

April 2025

- Second Saturday
- Picnic Day
- Music (tentative – alternate with Maritime)
- Easter Egg Hunt

May 2025

- Second Saturday
- Music (tentative – alternate with Maritime)

June 2025

- Second Saturday
- Sea Camp

July 2025

- Second Saturday
- Sea Camp

August 2025

- Second Saturday
- Teachers Back to School – CTE or Curriculum introduction

Friends of Fulton Mansion
2023 – 2034 HOT Funds Application

Rehabilitation of Harriet's Garden - \$7000-10,000

The rehabilitation of Harriet's garden will be a multi-year project for the site. When dealing with a state asset as valuable to the community and state as Fulton Mansion, it is important we be very methodical with the project. The project will include the following:

- Consultation with Historic Landscape Architect
- Moving and removeing current vegetation found in the garden to replicate vintage planting norms. For example, most bedding plants were not planted together but rather planted sporadically around the garden.
- Adding vegetation such as heritage roses, sago palms, heritage daylilies and more common plants such as geraniums, amaryllis, spiderlily and others.
- Adding benches, rose trellises, historic fencing and other features found in 19th century gardens.
- Amending the soil to ensure plant growth.
- Establishing a vegetable garden including aromatic herbs.
- Planting 4 Live Oak Trees on the north side of the front yard that will eventually have understory plants planted among them to deter weed growth and erosion. This will keep the trees free of weed eater damage which opens wounds that allow pests and diseases.

June 12, 2024

Honorable Mayor Tim Jayroe
City of Rockport
2751 State Highway 35 Bypass
Rockport, Texas 78383

Subject: Tourism Marketing Plan for the Promotion of the Arts and the Hotel and Convention Industry, Fiscal Year 2024 – 2025

Dear Mayor Jayroe,

I am writing to bring to your attention the critical importance of hotel occupancy taxes as a source of funding to promote and sustain the arts in our small rural Texas community. As the director of what is now a major arts organization recognized across the United States, and a statewide advocate for public funding for the arts, I am deeply invested in the cultural and economic vitality of our community. I believe it is essential to underscore how this specific tax contributes to the enrichment and development of the arts sector.

Hotel occupancy taxes are levies imposed on guests staying in hotels, motels, and other lodging establishments. These taxes are not only a vital revenue stream for local governments but also a significant funding source for arts and cultural initiatives. Here are several reasons why this funding mechanism is paramount:

1. Cultural Enrichment and Community Identity: Investments in the arts foster a vibrant cultural landscape, which is essential for the identity and vibrancy of our community. Art museums, theaters, festivals, and public art installations enrich the lives of residents and visitors alike, creating a sense of place and fostering community pride.

2. Economic Impact: The arts are a significant driver of economic growth. Cultural events attract tourists, generate substantial spending in local businesses, increase sales taxes, and create jobs. According to the American for the Arts' economic impact studies, every \$1 spent on the arts generates up to \$8 in economic activity. The Texas Arts and Culture Industry has grown more than 30% over the past decade, generating \$6 billion for the Texas economy and nearly \$380 million in state sales tax revenue. Across Texas, 900,000 people are employed in the creative sector, that means 1 of every 15 jobs. Thus, funding the arts through hotel occupancy taxes can yield substantial economic benefits for the City of Rockport.

3. Tourism and Hotel Industry Synergy: There is a synergistic relationship between tourism and the arts. Visitors often choose destinations based on cultural offerings. By reinvesting hotel occupancy tax revenues into the arts, we enhance the attractiveness of our community as a tourist destination, creating a virtuous cycle that benefits the hospitality sector, the hotel and convention industry and the City of Rockport's broader economy.

4. Education, Mental Health and Social Benefits: Arts programs funded by hotel occupancy taxes often provide educational opportunities for youth and underserved communities. These programs foster creativity, critical thinking, and social cohesion. They help cultivate the next generation of artists and art appreciators, ensuring the long-term sustainability of the cultural sector. Engagement with the arts significantly enhances mental health by reducing stress, fostering emotional expression, improving cognitive function, and building social connections and self-esteem.

5. Quality of Life: A thriving arts scene improves the quality of life for residents, making the community a more desirable place to live and work. The presence of robust arts programming can be a deciding factor for businesses and professionals considering relocation.

Given these multifaceted benefits, maintaining hotel occupancy tax allocations for arts funding is a prudent investment. It would ensure ongoing cultural enrichment, economic vitality, and social cohesion within our community.

In 2019 we were fortunate to have the City of Rockport partner with us to obtain a substantial economic development grant from the federal government that allowed us to expand our capital project. The expansion was part of the City of Rockport's long term recovery plan, and it culminated with the addition of the Rockport Conference Center, which has become a community asset and a draw for weekday tourism. The facilities have allowed us to expand our programs to become the first, and still the only multidisciplinary arts organization in the Coastal Bend region.

Lastly, we have entered a marketing and media buy agreement with a well-known industry leader, Prost Marketing (San Antonio, Texas). Our media plans for the next fiscal year are contained in the Appendices section of this document.

Tourism remains the City of Rockport's most important industry. We are cognizant of the integral role it plays in the quality of life for our community, and we take our role in supporting this industry very seriously.

We at Rockport Center for the Arts and the Rockport Conference Center are very grateful for the financial support the City of Rockport provides annually through the Hotel Occupancy Tax Grant. Please accept our proposal for consideration for the upcoming fiscal year budget.

With gratitude,

Luis Purón

Executive Director
Rockport Center for the Arts
Rockport Conference Center

Board Member
Texans for the Arts





Marketing Plan October 2024 – September 2025

Table of Contents

- a. Executive Summary
- b. Facilities
- c. Marketing Campaign and Creative Partnerships
- d. RCA Tourism and Economic Development Impact
- e. The ROCC Tourism and Economic Development Impact
- f. Attendance and Visitation Maps
- g. RCA Marketing Request
- h. The ROCC Marketing Request
- i. About Rockport Center for the Arts and Rockport Conference Center
- j. Appendices
 - Appendix 1. Hotel Occupancy Tax Application for Rockport Center for the Arts
 - Appendix 2. RCA Media Plan
 - Appendix 3. Hotel Occupancy Tax Application for The Rockport Conference Center
 - Appendix 4. The ROCC Media Plan

Legend:

RCA – Rockport Center for the Arts

The ROCC – Rockport Conference Center

a. Executive Summary

Our Mission

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

The Rockport Conference Center's mission is to provide a state-of-the-art venue for business meetings that will draw tourism to Rockport during the mid-week market.

Our Captions

Explore. Discover. Express.

ROCC Your Next Event.

Our Vision

Rockport Center for the Arts (RCA) continues its legacy as one of the top ten coastal art colonies in the United States, expanding during its next fifty years with an iconic, architecturally significant space and innovative cultural programs and initiatives that engage, teach, and inspire students, artists, residents, and visitors while spurring economic development.

Our Organization's History and Multi-Disciplinary Programs

Established in 1969 by a group of artists as an Art Guild, Rockport Center for the Arts is host to nationally recognized programs that draw visitors to the Texas coast to engage in art education, the visual arts, the culinary arts, media, and the performing arts. RCA partners with artists from around the world to engage with the local community through a variety of funded and endowed programs:

- 1. Arts Education for Youth, Families, Adults, and Seniors*
- 2. Promotion of the Arts as a Career through Scholarships and Awards for Higher Education*
- 3. Visual Art Exhibitions*
- 4. Artists in Residence Program*
- 5. Performing Arts*
- 6. Culinary Arts*
- 7. Visiting Artists Lecture Series*
- 8. Public Art Program*
- 9. Signature Annual Events that Promote Tourism and Economic Development*

Our Program Impact by Comparison

Since the new facilities opened in December visitation impact is 60,000 per annum, as compared to 27,000 the highest level before Hurricane Harvey in 2016. By comparison, attendance to the Art Museum of South Texas in Corpus Christi is 100,000 per annum. The City of Rockport's population is 11,000, as compared to 320,000 for the City of Corpus Christi.

Our Greatest Asset

At RCA and The ROCC, we believe that people are our greatest asset. People that interact with RCA in a significant way are our most effective brand ambassadors and have the greatest impact on the organization's ability to meet its annual goals.

Our Annual Budget | Our Endowment

\$2.2M

\$750,000

Our Competitive Advantage

Our competitive advantage can be encapsulated in 6 concepts: History, Innovation, Leadership, Resilience, Thinking-Outside-the-Box, and a Deep Commitment Towards the Improvement of the Quality of Life of our Community.

As a leader in the Arts in the State of Texas, Rockport Center for the Arts has been transforming lives for 55 years. In 2014, RCA started addressing facility needs through strategic planning. In 2016, we invested in land to build a new facility and expand programming. In 2017, Hurricane Harvey accelerated plans to build a new facility. In 2018, we launched a major gift campaign that allowed us to break ground in 2021 on an ambitious 1.2-acre campus with 22,000 sf of new space in downtown Rockport. A collaboration with the City of Rockport allowed us to obtain a \$5M grant from the Economic Development Administration (EDA) in March 2019. In March 2021 the Kline's Cafe Building was relocated to make way for construction. Construction started April 6, 2021, and was completed December 10, 2022. The new \$12.6M campus added new programs and revenue centers that have made the added space financially viable. Award winning architects, David Richter and Elizabeth Chu Richter of Richter Architects were the lead designers in the project. Teal Construction Company was the contractor. The brick-and-mortar project had a guaranteed maximum price of \$9.2M; and it was built only 1% over budget and with zero debt. GrantWorks helped RCA administer the EDA grant to closure. Brenda P. McElwee PC performed the independent financial audits required by the federal grant.

Our New Tourism Target – The Hotel and Convention Industry

Small Conventions

Business and Association Conferences

Sales Meetings

Trade Shows

Expos

Travel Summits

Destination Management

Symposiums

Our Websites

RockportArtCenter.com

Our Conference Center Meeting Promotion and Planning Platforms

Eventective – a lead referral service for conferences, conventions and meeting rooms only.

Cvent – the major lead generator for hotels and corporate businesses for conferences and hotels.

Social Tables – marketing tool for meetings rooms, conventions, and conference centers to show clients in real time venue set-up options, final room diagrams to move forward to the completion of a contract.

Our Local Hotel Partners

Fairfield Inn and Suites, by Marriott

Hampton Inn and Suites

La Quinta Inn and Suites

Holiday Inn Express and Suites

Quality Inn on Aransas Bay

The Inn at Fulton Harbor

Pelican Bay Resorts

Days Inn Rockport

The Lighthouse Inn at Aransas Bay

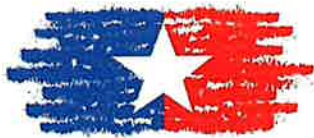
Reel 'Em Inn Rockport

Our Target Geographic DMA

Target DMAs in order of importance for direct advertising and marketing:

1. San Antonio
2. Houston
3. Austin
4. The Hill Country
5. Dallas, Ft. Worth
6. Victoria
7. Rio Grande Valley

Our Data Collection Plan to Determine Accurate Overnight Lodging Activity



TEXANS FOR THE ARTS



Every visitor and guest are asked three questions:

1. What is your zip code?
2. Are you staying in an area lodging facility?
3. If so, how many nights?

The data is tabulated by a statistician to generate reports, maps and data dashboards that can be found in sections d. and e. of this Marketing Plan and in quarterly reports to the City of Rockport Council.

Our Brands

Brand	Tourism and Economic Development Event
Arts Summit	X
Austin Street Art Walk	X
ArtSpace	
Free Family Saturdays	
Rockport Art Festival	X
Rockport Center for the Arts	
Rockport Conference Center	
Rockport Dance	
Rockport Film Festival	X
Silver Meltdown	
The ROCC	
Young Chefs: Where Food Science Meets the Culinary Arts	
Young Filmmakers of Tomorrow	

Brands shown in **bold letters are trademarked.**

b. Facilities

Building 1: Rockport Center for the Arts

Height: Two-story Building

Size: 14,000-sf

Purpose: Art Education, Visual Arts, Administration

Main Features: 5 classroom spaces including a standalone fully equipped clay studio, 4 galleries, gift shop, elevator, restrooms on both floors, an administration suite, roof top terrace, connectivity through porches, state of the art audiovisual, loading dock

Building 2: The Rockport Conference Center (The ROCC)

Height: One-story Building

Size: 8,000-sf

Purpose: Business Conferences, Trade Shows, Expos, Performing Arts, Media Arts, Culinary Arts, Literary Arts, the Home of the Clay Expo, Film Festival, Silver meltdown, Guy Clark Music Festival

Main Features: a 1,200-sf foyer, a 4,500 ballroom, restrooms, a fully equipped catering and culinary arts kitchen, storage bay, partitions to break ballroom into 4 spaces, state of the art audiovisual, loading dock

Sculpture Garden: Exterior Green Spaces with Sculptural Works from the Art Center's Permanent Collection
Size: 16,000-sf
Purpose: Connectivity between the Building 1 and 2, access to 70 parking spaces on Austin and Water St.
Main Features: Green spaces, roof-top terrace, water feature, exterior performing arts space, extension of the visual arts program through the display of sculptural work by artists of regional, national and international renown, state of the art audio

Onsite Parking: 33 spaces
Austin Street Parking: 37 spaces
Offsite Parking: 60 spaces located one-block away from the campus at the intersection of Magnolia and North St.

State of the Art Facilities: Other Campus Features

- Dedicated fiber optic cable line for high-speed internet solely dedicated and provided for the campus.
- Services from Network Cabling Services of Houston, Texas and Layer One Networks of Corpus Christi for telephone, audio visual, structured cabling, Wi-Fi integration, and campus-wide security monitoring.
- Underground electrical utilities.
- Resilient concrete and steel construction, elevated above FEMA requirements.

c. Marketing Campaign and Creative Partnerships

A Global Campaign

Until 2022, Rockport Center for the Arts advertising and publicity campaign was designed around the Art Festival and the Visual Arts Program, the largest direct advertising buys in the calendar year. Art Festival dollars were used to leverage a media buy for the rest of the calendar year.

Starting in 2023, RCA became the first multi-disciplinary arts organization in Coastal Bend. New program avenues and marketing for The ROCC have created additional dollars to market the new programs created since the building opened in December 2022.

Team Approach

Award winning public relations team with tourism results oriented results:

Brand Positioning:	<i>Legend Labs (Austin, Texas)</i>
Graphic Design Creatives:	<i>Snyder + Associates (Corpus Christi, Texas)</i>
Marketing, Media Buyer:	<i>Prost Marketing Inc. (San Antonio, Texas)</i>
Search Engine Optimization:	<i>PunchDrunk Digital Ad Agency (Mobile, Alabama)</i>
Public Relations:	<i>Winfrey Media Relations & Prokell Publicity, Inc. (Dallas, Texas)</i>
Videographer:	<i>Enlightened Images (Corpus Christi, Texas)</i>
Spokesperson:	<i>Kimmi Norvelle Moake (Rockport, Texas)</i>

*Media Partner Radio: KEDT 90.3 FM (Corpus Christi and the Rio Grande Valley, Texas)
KVRT 90.7 FM (Victoria, Texas)*

Media Partner Digital: Glasstire (Houston, Texas)

Media Partner Print: Art Houston (Houston, Texas), Art Forum (New York, New York)

Statistician: S. Carruth

d. **RCA Tourism and Economic Development Impact**

*This page was left **blank** intentionally. Please refer to the reports on pages 11 and 12.*

PROGRAMMING IMPACT | JUNE 2023 - MAY 2024

Youth Education



Free Family Saturday Participants

3,092



Young Chefs Graduates from 6 Sessions

48

474



ArtSpace Summer Camp
Students Enrolled

138



Culinary & Dance Summer
Camp Students Enrolled

25 Camp Dates & 4 Unique Offerings

Adult Education & Programs

62



Unique Classes in
Visual & Culinary Arts

1,027



Attendees to 8
Concerts in a Variety
of Musical Genres

Membership



Page | 11

1,068

Active Memberships

Public Art Program



20

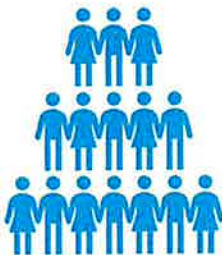
Total Sculptural
Assets on View to the
Public

24



Yearly Exhibitions in 4 Galleries

19,512



Yearly Gallery & Gift Shop Visitors

1,824



Visitors for Gallery Talks, Receptions, &
Tours

TOURISM & VISITOR IMPACT | JUNE 2023 – MAY 2024

Overall Programming Impact



55,365

Total Visitors

48.8%

Of ZIP Codes
collected are

>75 miles



49,699



Confirmed night
stays in area
lodging facilities

RCA Special Event Visitation



9,101

Total attendance to ticketed special events

43.6%

Of ZIP Codes
collected are
beyond 75 miles



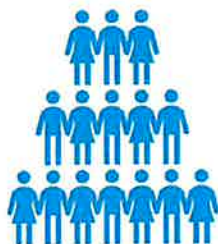
3,582



Nights in area
lodging facilities

14,789

Year to date total
attendance impact



Digital Impact



2,864

Unique online transactions

\$270,216 spent through
e-commerce platform

130k

Website visitors

37% increase over same
period prior year



402K

Social media reach
35K Facebook Visits
5K Instagram Visits

Top tourism markets > 75 miles

1. Out of State
2. Rural Tourism
3. San Antonio, Texas
4. Houston, Texas
5. Austin, Texas



60,000

Projected visitors
calendar year 2024



e. The ROCC Tourism and Economic Development Impact

*This page was left **blank** intentionally. Please refer to the report on page 14.*

TOURISM & VISITOR IMPACT | JUNE 2023 – MAY 2024

The ROCC Booked Events



3,994

Total event attendees
416% Increase Over Prior Year



45

Total events
350% Increase Over Prior Year
33% were held mid-week

21%

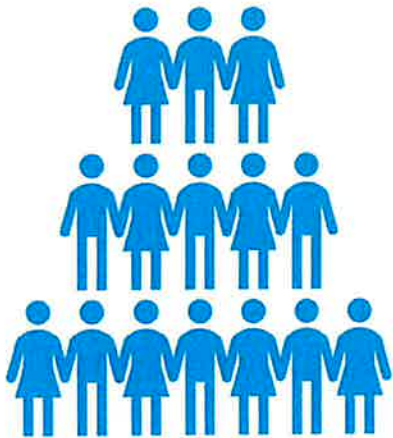


**Of ZIP Codes
collected are
beyond 75 miles**

1,654



**Nights in area
lodging facilities**
**183% Increase Over
Prior Year**

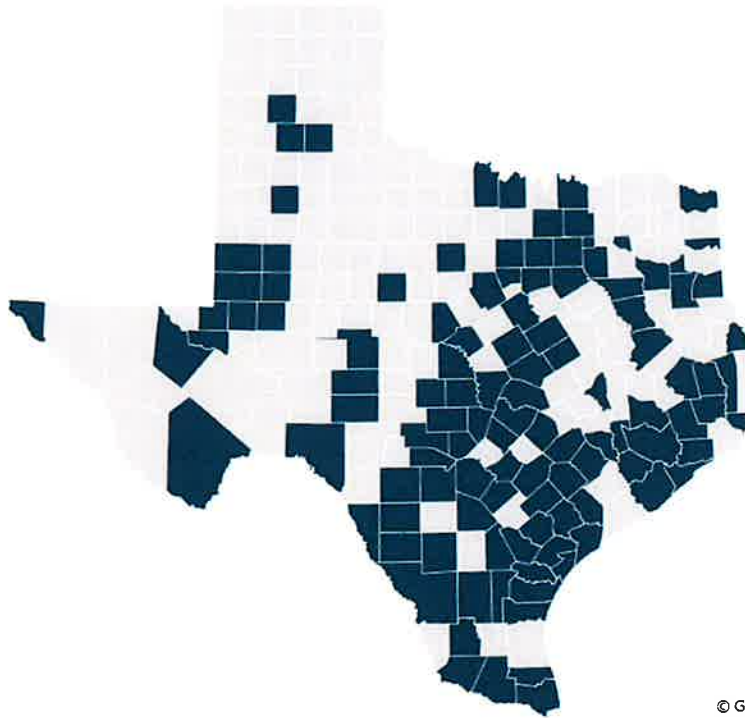


5,500

Projected annual visitors in 2024
89% Increase Over 2023

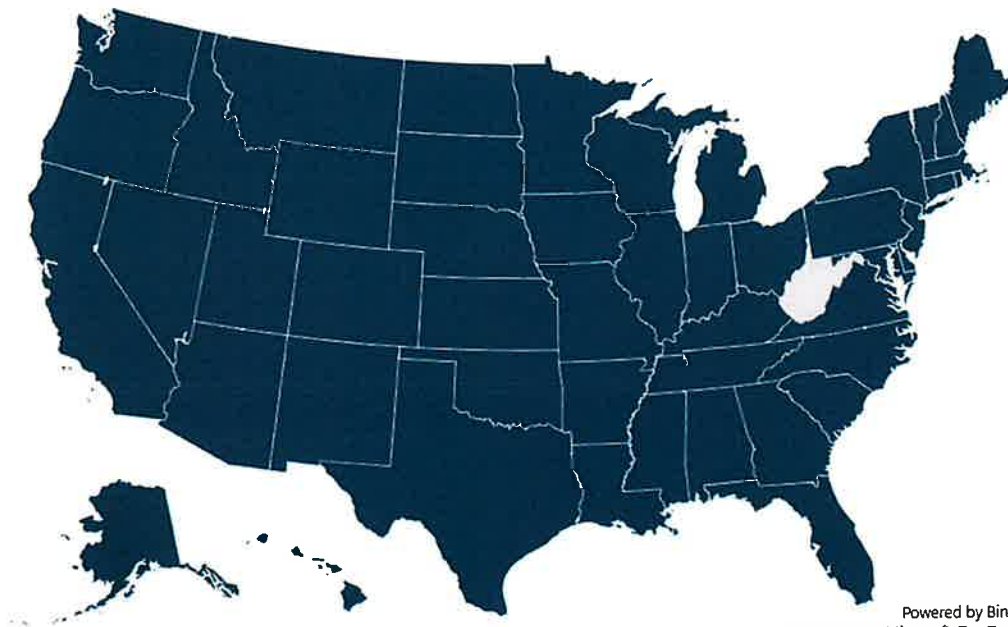
f. Attendance and Visitation Maps

April 2023-March 2024



Powered by Bing
© GeoNames, TomTom

April 2023-March 2024



Powered by Bing
© GeoNames, Microsoft, TomTom

April 2023 - March 2024



Powered by Bing
© Australian Bureau of Statistics, GeoNames, Microsoft, Navinfo, Open Places, OpenStreetMap, TomTom, Zenrin

g. RCA Marketing Request

City of Rockport Application Category	Category 4 - The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	Promotion of the Arts
4	<i>Direct Advertising and Public Relations</i>	250,000
	Total Request	250,000

h. The ROCC Marketing Request

In 2023, the City of Rockport and RCA entered into an agreement for the co-management of The ROCC.

City of Rockport Application Category	Category 1 - The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Category 3 - Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	Promotion of the Hotel and Convention Industry
1	<i>Operation and Maintenance of a Convention Center</i>	85,000
3	<i>Direct Advertising and Public Relations</i>	85,000
	Total Request	170,000

Support through Hotel Occupancy Tax Funding allows Rockport Center for the Arts and The ROCC to promote authentic programming and market state of the arts facilities that is a boon for tourism and economic development for the City of Rockport.

i. About Rockport Center for the Arts and Rockport Conference Center

The new 1.2-acre Rockport Center for the Arts is located a block away from Aransas Bay in the heart of the Rockport Cultural Arts District. Designed by the award-winning team at Richter Architects, the state-of-the-art campus features a two-story, 14,000-square-foot, visual arts and education building with four galleries and five classrooms (204 S. Austin St.); a one-story, 8,000-square-foot conference and event center, known as The ROCC, including a 4,400-square-foot ballroom and culinary arts kitchen (106 S. Austin St.); with a 16,000-square-foot Sculpture Garden serving as a visually inspiring transition space between the two buildings. The hours of operation

for the showroom, galleries, and gift shop are Tuesday–Saturday from 10 a.m.–5 p.m., and Sunday from noon–4 p.m. Admission is always free. For general information and to become a member, visit rockportartcenter.com, or call (361) 729-5519. For information on event space, or to book an event, contact venue manager, Darryl Meadows at (361) 450-8033.

##

Hotel Occupancy Tax Grant Application



HOTEL OCCUPANCY TAX GRANT FORM FY2024-2025

Date Application received (To be completed by City Staff):

Official Name of Organization/Entity:

Rockport Art Association, Inc. DBA Rockport Center for the Arts

**Is the
Organization/Entity a
non-profit?**

Yes

**Date
Organization/Entity
Founded:**

5/20/1969

Organization/Entity Mailing Address:

204 S Austin St
Rockport, TX 78382

Organization/Entity website:

www.rockportartcenter.com

**Name and Title of Person authorized to act on behalf of Organization/Entity for this application
("Applicant"):**

Luis Puron, Executive Director

Organization/Entity Phone:

361-729-5519

Organization/Entity Email:

luis@rockportartcenter.co

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event:

Annual Calendar of Multidisciplinary Arts Programming
including Exhibitions, Workshops & Classes, Culinary
Classes, Music Series, Art Festival, Film Festival

Project/Event Date(s):

October 1, 2024 - September 30, 2025

Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)?

55,000

Estimated number of annual attendance at your event(s) or project(s)?

60,000

Will you charge admission/if yes how much?

Gallery Admission is Free

Project/Event location(s):

204 S Austin St

Total Amount of funds requested:

\$250,000

In the space below, please describe the project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

Rockport Center for the Arts (RCA) is a dynamic cultural institution committed to fostering creativity and enriching the community through a diverse array of artistic experiences. RCA's annual programming is comprehensive, featuring exhibitions, workshops and classes, culinary classes, a music series, an arts festival and a film festival. These cultural programs are designed not only to engage the local community but also to attract tourists, thereby supporting the local economy. The primary purpose of funding is to support advertising to ensure broad community and tourist awareness and engagement, and secondly to support event planning and execution of the annual line-up of multidisciplinary programs.

Annual Calendar of Multidisciplinary Arts Programming

Exhibitions: RCA hosts a variety of world class exhibitions throughout the year, showcasing the talents of local, regional, and national artists across multiple mediums such as painting, sculpture, photography, and mixed media. These exhibitions are curated to feature both emerging and established artists, aiming to deepen community appreciation for the visual arts while supporting working artists. They are accompanied by opening receptions, artist talks, and guided tours, which provide opportunities for visitors to engage with the artists and their work. By promoting these exhibitions, RCA aims to attract art enthusiasts and tourists, making Rockport a destination for cultural tourism. Art sales also contribute to local sales tax collections.

Workshops & Classes: RCA offers an extensive schedule of workshops and classes designed to nurture artistic skills and creativity for all ages and skill levels. These sessions, ranging from beginner to advanced, cover various disciplines, including painting, drawing, pottery, sculpture, and digital arts. Led by experienced instructors, the advanced level workshops provide personalized instruction in a supportive environment for developing artists. By advertising these educational opportunities, RCA draws visitors to Rockport who are seeking unique and enriching experiences.

Culinary Classes: RCA also embraces the culinary arts as a vital form of cultural expression. The center offers culinary classes that celebrate the art of cooking, led by professional chefs and culinary experts. These classes explore diverse cuisines and cooking techniques, providing participants with hands-on experience in preparing gourmet dishes. Culinary classes often include tastings and wine pairings, enriching the overall sensory experience and enhancing participants' appreciation for the culinary arts. These classes are marketed to both locals and tourists, positioning Rockport as a hub for culinary tourism.

Music Series: RCA's Music Series features an eclectic mix of live musical performances, including classical, jazz, folk, and contemporary music. These concerts are held in an intimate setting, offering audiences high-quality live music experiences. The series includes performances by both renowned musicians and emerging artists, creating a diverse and vibrant musical landscape. By promoting these concerts, RCA attracts music lovers from near and far, enhancing Rockport's appeal as a cultural destination.

Art Festival: The Rockport Art Festival is the highlight of RCA's annual programming, attracting artists and visitors from across the country. This multi-day event features a juried art show with more than 120 artists displaying and selling their work. The festival also includes live music, food vendors, and interactive art activities for all ages. The festival fosters community celebration and provides a platform for artists to connect with a broad audience. The Art Festival is heavily promoted to attract tourists, significantly contributing to local tourism and the economy.

Film Festival: The Rockport Film Festival is an eagerly anticipated event in RCA's annual programming, drawing film enthusiasts, filmmakers, and visitors from across the country. This multi-day festival showcases a diverse selection of independent films, ranging from shorts and documentaries to feature-length narratives, celebrating the art of cinema. In addition to film screenings, the festival includes Q&A sessions with filmmakers, panel discussions, and workshops, providing unique opportunities for audience engagement and education. By promoting the Rockport Film Festival, RCA attracts a wide array of film lovers and industry professionals, enhancing Rockport's appeal as a cultural destination and significantly boosting local tourism and the economy.

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW (Please indicate which funding categories apply to your project/event – multiple categories may be selected)

(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Applying for this category?

No



Amount requesting from this category?

(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Applying for this category?

No



Amount requesting from this category?

(3) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.

Applying for this category?

No



Amount requesting from this category?

(4) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Applying for this category?

Yes



Amount requesting from this category?

(5) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.

Applying for this category?

No



Amount requesting from this category?

***(6) Sporting Events in a County under one million in population.**

Applying for this category?

No



Amount requesting from this category?

***(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.**

Applying for this category?

No



Amount requesting from this category?

***The City Council will be considering an Ordinance to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES

The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION THE FOLLOWING ITEMS:

Copy of your IRS 501 (c) (3) ruling letter.*

A IRS Determination Letter v 2018.pdf

Expense Plans or Budget*

Expense Plan City of Rockport HOT Request 2024-2024 RCA and ROCC.pdf

If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.*

NA.pdf

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Please type your name or provide a signature.

Date signed*

Luis Puron

6/12/2024

Name & Title

Luis Puron
Executive Director

Applicant Phone (if different from phone # previously listed):

361-729-5519

Applicant Address (if different from Mailing Address previously listed):

204 S Austin St
Rockport, TX 78382

Applicant E-Mail Address (if different from e-mail address previously listed):

luis@rockportartcenter.com

2024/2025 MEDIA-MARKETING PLAN

PREPARED FOR



ROCKPORT
CENTER
FOR THE ARTS

Prost Marketing, Inc.
4007 McCullough #510
San Antonio, TX 78212
210-415-0981

OVERALL MARKETING/MEDIA STRATEGY

CENTER FOR THE ARTS: MEDIA STRATEGY

- **GOALS**

- Increase overall awareness of Rockport Center for the Arts
- Focus on selling tickets (classes and events, music activities, special events and festivals) online for tracking and analytics
- Enhance putting more "heads in beds" in Rockport (track and analyze economic impact)

- **MEDIA**

- Base Media Vehicles

- Digital – Recommended to be the focus, as we can razor target those who are interested in art, art exhibits, live music events, festivals, etc.
 - Channels/Tactics Include, Social Media (Meta, Insta), Google Discovery, Site Conquesting, GeoFencing, OTT, Audio Streaming, Tour Texas
- Print (Texas Monthly, Art Houston, Texas Highways, Rockport Pilot)
- Targeted OOH – Billboards (SA, West Houston, Hwy 59, CC)
- E-blasts directly to target segment desktop/mobile (Glasstire.com, Texashighways.com, curated lists)
- Website PPC and SEO to build organic traffic to the website

CENTER FOR THE ARTS: PRODUCT LINES

The Center for the Arts has several product lines to market. Each will be folded into the overall campaign:

- Overall Branding
- Exhibitions
 - HEB Gallery
 - Wyatt Gallery
 - McKelvey Gallery
- Music Series (8 per year)
- Adult Art Classes and Workshops (TBD)
- Rockport Art Festival (early July)
- Rockport Film Festival (end of Oct)

There will be an overall branding campaign with ad changes and in some cases, geographic ads depending on the various exhibitions, music events, art classes and the key arts festivals.

ROCKPORT CENTER FOR THE ARTS: MEDIA BUDGET SUMMARY BY PRODUCT AND TACTIC

Rockport Art Festival (July weekend)	
Digital Campaign	\$ 15,000
Electronic Billboards (CC)	\$ 4,000
E-Blasts - Curated Lists	\$ 6,000
Tour Texas.com (Hot and Happening)	\$ 595
Texas Monthly - Arts & Ent Vertical Sponsorship	\$ 5,000
Texas Highways (Shared ad with Chamber)	\$ 2,490
Texashighways.com (Banner Ads)	\$ 1,180
Glasstire - (E-blast, newsletter, social shout)	\$ 1,765
Music Series	
Digital Program (\$600 per show)	\$ 5,640
Electronic Billboards - Corpus Christi	\$ 3,000

Rockport Film Festival	
Digital Program	\$ 5,690
Electronic Billboards	\$ 2,000
Texas Monthly - Trip Planner Newsletter	\$ 1,000
Glasstire - 1 newsletter and 1 social	\$ 515
Texas Highways (online ad) (2)	\$ 1,180
Adult Art Classes and Workshops	
Digital	\$ 6,100
(Note: Will schedule per class dates)	
Subtotal Art Center	
\$ 270,000	
Media Planning, Research, Negotiation, Buying, Rectification	\$ 30,000
GRAND TOTAL	\$ 300,000

NOTE: Continued From Previous Page

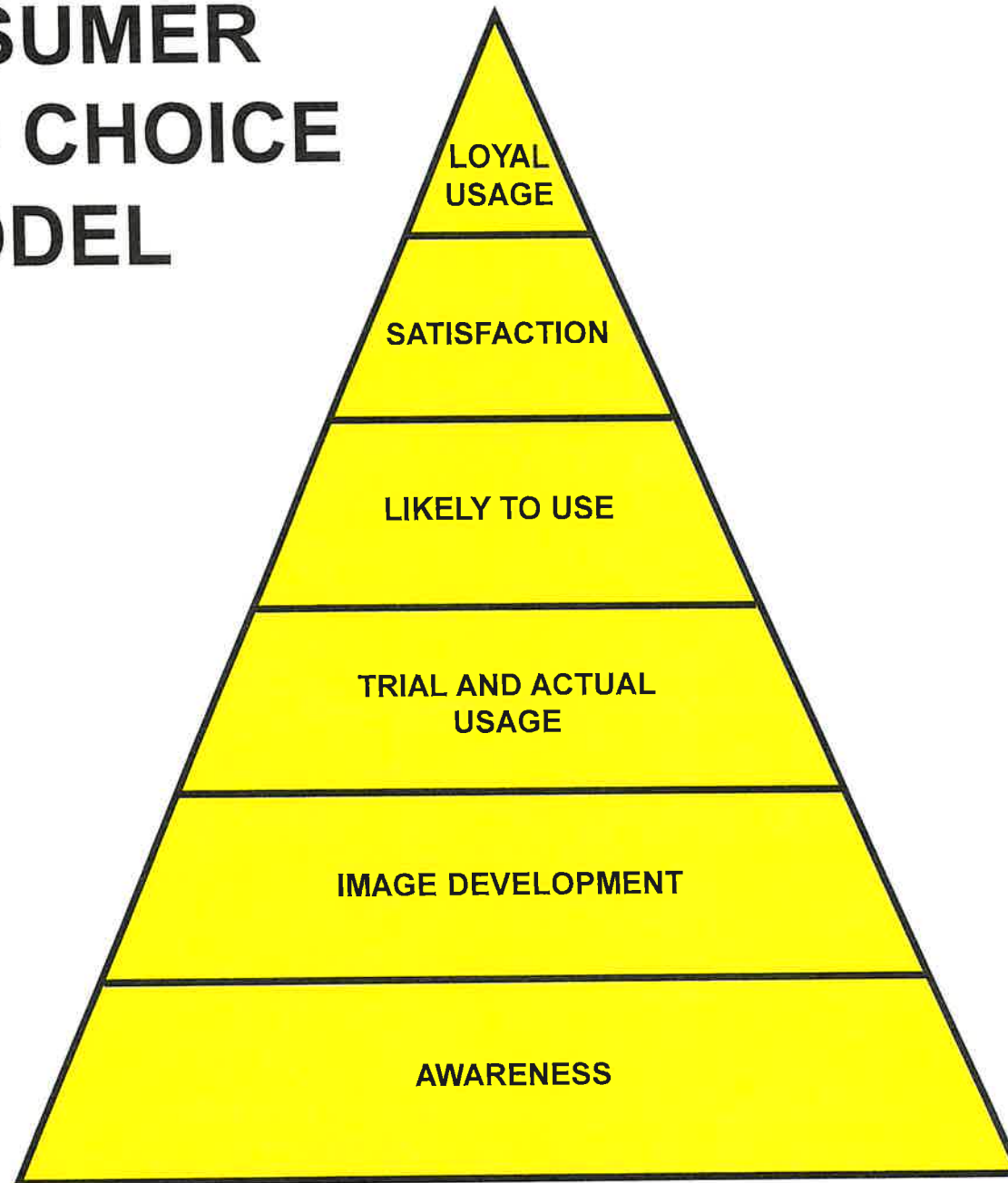
CAMPAIGN TOTAL: \$300,000

PLEASE SEE FLOW CHARTS FOR MONTHLY DETAIL AND DIGITAL DRILL-DOWN

ROCKPORT CENTER FOR THE ARTS

**PRINT
OOH
E-BLASTS
PUBLIC RADIO
CERTIFIED FOLDER**

CONSUMER BRAND CHOICE MODEL



ROCKPORT CENTER FOR THE ARTS: MEDIA BUDGET SUMMARY BY PRODUCT AND TACTIC

ROCKPORT CENTER FOR THE ARTS	FY 24-25 TOTAL BUDGET
Branding	
Digital Program	\$ 60,558
Billboards	\$ 40,000
Targeted E-blasts (Curated Lists)	\$ 12,000
Texas Monthly - Arts & Entertainment Vertical Sponsorship (1 month)	\$ 5,000
Texas Highways (Share ad with Chamber)	\$ 2,490
Tour Texas (Destination ContentBuy)	\$ 1,242
Certified Folder Print/Distribution	\$ 8,750
ArtHouston Magazine - Houston	\$ 4,025
Glasstire.com (1 dedicated e-blast)	\$ 1,250
Web - SEO - PPC	\$ 20,000
Texas Public Radio	\$ 2,500
American Recipe Sponsorship -Public TV	\$ 2,500

Exhibitions	
HEB Gallery	
Digital Program	\$ 7,380
Electronic Billboards - Corpus Christi	\$ 3,000
Texas Monthly - Promotional Newsletter	\$ 5,000
Texas Monthly - Trip Planner Newsletter	\$ 2,000
Texashighways.com (online ad) (6)	\$ 3,540
Glasstire (Newsletters&Social Shoutouts)	\$ 2,280
Wyatt Gallery /McKelvey Gallery	
Digital Program	\$ 7,760
Electronic Billboards - Corpus Christi	\$ 8,000
Texas Monthly - Trip Planner Newsletters	\$ 4,000
Texashighways.com (online ad)	\$ 4,980
Glasstire - Newsletter	\$ 590

NOTE: Continued On Next Page

CENTER FOR THE ARTS: TEXAS MONTHLY

Texas Monthly is an iconic Texas publication reaching 2.6 million readers monthly, 2.7 Million pageviews monthly, 18.6 Million monthly social impressions and many events.

- Readers of Texas Monthly typically index extremely high
- For example – Arts Association index at 269 and Attend Art Galleries index at 150.



IN-BOOK: Travel Planners

- Tag team with Chamber
- The Chamber to purchase its regular 1/3 page ad and the Art Center pay the extra amount to double the ad size

Arts and Entertainment Vertical Sponsorship (2 issues) Brand and Art Festival

- 25% Share of Voice on the Arts and Entertainment landing page for 30 days
- 150,000 content targeted ROS
- One (1) targeted FB ad targeted to Arts and Culture aficionados
- \$5000 for 30 days x 2 = \$10,000

Trip Planner Ad Newsletter (use for Gallery/Live Music) 2@\$2,000 = \$4,000

- One exclusive formatted
- 1200 x 800 Native Photo Image
- Click Through URL
- Headline (5-10 words)
- Body copy – 10-30 words with Call To Action

Promotional Newsletter (for HEB Gallery)

- E-mailed to Tex Monthly Opt in list \$5000

Total Texas Monthly spend = \$19,000



CENTER FOR THE ARTS: (AJR MEDIA)

TOUR TEXAS.com & TEXAS HIGHWAYS MAG AND .com

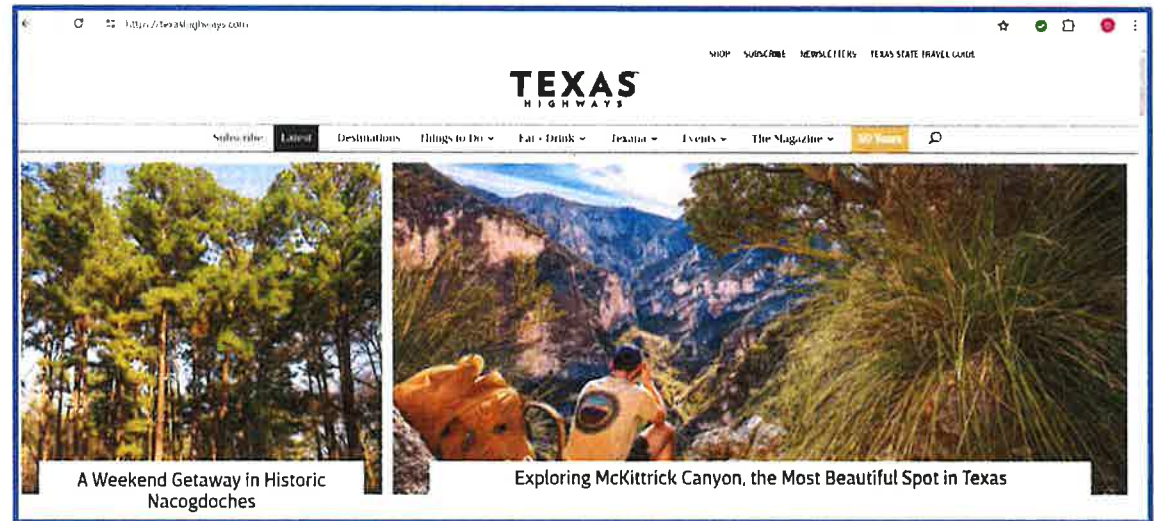
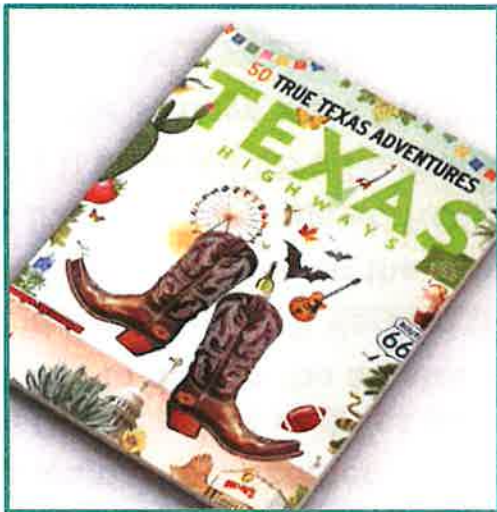
Texas Highways.com (25,000) [FOR EXHIBITS] \$800 each (4 – one each quarter)

Hot Happenings Newsletter (100,000) [E-BLAST] \$599 each \$3,540 total (6 over the year)

Quarterly Calendar of events: Banner ad \$590 each \$1180

Share 2 ads with Chamber – Chamber places 1/3 page ads (Increase to 2/3 page and Center

For the Arts pays the difference - \$2,490) June is Beach issue and July/August is a combined issue. \$4,980 total.



Attraction Content Page \$1,242.00

Lives for one year on the site. Art Center has full content control

Work with Chamber to beef up Art Center info in the Destination Page – include link to the Art Center website



CENTER FOR THE ARTS: BILLBOARDS

We have reviewed locations on key highways from primary feeder markets to the Rockport Center for the Arts. While it is a little early to reserve the boards – due to changing availabilities – there are boards that would work very well in communicating the Center to our target segments.

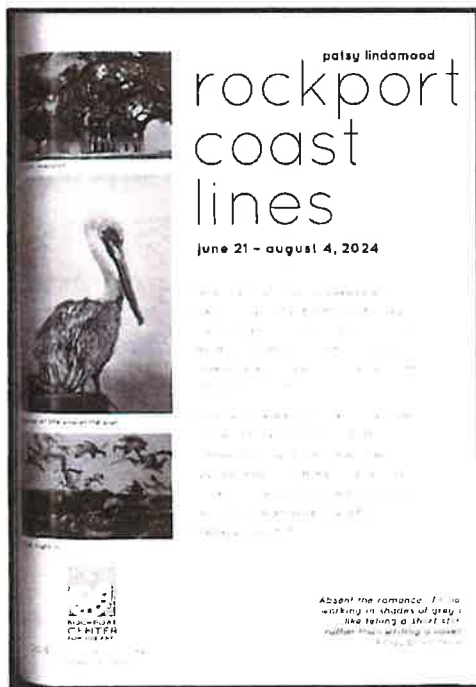
- Highway 59 From Houston to Rockport
- IH 37 from San Antonio to Rockport
- IH 35 Austin to San Antonio
- IH 10 West Houston

- Branding Planning budget for a 4 to 6-month campaign \$40,000

- The Electronic billboard(s) in the Corpus Christi area will be used to promote Exhibits in the Galleries, the Art Festival, and the Film Festival.
 - Budget: \$15,000

CENTER FOR THE ARTS: ARTHOUSTON

- Arthouston's mission is to be the epicenter for opportunities to explore the creative arts. Rockport Center for the Arts is viewed as one of the top coastal art colonies in the US. This combined with Houston's thriving professional arts scene makes Arthouston the perfect editorial vehicle for the Center for the Arts to reach a key geo-demographic-lifestyle segment.
- With two publications a year (March and September), we recommend a full-page ad in each (\$1750 each Plus \$525). A value-ad program was negotiated to complement the paid program:
- Inclusion of the Art Center's press releases on Arthouston's social media (FB and Insta) – 10,000 followers each
- 2/3 page article or advertorial in one of the two issues – with quotes from Luis
- Ad inclusion in both the print and digital versions of Arthouston



OPTION:

- For \$3500 Arthouston will feature the Rockport Center for the Arts on a custom cover design on the full distribution of the Spring Issue.



CENTER FOR THE ARTS: TARGETED E-BLASTS

We recommend sending Rockport Center for the Arts messages directly to desktops/mobile/iPads of art lovers located within the Rockport Center for the Arts key Geographies.

- We generally receive between an 18-20% open rate (significantly above industry averages), and nets to an impressive 2% - 3% Click Through Rate (also much higher than industry standards).
- Rockport Center for the Arts customizes the messaging, and a URL is provided to click through to. Thus, we are then able to provide rich analytics/ROI regarding the results.

Adults 35-79; HHI: \$100k+;
interested in culture and fine arts
(#)

AUSTIN (TX)	246,452
CORPUS CHRISTI (TX)	75,025
HOUSTON (TX)	695,973
SAN ANTONIO (TX)	299,305
Total	1,316,755

We plan to send out 3 eblasts of 250,000 each. Planning Budget is \$6000 per blast or \$18,000 total. 2 of the blasts will be for Branding and 1 for the Art Festival.

CENTER FOR THE ARTS: GLASSTIRE TEXAS VISUAL ART

Compiles and obtains info on upcoming art shows at galleries, museums, and nonprofit spaces in Texas. They are updating their website to include a Texas Coast region (right now Rockport falls under both San Antonio and the Valley)



This art-lovers website, newsletters, and other digital assets are recommended to promote specific exhibits, the Art Festival, and Film Festival.

Dedicated E-blast (12,500) - (2) at \$1250 each (\$2500 total) to support the largest exhibit and the Art Festival

Social Media Shout-outs - 5 @ \$220 each over the course of the year \$1100

Exposure in 7 Newsletters – with a leaderboard ad (728 x 90) at \$295 each \$2065

Total investment: \$5,665

CENTER FOR THE ARTS: CERTIFIED FOLDER DISTRIBUTION



MARKET	LOCATION	MONTHLY	BROCHURES NEEDED
Corpus Christi	155	\$ 322.25	20,000
IH 10 - Houston	56	\$ 120.80	15,000
59 Houston --> Victoria	96	\$ 197.00	
TOTAL	307	\$ 640.05	35,000
		\$ 51.20	8% Prepay discount 9 months starting Jan 2025
9 Month Program		\$ 5,760.45	

Suggest 4 panel brochure – so can market the Conference Center on it as well/meetings/weddings/etc. Multi-purpose brochure.

35,000 brochures are needed. Mossburg prints – printing estimated at about \$3000 on 100 Lb. Gloss Stock.

CENTER FOR THE ARTS: PUBLIC RADIO

Texas Public Radio audience matches with the Center for the Arts target market in San Antonio.

We recommend a \$2500 budget to be used across their key Programs and Podcasts.

- Arts
- News
- Culture



CENTER FOR THE ARTS: PUBLIC TV SPONSORSHIP – RIO GRANDE VALLEY

KEDT/KVRT and the Center for the Arts have enjoyed a successful partnership broadcasting the "*GREAT AMERICAN RECIPE*:" and "*Pati's Mexican Table!*" for several years.

The broadcast times:

- Great American Recipe: Monday nights at 8 PM and Saturday at 4 PM
- Pati's Mexican Table: Saturdays at 2:30 - June (2), July (4), and August (2)

We propose to continue the relationship for 2025 with the following aspects;

- :25 seconds On-Air Credit before and after each program airs.

BONUS PROMOTIONS:

- ROCC tagline as the local sponsor
- Promotional spots supporting the show
- Social media support
- Newsletter ad

Underwriting Total for RGV: \$2500



ROCKPORT CENTER FOR THE ARTS:

DETAIL ON DIGITAL TACTICS

ROCKPORT CENTER FOR THE ARTS: DIGITAL MEDIA DRILL DOWN

Branding	
Branding Digital Program Total	\$ 80,558
OTT	\$ 10,000
Site Conquesting	\$ 15,000
Next Gen Behavior/Demo Targeting	\$ 17,000
Social	\$ 18,558
Web -PPC/ SEO	\$ 20,000
Site Retargeting (Included)	
Exhibitions	
HEB Gallery	
Digital Program (\$1000 per Exhibit -6)	\$ 7,380
GeoFence (CC and RF Area)	\$ 2,500
Social	\$ 3,500
Next Gen Behavior/Demo Targeting	\$ 1,380
Wyatt Gallery /McKelvey Gallery	
Digital Program (\$1000 per Exhibit -5)	\$ 7,760
GeoFence	\$ 2,000
Social	\$ 3,000
Next Gen Behavior/Demo Targeting	\$ 2,760

Rockport Art Festival (July)	
Art Festival Digital Campaign Total	\$15,000
Site Conquesting	\$ 5,000
Next Gen Behavior/Demo Targeting	\$ 5,000
Social Media	\$ 5,000
Music Series	
Digital Program Total	\$ 5,640
Social Media	\$ 3,640
Geofencing	\$ 2,000
Rockport Film Festival	
Film Festival Digital Program Total	\$ 5,690
Site Conquesting	\$ 1,000
Next Gen Behavior/Demo Targeting	\$ 2,000
Social	\$ 2,690
Adult Art Classes and Workshops	
Art Classes Digital Program Total	\$ 6,100
Social	\$ 3,600
Next Gen Behavior/Demo Targeting	\$ 2,500
Digital Media Subtotal	\$ 128,128

PLEASE SEE FLOW CHART FOR MONTHLY DIGITAL DRILL-DOWN

DIGITAL TACTIC: GOOGLE DISCOVERY ADS

Discovery Ads. Discovery ads are native ads that appear in multiple Google feed environments. From the Discover feed, YouTube, Gmail and even the Google home page these visually rich ad units give brands a new way to connect with customers.



Mobile-optimized, highly visual ads built for advertisers



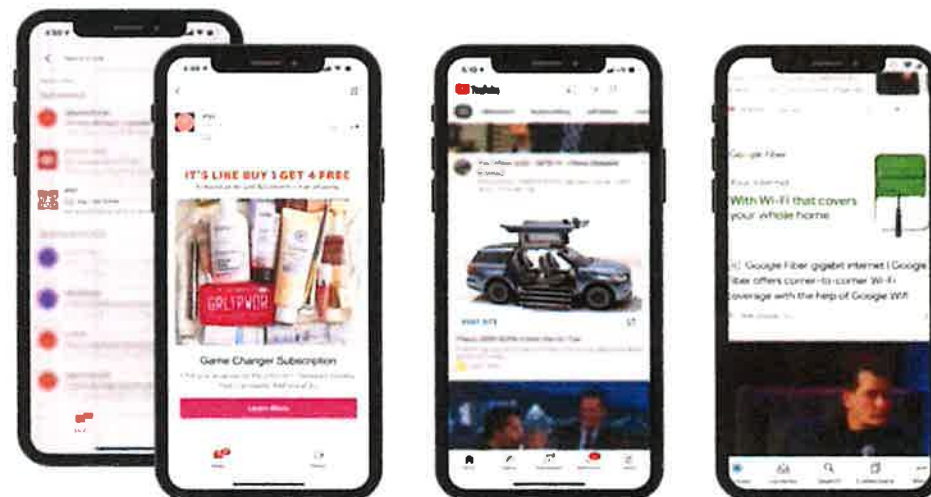
Delivered across Discover feed, YouTube, Gmail, and more



Single-image and multi-image carousel ads available



Discover feed now reaches 800 million users globally



This tactic will be used for:

- **Branding (all feeder markets)**
- **Art Festival, Film Festival, Exhibits (all feeder markets plus Corpus Christ and Rockport – Fulton areas)**

DIGITAL TACTIC: NEXT GEN BEHAVIORAL TARGETING

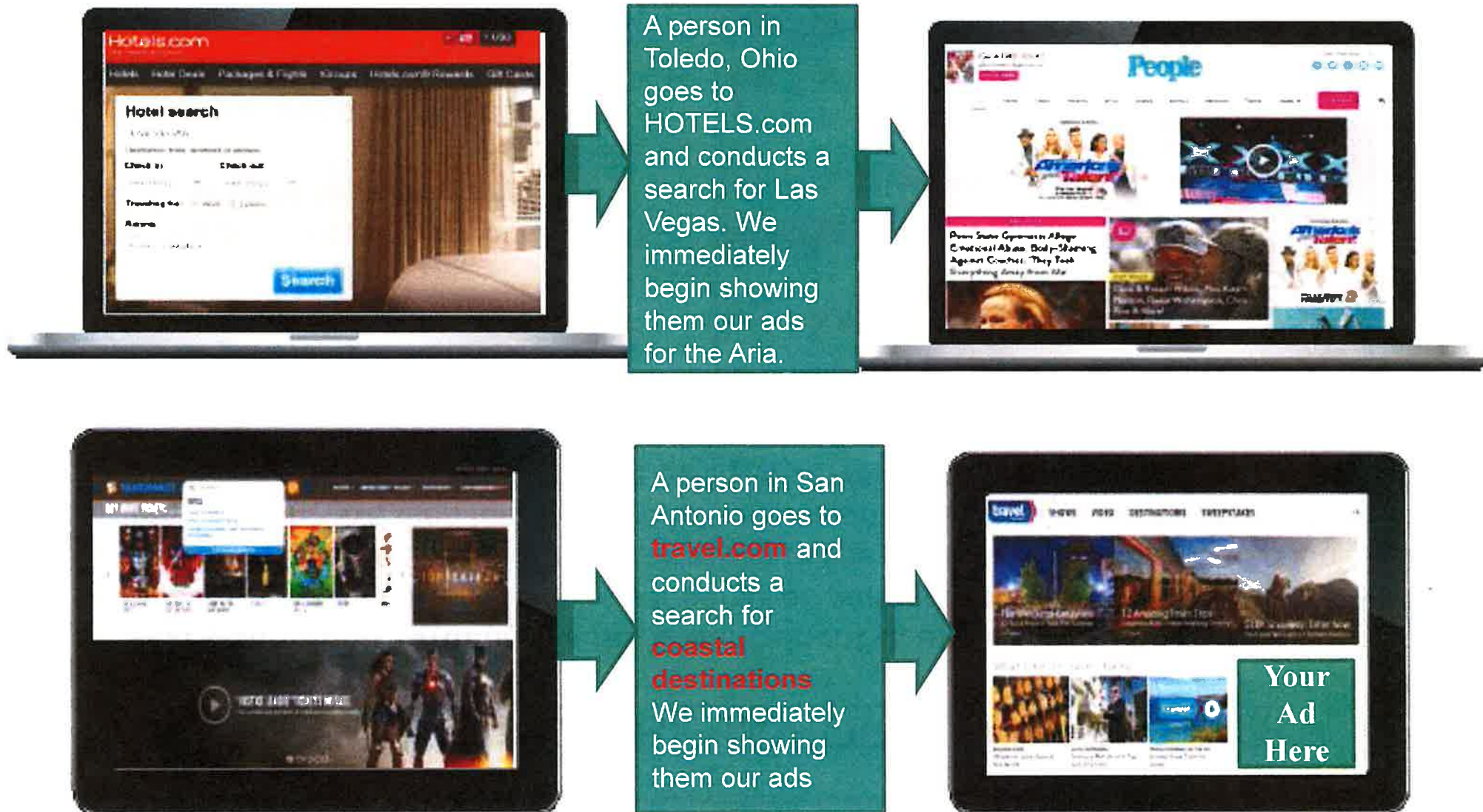
THE EVOLUTION OF BEHAVIORAL TARGETING:

Next Generation Targeting is the advancement of evidence-based online behavior. Rather than inferring user behavior, partnerships with thousands of website search engines allows us the ability to see the actual interactions of people as they happen. We then target the people whose online behaviors match the objectives of our marketing campaign with the ability to serve ads to the person – often within one minute of the search taking place.

- Targets people based on search behavior
- Data Collection from over 6,000 website search engines
- The power of a PPC campaign in a display environment
- 33% of message served within one second of search



EXAMPLE: NEXT GEN BEHAVIORAL TARGETING



DIGITAL TACTIC: OTT

Connected TV otherwise known as Over-The-Top (OTT) is the buzz word around town and rightfully so. With an estimated 1 in 3 households cutting the cord on traditional television services we are seeing a major change in how we watch television. Welcome the rise of Connected TV placements. Today's marketer is following consumer behavior and ensuring their :10's, :15's, and :30's reach the binge watchers, cord cutters, and on-demand streamers.



Target your ideal audience with the perfect video message



Utilize a collection of the largest streaming services



Increase your reach while lowering your TV costs



Know exactly how many people saw your message



Roku TV



Apple TV

androidtv

amazon fireTV

sling



chromecast



XBOX ONE

DIGITAL TACTIC: MOBILE GeoFence

LOCATION BASED TARGETING

Mobile is the word at the tip of every digital marketer's mouth. Mobile provides the first marketing avenue that a consumer can't live without, with the smartphone almost more of an appendage than a communication tool. Mobile GeoFencing is taking advantage of that "must have" consumer behavior and placing direct messages to the smart phone user as they enter a specific area of your choosing. Put simply, when someone comes within a specific mile radius of your location, you tell them about your product/service and even ask them to stop in.

- Targets people based on their location in real time
- Engage someone by mobile app, game, or browser
- Mobile and tablet delivery with high engagement rates
- Complete control, target as close or as far as you want

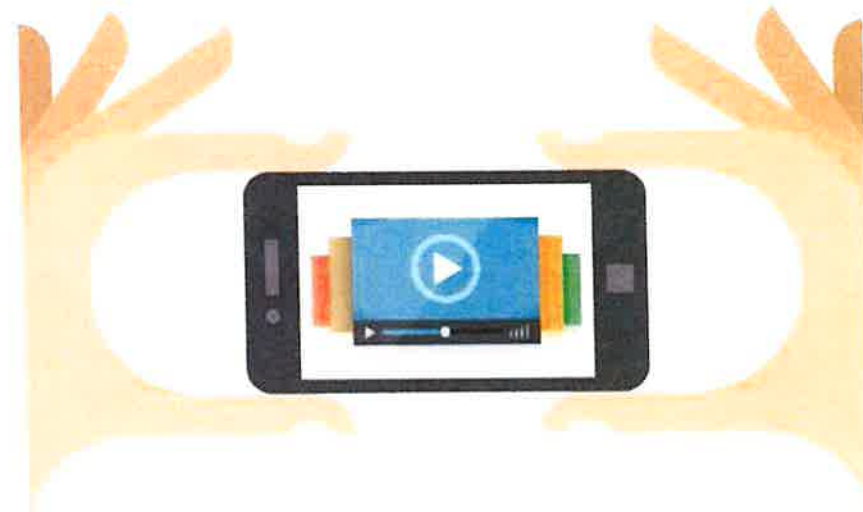


DIGITAL TACTIC: VIDEO

CAPTURE THE MOMENT

ONLINE VIDEO is consumed at an alarming rate. Bandwidth everywhere is being maximized due to this intense online phenomenon. VIDEO is king.

- Enhanced engagement
6X higher on average
- Target ideal user/geography
- Increase message retention
and conversions



FACEBOOK AND PRE-ROLL VIDEO

Embedded video ad units show UHS message in spaces typically occupied by display ads.

Video plays as individual is consuming website content



DIGITAL TACTIC: SITE CONQUESTING

Website Visit Based Targeting

Site Conquesting allows you the ability to target people based on which websites they are currently visiting. Choose your target audience from visitors to your competitor websites, complementary product sites, or channels that you know your ideal audience frequents regularly. With in the moment data we are able to immediately begin targeting your ideal customers with your ads.



Target people who have visited your selected websites.



Intercept your competitor's visitors immediately after a visit.



Collect demographic and behavioral profiles on targeted website visitors.



Discover which target websites result in traffic and conversions to your site.



DIGITAL TACTIC: SOCIAL MEDIA MARKETING

INTERACTING WITH YOUR IDEAL CUSTOMER - (Recommend FB)

Social Media is one of the single greatest advancements in brand story telling. You can now communicate with your current customers and potential ones in real time, share the value of your services, and invite deeper relationships. Combined with advancements of smart phone technologies, there maybe no greater investment for a modern business than its social media presence.

- Targets your ideal customer with enhanced demographic options
- Communicate to people through their favorite social platforms
- Enhance your visibility with your target audience
- Be with people during their highest levels of engagement



DIGITAL TACTIC: SEARCH ENGINE MARKETING TARGETING THE PERFECT TARGET - PPC

SEARCH ENGINE MARKETING (SEM): otherwise known as **PPC (Pay-Per-Click)** is one of the most adopted forms of online advertising. Reaching people in the precise moment they conduct a search and when they are the highest level of engagement, with their hands raised looking for your produce/service. One of the best benefits of employing an SEM strategy is you only pay when someone engages your ads.



Target people when they are conducting a search.



Easily track calls and conversions.



Be seen on Page 1 instantly for your targeted keywords.



Interact with people throughout their day.



DIGITAL TACTIC: SEARCH ENGINE OPTIMIZATION (SEO)

GET THAT GOOGLE LOVE

SEARCH ENGINE OPTIMIZATION (SEO): Is the process of affecting the visibility of a website in a web search engine's unpaid results – often referred to as "natural" "organic" or "earned" results. SEO is the cornerstone of online success. Your website's optimization determines how it will rank in Google and other search engine result pages. A good SEO strategy ensures that you are discovered by the people looking for your brand or the product/service you represent, while eliminating your competitors from being seen. As you know, 92% of people typically do not go to page two of Google.



Reaches only the most relevant people, those actively looking for what you do.



Grows your website content, giving better information to your customers.



Captures all searchers, both on desktop and on mobile.



ROI continues long after SEO strategy is completed.



DIGITAL TACTIC: STREAMING AUDIO

Streaming Audio has experienced explosive growth with customization abilities that allow every person to create their own audio experience. From music, to talk, to streaming favorite stations across the globe, the audio platform has been transformed and modern digital marketers are taking advantage.



Target your audience with the perfect audio message



Take your digital campaign and enhance it with audio



Reach more people with less money versus radio campaigns



Know exactly how many people heard your message



iHeart
RADIO



DIGITAL TACTIC: SITE RETARGETING

Site ReTargeting provides a great way to keep in front of those who have already visited your site and invite them to come back. Visitors to your site are given a tracking pixel that allows us to deliver messaging to them as they continue navigating their way through the digital landscape. This is the most effective way to continue a conversation with someone who has already engaged you.



Target people who have visited your website.



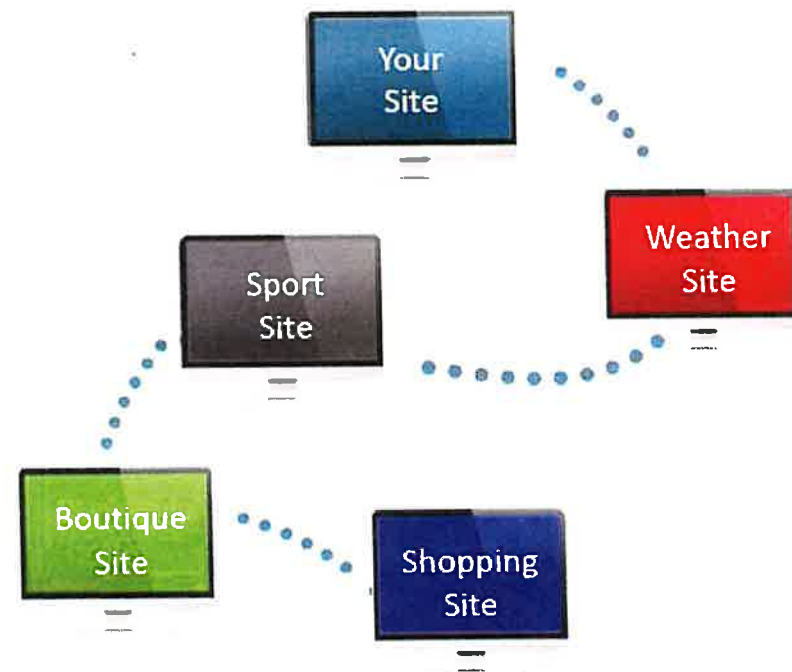
Drive deeper conversations and stay visible to your online visitors.



Easily showcase special offers or lesser known products.



Collect enhanced data on the people coming to your site.



MARKETING ANALYTICS



MARKETING ANALYTICS

- **ANALYTICS**

- We will set up monitoring and tracking mechanisms to evaluate the results and success of the advertising campaign using:
 - CTR (Click Through Rates)
 - UTM codes
 - Web Traffic
 - Conversion
 - Attendance at Center For the Arts (regular traffic/overnight stays), Membership Growth, Art and Film Festivals, Exhibits, Live Music Events, and Classes

- **ECONOMIC IMPACT:**

- Separately, the Art Center jointly with the Rockport-Fulton Chamber have submitted an overview of a Visitor Tracking Study/Economic Impact Study to measure the economic of the tourism market to the City of Rockport, and the Conference Center.
- While the proposal is for the entire area, a report specifically evaluating the ROCC will be included in the deliverables.

DEB BOLNER-PROST BIOGRAPHICAL SKETCH



DEB PROST BIOGRAPHICAL OVERVIEW

DEB BOLNER PROST's career has spanned the advertising, marketing, and statistical data fields along with entrepreneurship in new products, distribution and e-commerce. Armed with a BS (Advertising and Psychology), an MBA, and an internship with J. Walter Thompson (NY), Deb spent 7 1/2 years with Ed Yardang & Associates Advertising (SA), where she held managerial positions (VP Marketing Services) responsible for Marketing Research & Media. She served as the Account Supervisor on several of the agency's key accounts (The San Antonio Convention & Visitors Bureau, Coca Cola USA, Adolph Coors, King Ranch). She started Promark Research in 1982, built the company into a successful marketing information and research firm, then sold it in 1992. In 1985, Prost launched TARGET SA, an innovative syndicated research report which monitors San Antonians' consumer behavior, and attitudes. Today Deb focuses on conducting marketing research studies, marketing/branding strategies, and media planning and buying via Prost Marketing, Inc. (University Health System, Security Service Federal Credit Union, Shell Oil, Witte Museum, YMCA-SA, among other clients). In between Prost ran a coffee distribution firm, then invented a natural cooling product called COOL OFF®, achieving national distribution, before selling it.

Deb's professional area of expertise includes statistics and consumer marketing research, customized media and communications analysis and applications, digital analytics, and strategic marketing consultation. She has a broad base of category experience with emphasis on health care, tourism, financial services and products, package goods (food and beverage), schools/districts, and non-profit organizations.

Debbie was one of AdWeek Magazine's Women of the Year (1984), received the American Marketing Association's Outstanding Marketing Person of the Year Award for 1985, was named Joske's Achiever (1985), and Mass Communication Outstanding Alumni of Texas Tech University (1985) and of UTSA Graduate School (1987). During 1986, she served on the Editorial Advisory Board of the San Antonio Light (Hearst newspaper). Debbie was named a finalist for Small Business Leader of the Year by the Greater San Antonio Chamber of Commerce in 1987. She was named one of the "40 UNDER 40" by San Antonio Magazine in 1988. She was named San Antonio Public Library "Champion" in 2002. In 2011 Deb was awarded a North Chamber Small Business Leaders Award, named to the YMCA Chairman's Round Table, and was nominated by National Association of Women's Business Owners (NAWBO) as entrepreneur of the year.

DEB PROST BIOGRAPHICAL OVERVIEW

Deb is also very active in her profession and community, having held key officerships with the American Marketing Association (President, Board of Directors), Greater San Antonio Chamber of Commerce (Board of Directors, Marketing Steering Committee, Economic Analysis Panel), American Advertising Federation (Board Member and Officer), Marketing Research Association, the Texas Travel Research Association (Officer and Board of Directors), Texas Economic and Demographic Association (Board), Discover Texas Association/Texas Travel Industry Association (Board of Directors), Fiesta Commission Marketing Committee, San Antonio Area Council of Girl Scouts (Board Nominating Committee), Library Foundation Board (President), Incarnate Word College Business Advisory Board, North San Antonio Chamber of Commerce, United Way (Marketing Committee), and Landa Garden's Conservancy Board.

She also served on Time Warner's Advisory Board and Frost Bank's Small Business Advisory Board, and as President of the Olmos Park Economic Development Corporation. She currently serves on the Past President's Council of the SA Library Foundation, is on the Board of the Los Compadres de San Antonio Historical Missions, the San Antonio River Foundation, and is a former Council-woman for the City of Olmos Park, Texas. She helped raise funds for the Canary Islands Descendant Association (CIDA) commemorative monument on the Bexar County Courthouse grounds. Deb currently serves on the Board of Directors of the San Antonio River Authority.

PROST has a BS Degree in Advertising and Psychology (Texas Tech) and a Master of Business Administration (MBA) (University of Texas at San Antonio) with Marketing Research and Statistics emphasis. She has been trained as a focus group facilitator and has completed eight Qualitative/Quantitative Burke Marketing Research Workshops. Debbie has been a frequent speaker for a variety of trade and industry organizations on Marketing Research and Statistical Process Control Techniques, Tourism Research Techniques, Strategic and Marketing Planning and Quality Enhancement topics, including Leadership, Collaboration, Communication, and Purpose Mastery. She has moderated over 2000 focus groups/strategic planning sessions through out her career and conducted over 325 custom quantitative studies.

PUNCHDRUNK DIGITAL FIRM BACKGROUND

PUNCHDRUNK DIGITAL – CERTIFICATIONS - PLATFORMS EXPERIENCE

DSP Platform Experience

TradeDesk - SimpliFI - MediaMath - DoubleClick - Microsoft - StackAdapt - Strategus - AppNexus
Choozle - Brightroll - Centro - Joystick

Gaming Experience

Twitch - Advergames - Platform Specific (Xbox/Playstation) - In Game Immersive Ads - Around
Game Environment Ads

Streaming Audio Experience

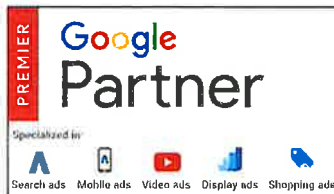
Spotify - Pandora - NPR - SoundCloud - iHeart Radio - Apple Music - Slacker Radio - Amazon
Music - Google Play Music - PodCastOne - MidRoll - AdvertiseCast

Location Map Experience

WAZE - Google My Businss (Google Maps Listings) - Apple Maps Connect

Social Platform Experience

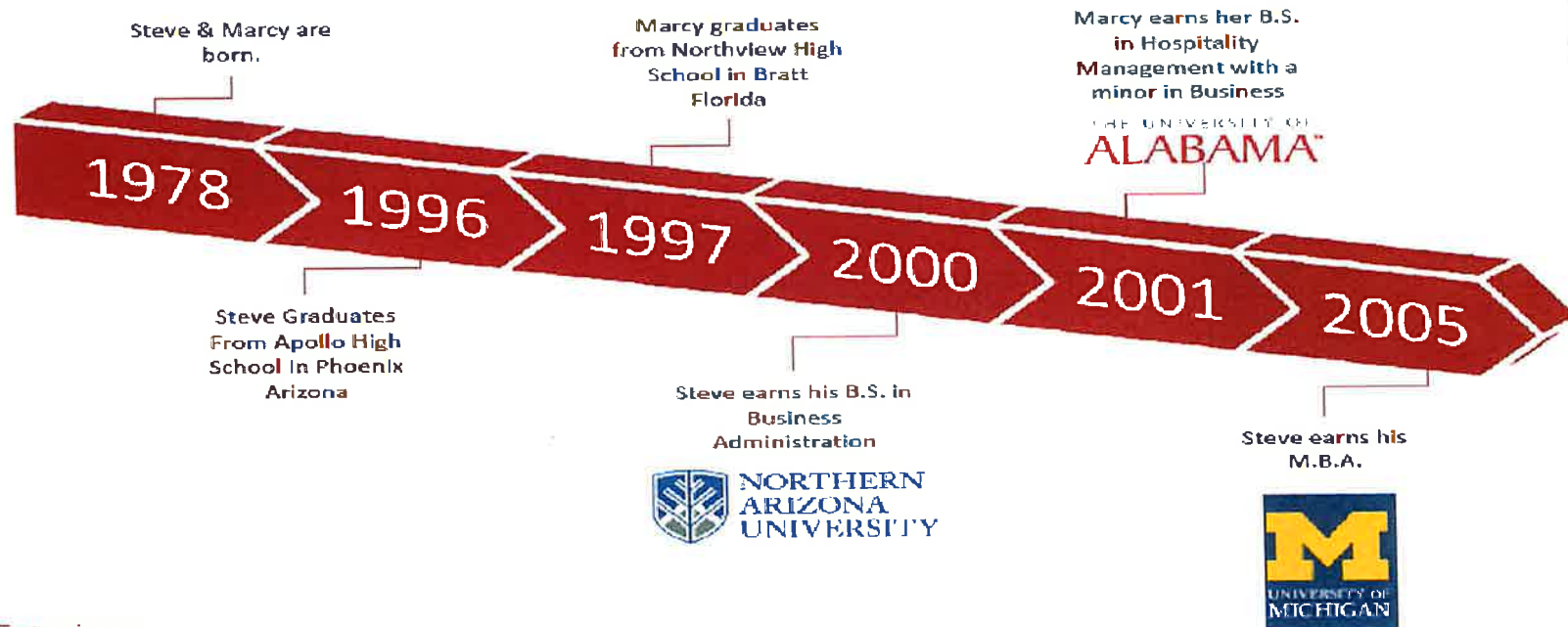
YouTube - Facebook - Instagram - SnapChat - Pinterest - WhatsApp - Reddit - LinkedIn - Tumblr
- Twitter - Yelp - IMBD - Twitch - Google+ - Flixster - CafeMom - MeetMe - FunnyorDie - +More



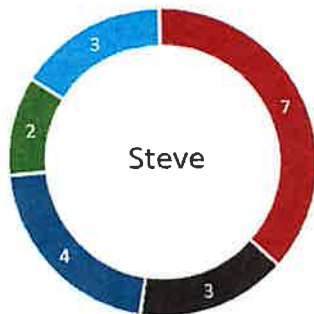
STEVE AND MARCY LANSHAN OVERVIEW

PUNCHDRUNK

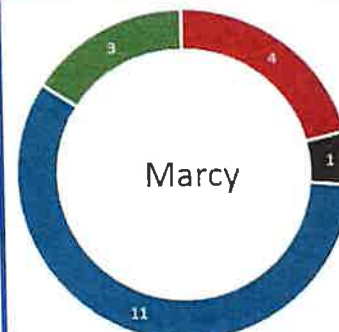
Education



Experience



- Owens Corning - Marketing Director For Franchisees
- WLGM - Sales Manager
- LIN Digital - Digital Sales Director
- Advance Digital - Director of Digital Strategy
- CNHI - Regional Director of Digital Sales



- Student Media - Advertising Coordinator
- WBRC - Account Executive
- Advance Digital - Sales Director
- CNHI - Regional Director of Digital Sales

STEVE AND MARCY BLANSHAN OVERVIEW

Media Experience

Steve and Marcy have decades of digital experience through working with traditional media outlets. These learnings are utilized daily while building comprehensive digital strategies for PunchDrunk clients. They have a belief in overall marketing success, where traditional media partners with digital to enhance both marketing strategies.

While a top executive at LIN Digital, Steve gained incredible experience in broadcast television, helping design internal digital strategies to promote new shows across affiliate FOX, NBC, & CBS stations.

While leading the Advance Digital charge in Alabama, Marcy also was responsible for managing the print sales division bridging the gap between traditional newspaper advertising and digital.

LIN Digital

- 50 Broadcast Stations Across U.S.
- FOX, CBS, & NBC Affiliates

Advance Digital

- 130 Newspapers
- Owners of Conde' Naste Publications



A Few Notable Campaigns Steve and Marcy Have Worked On:



[illegible]

Hotel Occupancy Tax Grant Application



HOTEL OCCUPANCY TAX GRANT FORM FY2024-2025

Date Application received (To be completed by City Staff):

Official Name of Organization/Entity:

Rockport Art Association, Inc. DBA The Rockport Conference Center (The ROCC)

**Is the
Organization/Entity a
non-profit?**

YES

**Date
Organization/Entity
Founded:**

5/20/1969

Organization/Entity Mailing Address:

204 S Austin St
Rockport, TX 78382

Organization/Entity website:

www.the-rocc.com

**Name and Title of Person authorized to act on behalf of Organization/Entity for this application
("Applicant"):**

Luis Puron, Executive Director

Organization/Entity Phone:

361-729-5519

Organization/Entity Email:

luis@rockportartcenter.co

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event:

Annual Calendar of Venue Rental Advertising, Operations & Maintenance

Project/Event Date(s):

October 1, 2024 - September 30, 2025

Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)?

3,250

Estimated number of annual attendance at your event(s) or project(s)?

10,450

Will you charge admission/if yes how much?

n/a

Project/Event location(s):

The ROCC
106 S Austin Street
Rockport, TX 78382

Total Amount of funds requested:

\$170,000

In the space below, please describe the project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

The Rockport Conference Center (The ROCC) is a premier facility dedicated to hosting conferences, conventions, and various events and is integral to boosting mid-week business in Rockport. The requested funds will be utilized for the operation and maintenance of the facility, ensuring that it remains a top-tier venue capable of meeting the needs of diverse groups and events. Additionally, a portion of the funds will be dedicated to strategic marketing efforts aimed at attracting tourists and convention delegates to Rockport.

The Rockport Conference Center is a cornerstone of our community's efforts to boost tourism and stimulate economic growth. By maintaining and enhancing this facility, we can provide a welcoming and well-equipped space for a variety of events, from business conferences to cultural gatherings. A professionally operated and well-maintained ROCC not only reflects positively on our city but also ensures that we can continue to attract high-quality events that bring visitors and revenue to Rockport. The operational and maintenance costs covered by the HOT funding will allow us to provide professional staff and keep the center in excellent condition, meeting the high expectations of event organizers and attendees alike.

In addition to operating and maintaining the facility, it is crucial that we invest in targeted marketing campaigns to attract mid-week tourism. While Rockport is a popular destination on weekends, mid-week tourism remains an area with significant growth potential. By promoting The ROCC as an ideal location for mid-week conferences, business meetings and events, we can fill this gap and create a steady stream of visitors throughout the week. This approach will not only increase hotel occupancy rates but also support local businesses, from restaurants to retail shops, benefiting the entire community.

The ability to attract and host mid-week events at The ROCC will have a ripple effect on the local economy. Increased mid-week tourism means more business for our hotels, restaurants, and local attractions. It also enhances the reputation of Rockport as a versatile destination capable of hosting a wide range of events. The HOT funding will enable us to launch comprehensive marketing initiatives, including digital campaigns, partnerships with event planners, and participation in trade shows, all aimed at highlighting Rockport's unique appeal and the exceptional amenities offered by The ROCC.

We firmly believe that the investment in The ROCC through HOT funding will yield substantial returns for our community. By ensuring the continued operation and maintenance of the facility and implementing effective marketing strategies to attract mid-week tourism, we can significantly boost the local economy and enhance Rockport's status as a premier destination for both leisure and business travelers.

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW (Please indicate which funding categories apply to your project/event – multiple categories may be selected)

(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Applying for this category?

Yes



Amount requesting from this category?

\$85,000

(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Applying for this category?

No



Amount requesting from this category?

(3) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.

Applying for this category?

Yes



Amount requesting from this category?

\$85,000

(4) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Applying for this category?

No



Amount requesting from this category?

(5) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.

Applying for this category?

No



Amount requesting from this category?

*(6) Sporting Events in a County under one million in population.

Applying for this category?

No



Amount requesting from this category?

*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.

Applying for this category?

No



Amount requesting
from this category?

*The City Council will be considering an Ordinance to add these categories to the Rockport HOT Grant Program.

SECTION C – ASSURANCES

The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION THE FOLLOWING ITEMS:

Copy of your IRS 501 (c) (3) ruling letter.*

A IRS Determination Letter v 2018.pdf

Expense Plans or Budget*

Expense Plan City of Rockport HOT Request 2024-2024 RCA and ROCC.pdf

If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.*

NA.pdf

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Please type your name or provide a signature.

Date signed*

Luis Puron

6/12/2024

Name & Title

Luis Puron
Executive Director

Applicant Phone (if different from phone # previously listed):

361-729-5519

Applicant Address (if different from Mailing Address previously listed):

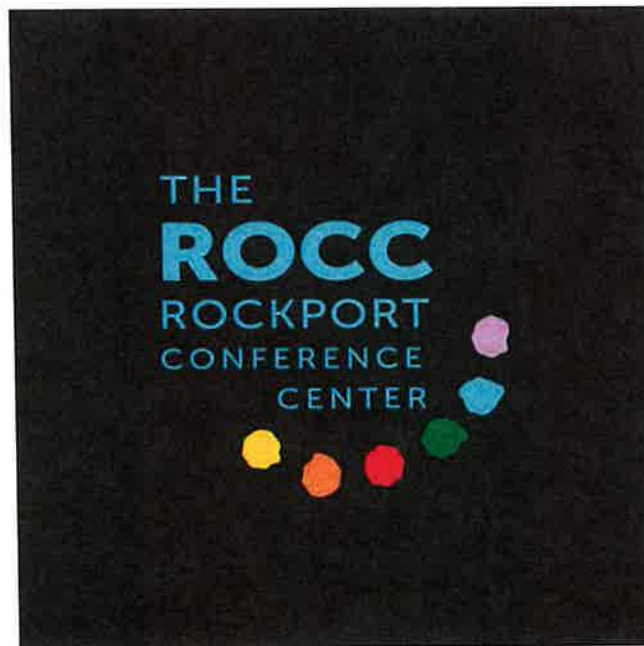
204 S Austin St
Rockport, TX 78382

Applicant E-Mail Address (if different from e-mail address previously listed):

luis@rockportartcenter.com

2024/2025 MARKETING-MEDIA PLAN

PREPARED JUNE 2024 FOR



Prost Marketing, Inc.
4007 McCullough #510
San Antonio, TX 78212
210-415-0981

OVERALL STRATEGY

MARKETING PLANNING FOR ROCC MEDIA BUYING

- Conference Market:
 - Meeting types –
 - Small Corporate Meetings (less than 300)
 - Weddings
 - Family reunions
 - Military Meetings (Class Celebrations, PTSD Workshops, etc.)
 - Military Spouses

- GEO-DEMOGRAPHIC TARGET MARKET DEFINITION
 - Geographic Segments:
 - San Antonio, Austin, Houston, Corpus Christi, Rio Grande Valley DMA's

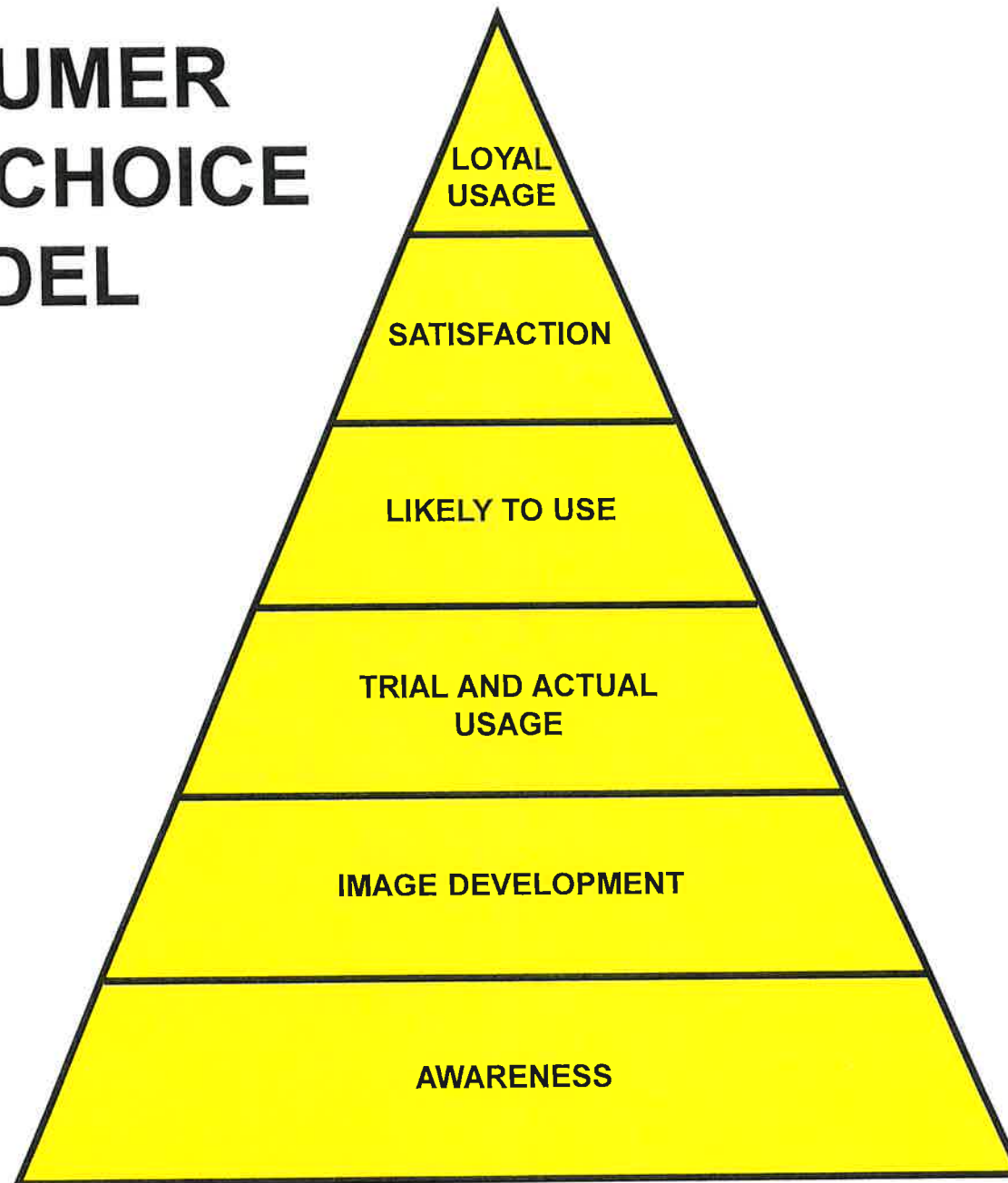
CONFERENCE CENTER MEDIA STRATEGY

The Conference Center is a unique location for destination meetings and wedding and other special events.

The campaign will focus on positioning the ROCC primarily within the San Antonio and Houston markets – with Austin, Corpus Christi and Rio Grande Valley following. It will feature:

- Overall Branding
 - Digital program
 - Targeted e-blasts to curated meeting planner lists in key geographies
 - Social media
 - PPC focused on meeting planners, corporate, wedding planners and those planning a wedding
 - Website SEO
- Print and online ads in both the San Antonio and Houston Business Journals (special Meeting issues, Book of Lists, and a Sponsored Content Article)
- Ads and a digital program in Small Market Meeting Magazine
 - Texas issue, e-blast to meeting planners, e-newsletter plus value-added tactics
- Geofencing wedding planning "Extravaganza" events in SA, Houston, Austin

CONSUMER BRAND CHOICE MODEL



ROCC: BUDGET SUMMARY AND MEDIA FLOW CHART

ROCC MEDIA BUDGET SUMMARY BY CHANNEL/TACTIC

	TOTAL BUDGET	Small Market Meetings Magazine	TOTAL BUDGET
ROCC BRANDING		1/2 Ad - Texas Issue March	\$ 1,700
Digital Program	\$ 25,893	E-blast - 10,000 Meeting Planners (\$1400 each)	\$ 2,800
Targeted E-blasts	\$ 13,000	E-newsletter Sponsored Content (\$500 each)	\$ 1,000
Social Media Program	\$ 9,000	Value add - 3 Months web banner, FB post, twitter post	
PPC and SEO for WEBSITE	\$ 10,000		
		Wedding Venue/Bridal Market	
San Antonio Business Journal		E-blasts - Oct and Jan - Curated list of wedding planners	\$ 9,500
Sponsored Content	\$ 3,150	Geofencing Bridal Extravaganzas - SA/A/H	\$ 3,500
Meetings Special Section	\$ 2,642		
		MEDIA SUBTOTAL	\$ 90,000
Houston Business Journal		MEDIA RESEARCH, PLANNING, NEGOTIATION, BUYING, RECTIFICATION	\$ 10,000
Sponsored Content	\$ 4,200		
Meetings Special Section	\$ 3,615	GRAND TOTAL	\$ 100,000

ROCC: THE CONFERENCE CENTER

ROCC: BUSINESS JOURNALS SAN ANTONIO – HOUSTON

The Business Journal features a meeting planning section in each market.

- Additionally, we can develop a content/Native article for use on their respective website.
- If additional budget, we plan to sponsor a bottom-line slider for 30 days on the websites.

Media investment:

- San Antonio: \$5,792
 - Sponsored Content Article
 - Meetings Special Section
- Houston: \$7,815
 - Sponsored Content Article
 - Meetings Special Section

14 | SAN ANTONIO BUSINESS JOURNAL

THE LIST

MEETINGS AND CONVENTION FACILITIES

RANKED BY TOTAL SQUARE FOOTAGE OF MEETING SPACE

Facility name, Prior year's rank Website	Address Phone	Total meeting space (square feet)	No. of private meeting rooms	No. of events held in 2022	Price range per meal per person	Largest indoor meeting space (sq. ft.)	Largest outdoor meeting space (sq. ft.)	Top local executive
1 Henry B. Gonzalez Convention Center ① sahjag.com	500 E. Market St. San Antonio, TX 78205 210-207-8300	737,167	70	155	\$16-\$46	54,717 ¹	6,100 ¹	Patricia Martinez-Castaneda patricia.martinez@sanantoniochamber.com
2 JW Marriott ② jwmarriott.com	24242 Riverfront San Antonio, TX 78248 210-301-1414	261,632	52	NA	NA	40,500	NA	Arthur Lourenco arthur.lourenco@jwmarriott.com
3 Alamodome ③ alamodome.com	200 Marbach St. San Antonio, TX 78201 210-207-1000	265,140	NA	NA	NA	25,000 ¹	0 ¹	Stefan Ellis stefan.ellis@alamodome.com
4 Freeman Coliseum ④ freemancoliseum.com	1701 E. Houston St. San Antonio, TX 78205 210-224-4271	236,000	6	NA	NA	25,000 ¹	0 ¹	Barbara P. Smith barbara.smith@freemancoliseum.com
5 Grand Hyatt San Antonio ⑤ grandhyatt.com	600 E. Main St. San Antonio, TX 78205 210-224-1274	115,000	75	NA	NA	10,000	3,500	Phyllis Strawn phyllis.strawn@hyatt.com
6 La Cantera Resort ⑥ lacantera.com	10541 La Cantera Dr. San Antonio, TX 78256 210-578-0500	115,000	20	NA	NA	17,000	31,000	NA
7 Marriott River Center ⑦ marriott.com	101 River Street San Antonio, TX 78205	95,436	85	NA	NA	41,000	NA	NA
8 The DoSeum ⑧ thedozeum.org	2200 Broadway St. San Antonio, TX 78209 210-212-4433	68,000	2	15	\$10-\$30	10,000	4,750	Doreen Menzies doreen.menzies@thedozeum.org
9 New Braunfels Civic/Convention Center ⑨ newbraunfels.gov/convention	1755 Concho Ave. New Braunfels, TX 78130 817-274-4911	50,000	102	NA	NA	11,750	1,100	Ala Schaefer ala.schaefer@newbraunfels.gov
10 Padrotti's Ranch ⑩ padrotti.com	12725 FM 1546 N. Houston, TX 77027 281-995-1111	50,000	6	251	\$15-\$100	1,000	5,000	Anthony Padrotti anthony@padrotti.com
11 Hyatt Regency San Antonio Riverwalk ⑪ hyatt.com	1221 Valley St. San Antonio, TX 78205 210-222-1211	37,000	37	NA	\$40-\$100	10,700	0	Tania Tacevic tania.tacevic@hyatt.com
12 Venue Villita ⑫ venuevillita.com	401 W. 8th St. San Antonio, TX 78205 210-181-1200	32,000	4	NA	\$40-\$100	12,500	12,400	Wendy Nave wendy.nave@venuevillita.com
13 The St. Anthony Hotel ⑬ stanthonyhotel.com	100 E. Travis St. San Antonio, TX 78205 210-227-4392	23,772	13	1,898	\$10-\$25	4,721	4,864	Michael Baras michael.baras@stanthonyhotel.com
14 Rio Cibola Ranch Inc. ⑭ riocibolatravel.com	1101 Blank Rd. Marion, TX 78124 830-314-3125	23,000	1	NA	\$13-\$25	NA	435,000 ¹	Maxwell Davidson maxwell@riocibolatravel.com



ROCC: SMALL MARKET MEETINGS

This publication was created to fill a niche in the billion dollar meetings and conventions industry – the need for an industry publication that focuses exclusively on **smaller destinations**. Their 10,000 qualified meeting planners are members of MPI, RCMA, ASAE, PCMA.



These will run in one issue of **Meetings At A Glance** and on our website for one year in our Meet Me Here feature.



Suggest the following:

- Run ½ page ad in the Texas issue (March 2025) (\$1700)
- Dedicated E-blast to the 10,000 meeting planners 2 x during the year – October and Feb (\$1400 each)
- Purchase a Sponsored e-newsletter article about the Conference Center – in addition to being emailed out – it will be featured on the website. (see example left) (\$500 each)
- VALUE ADD: 3 months web banner ad, 1 FB Post, 1 Twitter Post.
- Interested parties will click to link to Rockport Conference Center website
- Investment: \$5,500

ROCC: L-BLASTS

MEETING AND WEDDING PLANNERS

We recommend sending Rockport Conference Center messages directly to desktops/mobile/iPads of meeting planners of 300+ attendees located within the Rockport Conference Center key geographies.

- We generally receive between an 18-20% open rate (significantly above industry averages), and nets to an overall 2% - 3% Click Through Rate (also much higher than industry standards).
- We will target wedding planners, small meeting and event coordinators. Initial counts below.

Corporate meeting or event planners for companies with 300 people or less (#)		Adults 25+; wedding planners; recently engaged; interested in weddings (#)	
AUSTIN (TX)	13,868	AUSTIN (TX)	92,851
CORPUS CHRISTI (TX)	1,985	CORPUS CHRISTI (TX)	30,086
HOUSTON (TX)	5,609	RIO GRANDE VALLEY (TX)	33,640
SAN ANTONIO (TX)	25,833	HOUSTON (TX)	258,352
RIO GRANDE VALLEY (TX)	8,144	SAN ANTONIO (TX)	114,767
Total	55,439	Total	529,696

RECOMMENDATION:

- **Corporate Meeting or Event Planners:** send e-blasts to the 55,439 in October and Jan. Budget \$13,000.
- **Wedding Planners – and those consumers recently engaged –** send two e-blasts of \$4,750 each to reach the full 529,000 list (\$9,500 total).

CONFERENCE CENTER: DIGITAL CAMPAIGN

We propose using several of the online digital tactics reviewed earlier targeting meeting and event planners in the Conference Center key geographic markets: (\$25,893)

- Linked In
- Behavior Targeting
- Google Discovery
- Video – Pre-Roll and YouTube and OTT
- Site Conquesting
- Site Retargeting

The Social Media campaign will use similar targeting to the above. (\$9,000)

- Separately, the campaign will include PPC and SEO work on the website. (\$10,000)
 - Key words for **the PPC campaign** would include words such as:
 - Corporate events, corporate meeting venues, corporate retreats, team building
 - Wedding venues, Gulf Coast Wedding venues, beach wedding, Texas Coast weddings
 - We will research the full list of key words
 - **SEO work** would improve the website related to:
 - Optimizing meta descriptions
 - Load speed
 - Heading tags

ROCC: WEDDING VENUE GEOFENCING

We recommend GeoFencing (establishing an electronic fence around the events below) to be able to serve the attendees digital ads regarding Rockport Conference Center and Rockport as a destination for weddings.

BUDGET: Average ~\$875 per event; budget \$3500



San Antonio – June 2025
Houston – July 2025



Texas Bridal & Wedding Expo
November 3, 2024

Sunday 1 pm - 5 pm

Freeman Coliseum - Hall A
3201 E Houston St, San Antonio, TX 78219

San Antonio – June 2025
Houston – July 2025

DIGITAL TACTICS OVERVIEW

**THE FOLLOWING PAGES PROVIDE IN-DEPTH OVERVIEW OF
THE VARIOUS DIGITAL/ONLINE TACTICS RECOMMENDED
FOR THE CAMPAIGN**

TACTIC: GOOGLE DISCOVERY ADS

Discovery Ads. Discovery ads are native ads that appear in multiple Google feed environments. From the Discover feed, YouTube, Gmail and even the Google home page these visually rich ad units give brands a new way to connect with customers.



Mobile-optimized, highly visual ads built for advertisers



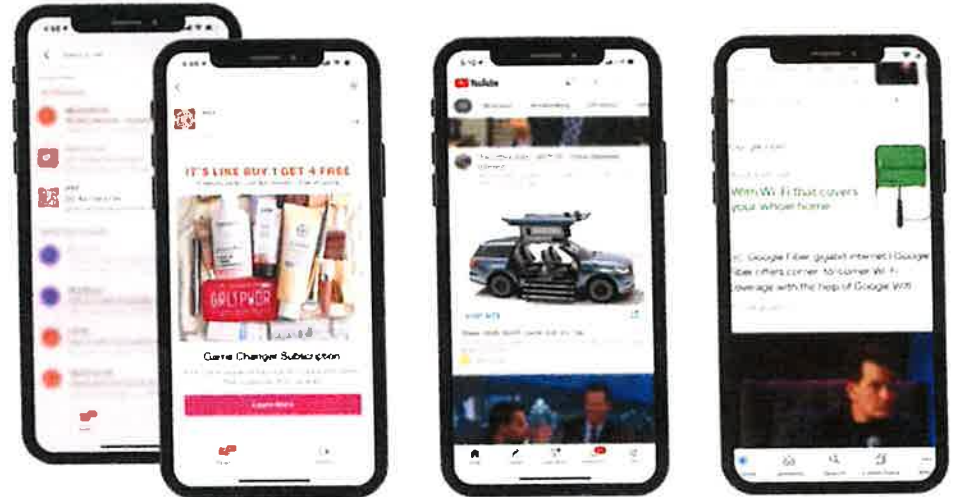
Delivered across Discover feed, YouTube, Gmail, and more



Single-Image and multi-image carousel ads available



Discover feed now reaches 800 million users globally



This tactic will be used to target small meeting planners, wedding planners, family reunions, etc.

TACTIC: NEXT GEN BEHAVIORAL TARGETING

THE EVOLUTION OF BEHAVIORAL TARGETING:

Next Generation Targeting is the advancement of evidence-based online behavior. Rather than inferring user behavior, partnerships with thousands of website search engines allows us the ability to see the actual interactions of people as they happen. We then target the people whose online behaviors match the objectives of our marketing campaign with the ability to serve ads to the person – often within one minute of the search taking place.

- Targets people based on search behavior
- Data Collection from over 6,000 website search engines
- The power of a PPC campaign in a display environment
- 33% of message served within one second of search



This tactic will also be used to target small meeting planners, wedding planners, family reunions, etc.

TACTIC: MOBILE GeoFence

LOCATION BASED TARGETING OF: **Wedding Planning Extravanzas, Meeting Planner Meetings**

Mobile is the word at the tip of every digital marketer's mouth. Mobile provides the first marketing avenue that a consumer can't live without, with the smartphone almost more of an appendage than a communication tool. Mobile GeoFencing is taking advantage of that "must have" consumer behavior and placing direct messages to the smart phone user as they enter a specific area of your choosing. Put simply, when someone comes within a specific mile radius of your location, you tell them about your product/service and even ask them to stop in.

- Targets people based on their location in real time
- Engage someone by mobile app, game, or browser
- Mobile and tablet delivery with high engagement rates
- Complete control, target as close or as far as you want

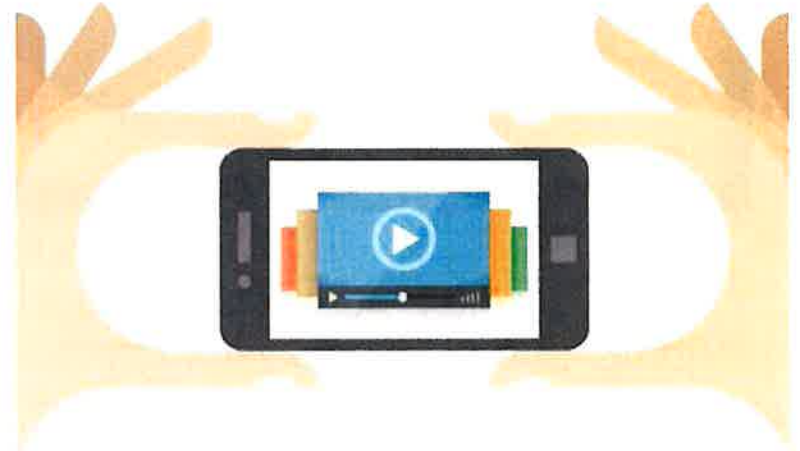


TACTIC: VIDEO

CAPTURE THE MOMENT

ONLINE VIDEO is consumed at an alarming rate. Bandwidth everywhere is being maximized due to this intense online phenomenon. VIDEO is king. We will target meeting planners, wedding planners, etc.

- Enhanced engagement
6X higher on average
- Target ideal user/geography
- Increase message retention
and conversions



FACEBOOK, LINKED-IN AND PRE-ROLL VIDEO
Embedded video ad units show ROCC message in spaces typically occupied by display ads.

Video plays as individual is consuming we



TACTIC: SITE CONQUESTING

Website Visit Based Targeting

Site Conquesting allows you the ability to target people based on which websites they are currently visiting. Choose your target audience from visitors to your competitor websites, complementary product sites, or channels that you know your ideal audience frequents regularly. With in the moment data we are able to immediately begin targeting your ideal customers with your ads.



Target people who have visited your selected websites.



Intercept your competitor's visitors immediately after a visit.



Collect demographic and behavioral profiles on targeted website visitors.



Discover which target websites result in traffic and conversions to your site.



We will target consumers visiting competitive websites – within the targeted geographic areas and then show them the ROCC as an alternative destination for their event

TACTIC: SOCIAL MEDIA MARKETING

INTERACTING WITH YOUR IDEAL CUSTOMER - (Recommend FB, INSTA, LINKED-IN, WEDDING PLANNING, MEETING PLANNING)

Social Media is one of the single greatest advancements in brand story telling. You can now communicate with your current customers and potential ones in real time, share the value of your services, and invite deeper relationships. Combined with advancements of smart phone technologies, there maybe no greater investment for a modern business than its social media presence.

- Targets your ideal customer with enhanced demographic options
- Communicate to people through their favorite social platforms
- Enhance your visibility with your target audience
- Be with people during their highest levels of engagement



TACTIC: SEARCH ENGINE MARKETING (SEM) TARGETING THE PERFECT TARGET - PPC

SEARCH ENGINE MARKETING (SEM): otherwise known as **PPC (Pay-Per-Click)** is one of the most adopted forms of online advertising. Reaching people in the precise moment they conduct a search and when they are the highest level of engagement, with their hands raised looking for your produce/service. One of the best benefits of employing an SEM strategy is you only pay when someone engages your ads.

The purpose is to build organic traffic to the ROCC website.



Target people when they are conducting a search.



Easily track calls and conversions.



Be seen on Page 1 instantly for your targeted keywords.



Interact with people throughout their day.



TACTIC: SEARCH ENGINE OPTIMIZATION (SEO)

GET THAT GOOGLE LOVE

SEARCH ENGINE OPTIMIZATION (SEO): Is the process of affecting the visibility of a website in a web search engine's unpaid results – often referred to as "natural" "organic" or "earned" results. SEO is the cornerstone of online success. Your website's optimization determines how it will rank in Google and other search engine result pages. A good SEO strategy ensures that you are discovered by the people looking for your brand or the product/service you represent, while eliminating your competitors from being seen. As you know, 92% of people typically do not go to page two of Google.



Reaches only the most relevant people, those actively looking for what you do.



Grows your website content, giving better information to your customers.



Captures all searchers, both on desktop and on mobile.



ROI continues long after SEO strategy is completed.



TACTIC: SITE RETARGETING OFFERED AT NO ADDITIONAL COST

Site ReTargeting provides a great way to keep in front of those who have already visited your site and invite them to come back. Visitors to your site are given a tracking pixel that allows us to deliver messaging to them as they continue navigating their way through the digital landscape. This is the most effective way to continue a conversation with someone who has already engaged you.



Target people who have visited your website.



Drive deeper conversations and stay visible to your online visitors.



Easily showcase special offers or lesser known products.



Collect enhanced data on the people coming to your site.



MARKETING ANALYTICS

MARKETING ANALYTICS

- **ANALYTICS**

- We will set up monitoring and tracking mechanisms to evaluate the results and success of the advertising campaign using:
 - CTR (Click Through Rates)
 - UTM codes
 - Web Traffic
 - Conversion to the number of meetings booked

- **ECONOMIC IMPACT:**

- Separately, the ROCC jointly with the Rockport-Fulton Chamber have submitted an overview of a Visitor Tracking Study/Economic Impact Study to measure the economic of the tourism market to the City of Rockport, and the ROCC Conference Center.
- While the proposal is for the entire area, a report specifically evaluating the Art Center/ROCC will be included in the deliverables.

DEB BOLNER-PROST BIOGRAPHICAL SKETCH

DEB PROST BIOGRAPHICAL OVERVIEW

DEB BOLNER PROST's career has spanned the advertising, marketing, and statistical data fields along with entrepreneurship in new products, distribution and e-commerce. Armed with a BS (Advertising and Psychology), an MBA, and an internship with J. Walter Thompson (NY), Deb spent 7 1/2 years with Ed Yardang & Associates Advertising (SA), where she held managerial positions (VP Marketing Services) responsible for Marketing Research & Media. She served as the Account Supervisor on several of the agency's key accounts (The San Antonio Convention & Visitors Bureau, Coca Cola USA, Adolph Coors, King Ranch). She started Promark Research in 1982, built the company into a successful marketing information and research firm, then sold it in 1992. In 1985, Prost launched TARGET SA, an innovative syndicated research report which monitors San Antonians' consumer behavior, and attitudes. Today Deb focuses on conducting marketing research studies, marketing/branding strategies, and media planning and buying via Prost Marketing, Inc. (University Health System, Security Service Federal Credit Union, Shell Oil, Witte Museum, YMCA-SA, among other clients). In between Prost ran a coffee distribution firm, then invented a natural cooling product called COOL OFF®, achieving national distribution, before selling it.

Deb's professional area of expertise includes statistics and consumer marketing research, customized media and communications analysis and applications, digital analytics, and strategic marketing consultation. She has a broad base of category experience with emphasis on health care, tourism, financial services and products, package goods (food and beverage), schools/districts, and non-profit organizations.

Debbie was one of AdWeek Magazine's Women of the Year (1984), received the American Marketing Association's Outstanding Marketing Person of the Year Award for 1985, was named Joske's Achiever (1985), and Mass Communication Outstanding Alumni of Texas Tech University (1985) and of UTSA Graduate School (1987). During 1986, she served on the Editorial Advisory Board of the San Antonio Light (Hearst newspaper). Debbie was named a finalist for Small Business Leader of the Year by the Greater San Antonio Chamber of Commerce in 1987. She was named one of the "40 UNDER 40" by San Antonio Magazine in 1988. She was named San Antonio Public Library "Champion" in 2002. In 2011 Deb was awarded a North Chamber Small Business Leaders Award, named to the YMCA Chairman's Round Table, and was nominated by National Association of Women's Business Owners (NAWBO) as entrepreneur of the year.

DEB PROST BIOGRAPHICAL OVERVIEW

Deb is also very active in her profession and community, having held key officerships with the American Marketing Association (President, Board of Directors), Greater San Antonio Chamber of Commerce (Board of Directors, Marketing Steering Committee, Economic Analysis Panel), American Advertising Federation (Board Member and Officer), Marketing Research Association, the Texas Travel Research Association (Officer and Board of Directors), Texas Economic and Demographic Association (Board), Discover Texas Association/Texas Travel Industry Association (Board of Directors), Fiesta Commission Marketing Committee, San Antonio Area Council of Girl Scouts (Board Nominating Committee), Library Foundation Board (President), Incarnate Word College Business Advisory Board, North San Antonio Chamber of Commerce, United Way (Marketing Committee), and Landa Garden's Conservancy Board.

She also served on Time Warner's Advisory Board and Frost Bank's Small Business Advisory Board, and as President of the Olmos Park Economic Development Corporation. She currently serves on the Past President's Council of the SA Library Foundation, is on the Board of the Los Compadres de San Antonio Historical Missions, the San Antonio River Foundation, and is a former Council-woman for the City of Olmos Park, Texas. She helped raise funds for the Canary Islands Descendant Association (CIDA) commemorative monument on the Bexar County Courthouse grounds. Deb currently serves on the Board of Directors of the San Antonio River Authority.

PROST has a BS Degree in Advertising and Psychology (Texas Tech) and a Master of Business Administration (MBA) (University of Texas at San Antonio) with Marketing Research and Statistics emphasis. She has been trained as a focus group facilitator and has completed eight Qualitative/Quantitative Burke Marketing Research Workshops. Debbie has been a frequent speaker for a variety of trade and industry organizations on Marketing Research and Statistical Process Control Techniques, Tourism Research Techniques, Strategic and Marketing Planning and Quality Enhancement topics, including Leadership, Collaboration, Communication, and Purpose Mastery. She has moderated over 2000 focus groups/strategic planning sessions through out her career and conducted over 325 custom quantitative studies.

PUNCHDRUNK DIGITAL FIRM BACKGROUND

PUNCHDRUNK DIGITAL – CERTIFICATIONS - PLATFORMS EXPERIENCE

DSP Platform Experience

TradeDesk - Simpli.FI - MediaMath - DoubleClick - Microsoft - StackAdapt - Strategus - AppNexus
Choozle - Brightroll - Centro - Joystick

Gaming Experience

Twitch - Advergames - Platform Specific (Xbox/Playstation) - In Game Immersive Ads - Around
Game Environment Ads

Streaming Audio Experience

Spotify - Pandora - NPR - SoundCloud - iHeart Radio - Apple Music - Slacker Radio - Amazon
Music - Google Play Music - PodCastOne - MidRoll - AdvertiseCast

Location Map Experience

WAZE - Google My Businss (Google Maps Listings) - Apple Maps Connect

Social Platform Experience

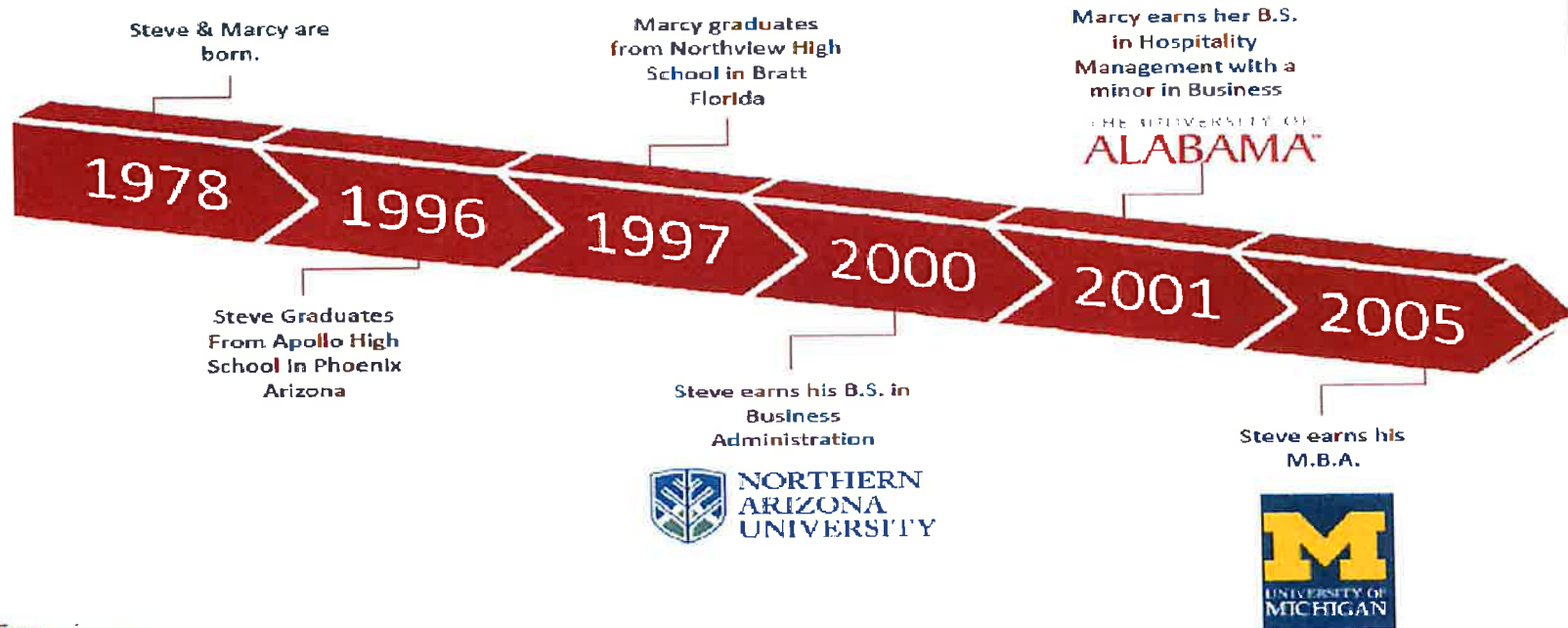
YouTube - Facebook - Instagram - SnapChat - Pinterest - WhatsApp - Reddit - LinkedIn - Tumblr
- Twitter - Yelp - IMBD - Twitch - Google+ - Flixster - CafeMom - MeetMe - FunnyorDie - +More



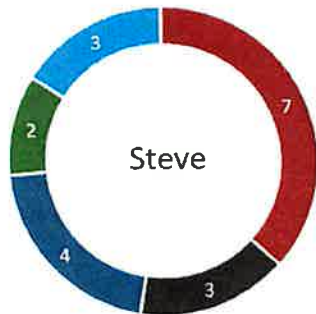
STEVE AND MARCY BLANSHAN OVERVIEW

PUNCHDRUNK

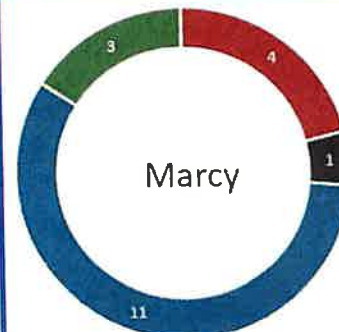
Education



Experience



- Owens Corning - Marketing Director For Franchisees
- WLGm - Sales Manager
- LIN Digital - Digital Sales Director
- Advance Digital - Director of Digital Strategy
- CNHI - Regional Director of Digital Sales



- Student Media - Advertising Coordinator
- WBRC - Account Executive
- Advance Digital - Sales Director
- CNHI - Regional Director of Digital Sales

STEVE AND MARCY BLANSHAN OVERVIEW

Media Experience

Steve and Marcy have decades of digital experience through working with traditional media outlets. These learnings are utilized daily while building comprehensive digital strategies for PunchDrunk clients. They have a belief in overall marketing success, where traditional media partners with digital to enhance both marketing strategies.

While a top executive at LIN Digital, Steve gained incredible experience in broadcast television, helping design internal digital strategies to promote new shows across affiliate FOX, NBC, & CBS stations.

While leading the Advance Digital charge in Alabama, Marcy also was responsible for managing the print sales division bridging the gap between traditional newspaper advertising and digital.

LIN Digital

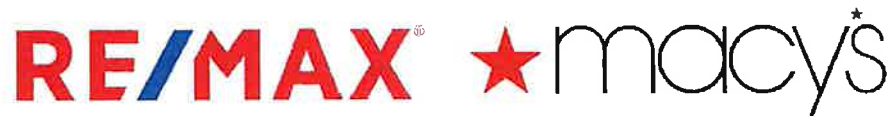
- 50 Broadcast Stations Across U.S.
- FOX, CBS, & NBC Affiliates

Advance Digital

- 130 Newspapers
- Owners of Conde' Naste Publications



A Few Notable Campaigns Steve and Marcy Have Worked On:



Shelley Goodwin

From: noreply@civicplus.com
Sent: Wednesday, June 12, 2024 4:44 PM
To: Shelley Goodwin; Reagen Lauterbach
Subject: Online Form Submittal: Hotel Occupancy Tax Grant Application

WARNING: This email is from an external source. Do not click links or open attachments without positive sender verification of purpose. Never enter Username, Password or sensitive information on linked pages from this email. If you are unsure about the message, please forward to itstaff@cityofrockport.com for assistance.

Hotel Occupancy Tax Grant Application

HOTEL OCCUPANCY TAX GRANT FORM FY2024-2025

Date Application received (To be completed by City Staff):

SG 6-12-24

Official Name of Organization/Entity: ACTS Aviation Non-Profit Fund by NCF Giving Foundation

Is the Organization/Entity a non-profit? YES

Date Organization/Entity Founded: 2019

Organization/Entity Mailing Address: 4545 Post Oak Place Drive, Ste. 201, Houston, TX 77027

Organization/Entity website: <https://secure.ncfgiving.com/GXDonateNow?id=a0U6S00000g4O3pUAE>

Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Cody Stewart, Executive Director

Organization/Entity Phone: 361-450-1939

Organization/Entity Email: cstewart@actsaviation.com

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: Warbirds Over South Texas 2024

Project/Event Date(s): November 15th-17th, 2024

Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)?

150

Estimated number of annual attendance at your event(s) or project(s)?

5000-10000 (est. from 2023)

Will you charge admission/if yes how much?

FREE

Project/Event location(s):

Aransas County / Rockport Airport

Total Amount of funds requested:

\$25,000.00

In the space below, please describe the project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

Funds will be used for the items below:

Event Advertising - The event (based off historical data) brings in people from all over Texas.

Historical Airplane Operating Costs - The event partners with 501c3 museums to bring in WWII airplanes that the Rockport Airport was originally built for in 1943. The aircraft operators need fuel, oil, and maintenance reimbursements.

Safety and Emergency Teams - Safety is the most important aspect of the event for both spectators and attendees.

Historical Airplane Management Teams – Engine oil, smoke oil,

hydraulic fluids, and other airplane service supplies.

FAA/Air Traffic Control Support– Aransas County Airport to make a request to Corpus Christ ATC for event support with advisory personnel and tower assets.

Event Setup & Supplies– Insurance policy, tents, tables, chairs, trash cans, golf carts rental, pilot car rentals, and other setup misc items.

All these items are necessary to prepare, and execute, a premier aviation event in Rockport that will draw thousands of people from across Texas. Special Note: The annual airshow in Corpus Christi was cancelled in 2024, therefore our event in the largest aviation event in the Coastal Bend

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW (Please indicate which funding categories apply to your project/event – multiple categories may be selected)

(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

(3) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.

Applying for this category? Yes

Amount requesting from this category? 2,000.00

(4) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion

pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

(5) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.

Applying for this category? Yes

Amount requesting from this category? 21,000.00

*(6) Sporting Events in a County under one million in population.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.

Applying for this category? Yes

Amount requesting from this category? 2,000.00

*The City Council will be considering an Ordinance to add these categories to the Rockport HOT Grant Program.

SECTION C – ASSURANCES

The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;

3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;

4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION THE FOLLOWING ITEMS:

Copy of your IRS 501 (c) (3) ruling letter. [NCF IRS Determination Letter.pdf](#)

Expense Plans or Budget [Warbirds Over South Texas - Rockport Donors 2024.pptx](#)

If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project. [Warbirds Over South Texas - 2023 Review .pptx](#)

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Please type your name or provide a signature. Cody Stewart

Date signed 6/12/2024

Warbirds Over South Texas

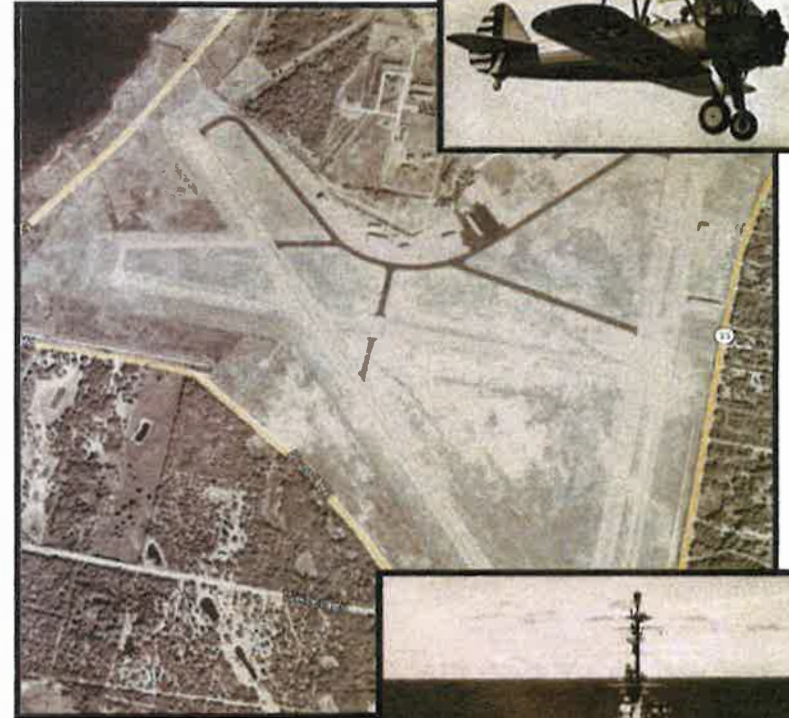
November 15th-17th



Executive Summary

ACTS Aviation will be hosting its 3rd “Warbirds Over South Texas” on November 15th-17th (2024) to highlight the following: **FREE ADMISSION & PARKING**

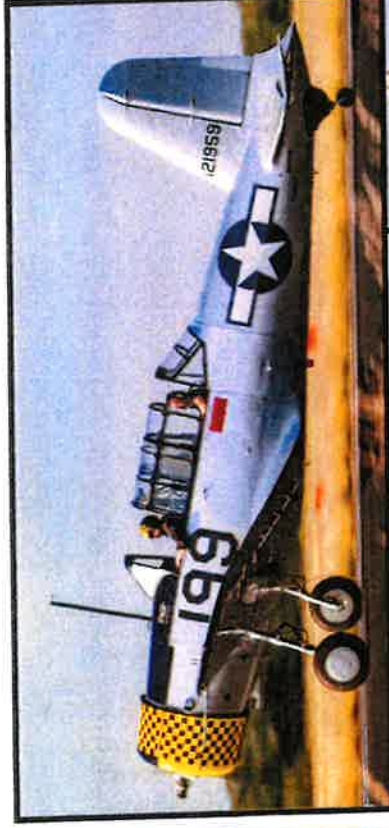
- **Veteran’s Week Celebration** – Honoring our local service members who have fought for our freedom.
- **Education Day**– Friday, November 15th, will be “Education Day” where the fly-in team will work with the school district to bring students to the airport via a field trip.
 - Free young eagle flights
 - Free warbird tours for both teachers and students
 - Tour of all airport facilities and guest speaker seminar
- **Local History** – The event is planning to have 25-35 WWII historical planes come to Aransas County airport.
 - The event will feature action packed flying that will be seen by Rockport Beach, CC North Beach, USS Lexington, Texas State Aquarium, and Ocean Drive CC.
 - Static displays to where visitors can tour the airplanes.
- **Vendors, entertainment, and more!**
- *The Goal is to share our mission and promote local aviation programs currently located on the airfield.*



Opportunity – Major Aviation Attraction

This will be the largest aviation event in South Texas on the week of Veteran's Day and the ONLY major aviation event in Rockport 2024.

- This will be a FREE event that will bring a high volume of Coastal Bend residents, along with tourists from outside the area, to this popular attraction.
 - Expected high pedestrian traffic up to 10k with scenic airplanes rides performing all weekend.
 - Expected high aviation traffic of airplanes due to historically good weather and Rockport being known as a "Destination Place."
- **Education Highlights** – Opportunity to learn about our local/area history and learn how Aransas County is promoting Aviation education.

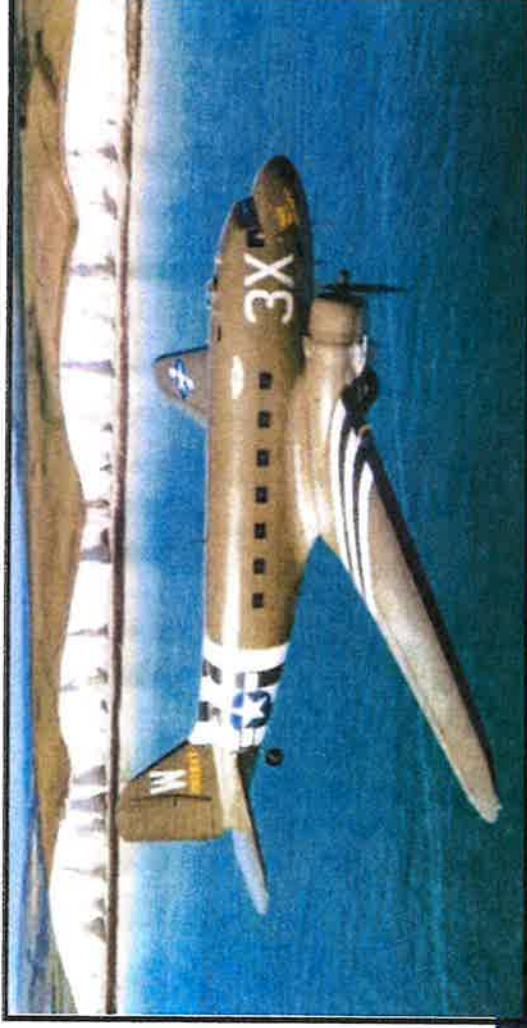


Warbirds Over South Texas – Headliner Aircraft

The Most Historic Airplane Flying in 2024 – “That’s All Brother” The Lead Airplane in D-Day 1944

Over 75 years ago, on June 6, 1944, *That’s All, Brother* led the main airborne invasion of Normandy. Piloted by Lt. Col John Donalson, the plane led over 800 C-47s that dropped over 13,000 paratroopers into a battle that changed the course of mankind. 80 years later, we were able to bring this great airplane back to the skies over Normandy for the commemoration of the 80th anniversary of D-Day in 2024.

“That’s All Brother” is scheduled to give sponsorship rides to our headlining and platinum supporters!

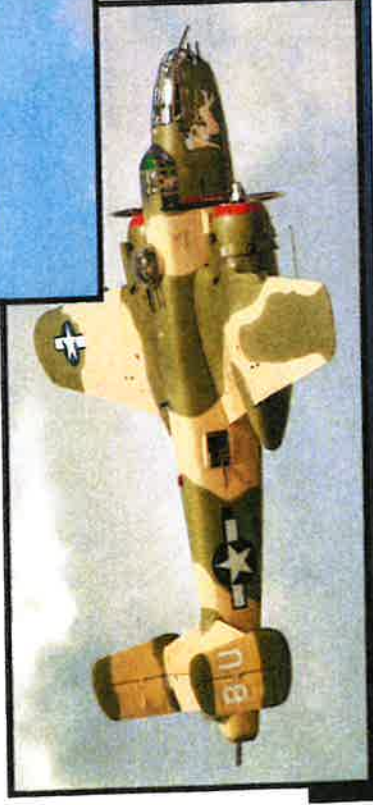
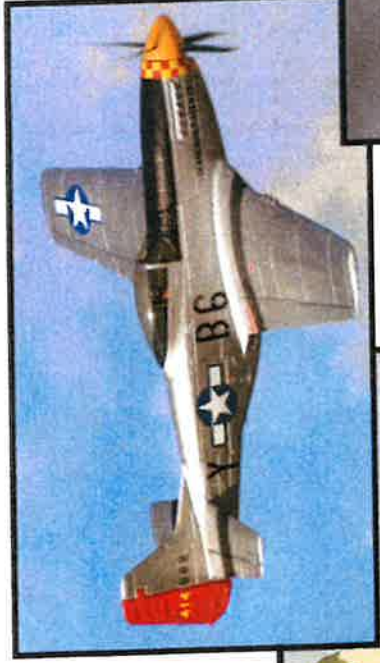


Warbirds Over South Texas – Headliner Aircraft

WWII Bomber's & Fighters

Two B-25s “Devil Dog” and “Yellow Rose” are both scheduled to appear and **will be giving sponsorship rides to our headlining and platinum supporters!**

The P-51 Mustang “Glamorous Glen III” and the Curtiss P40 “Warhawk” are scheduled appear at the event.



Warbirds Over South Texas - Highlights



Event Needs – Funds For Safety & Supplies

The event needs the following to promote, and properly, execute the “Warbirds Over South Texas” event:

- **Event Needs - \$50,000 for the items below:**
 - **Commemorative Air Force Marshalling Detachment**– 10 Qualified Safety Marshallers, 2 Fully Equipped Ramp Trucks, 2 golf carts, and hotel rooms.
 - **Warbird Flight Line Detachment** – Warbird oil, smoke oil, hydraulic fluids, and other airplane service supplies.
 - **Warbird Fuel Truck**– Aransas County Airport to take possession of a donated fuel truck for show support, but must pay transfer/delivery fee.
 - **Warbird Event Fuel** - Aransas County to provide 5,000 gallons of 100LL for qualified heritage military aircraft for event attendance and parade flights.
 - **FAA/Air Traffic Control Support**– Aransas County Airport to make a request to Corpus Christ ATC for event support with advisory personnel and tower assets.
 - **Commemorative Air Force Pilot Hotels & Rental Cars**– Local hotel rates are averaging \$225/night for double bedrooms.
 - **Event Setup & Supplies**– insurance, coffee, tables, chairs, etc.





Warbirds Over South Texas Memorial Day Weekend 2023 Post Event Summary & Next Steps





Warbirds Over South TX Fly-In Greatly Appreciates our 2023 Sponsors!



Platinum Level



Gold Level



Silver Level



Bronze Level



Executive Summary

Aransas County Airport hosted its 1st "Warbirds Over South Texas" event on Memorial Day Weekend (2023) to highlight the following:

- **Memorial Day** – Honoring our service members who have paid the ultimate price for our freedom.
- **(Local History - Education) Aransas County Airport's 80th Anniversary** - Oct 1943 - First Navy PT-17 Landing on the new airport for the WWII war effort.
- **(Area History - Education) USS Lexington's 80th Birthday Parade** – The event successfully launched an airplane parade of 26 WWII planes, led by the all-female crew of "Devil Dog" B-25 Bomber.
 - (Tourism) The parade was seen by Rockport Beach, CC North Beach, USS Lexington, Texas State Aquarium, and Ocean Drive CC.
- **(Education) Promote Local Aviation Programs currently located on the airfield.**
 - Sky Rider Aviation – Flight

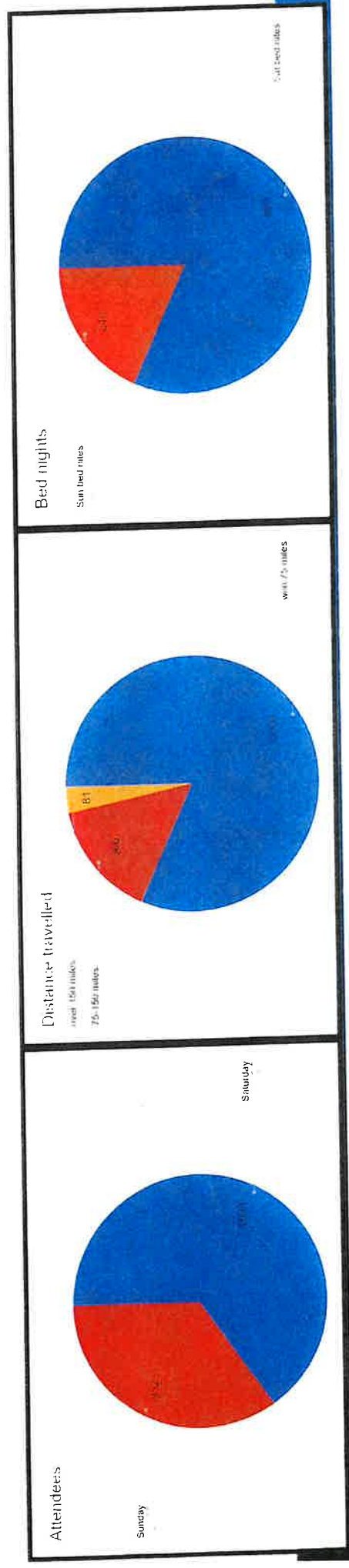


Warbirds Over South Texas - Highlights

Fly-In volunteers worked diligently to collect necessary census data at "Warbirds Over South Texas" to qualify future events for 2024 "HOT" Funds from the City of Rockport & Aransas County.

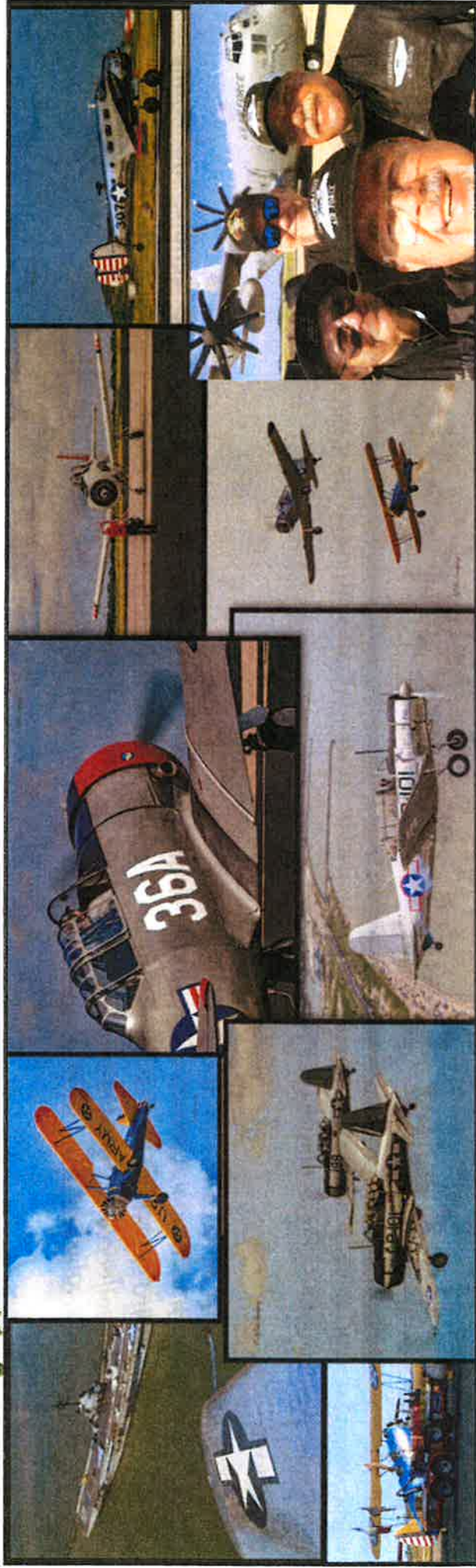
Data Results:

- 2,455 surveys were collected at the drive-in gate
 - Note: the Fly-In volunteers were unable to get surveys from airplane guests, participants, vendors, nor Friday early bird spectators – It is our estimate that over 3,000 participated in the event.
- 81 surveys collected from drive-in guest from Over 150 Miles Traveled
- 366 surveys collected from drive-in guest from 75 - 150 Miles Traveled
- 1,198 Hotel/Motel Nights recorded from Surveys





Warbird Christmas Rockport TX December 9, 2023





A Warbird's Christmas Appreciates our 2023 Sponsors!



Platinum Level



Silver Level

Edward Jones-Financial
Advisor: Sara Janak

Stewart Investment Company
Benet & Melinda Stewart



GSM INSURORS
A PARTNER OF THE INSURORS GROUP

Bronze Level



The Watson Family
Billy Kleine Family
Wayne's Air Repair



The First
State Bank
INDIVIDUAL BANK ANYWHERE

Warbirds Over South Texas – FUN FLYING!!!

- Date: December 9th 2023 - All Day Event
- Tentative Headliner Aircraft: P51 Mustang & T-28 Trojan
 - Commemorative Air Force Warbirds (Rides Available)
 - Independent Warbirds Owners
 - Christmas Decorated Hangar & Refreshments Available

We want to inspire the next generation of aviators in the Coastal Bend



A Warbirds Christmas- Highlights

Fly-In volunteers worked diligently to collect necessary census data at "A Warbirds Christmas" to qualify future events for 2024 "HOT" Funds from the City of Rockport & Aransas County.

Data Results:

- *2,500 estimates were collected by the drive-in gate volunteer's visuals*
- *52 estimated hotel stays*



Warbirds Over South Texas Memorial Day Weekend 2023 Post Event Summary & Next Steps





Warbirds Over South TX Fly-In Greatly Appreciates our 2023 Sponsors!



Platinum Level



Gold Level



Silver Level



GSM INSURORS
A PARTNER OF THE INSURORS GROUP

Bronze Level



Wayne's Air Repair

The Watson Family

Jim and Carroll Ahern

Executive Summary

Aransas County Airport hosted its 1st “Warbirds Over South Texas” event on Memorial Day Weekend (2023) to highlight the following:

- **Memorial Day** – Honoring our service members who have paid the ultimate price for our freedom.
- **(Local History - Education) Aransas County Airport’s 80th Anniversary** - Oct 1943 - First Navy PT-17 Landing on the new airport for the WWII war effort.
- **(Area History - Education) USS Lexington’s 80th Birthday Parade** – The event successfully launched an airplane parade of 26 WWII planes, led by the all-female crew of “Devil Dog” B-25 Bomber.
 - (Tourism) The parade was seen by Rockport Beach, CC North Beach, USS Lexington, Texas State Aquarium, and Ocean Drive CC.
- **(Education) Promote Local Aviation Programs currently located on the airfield.**
 - Sky Rider Aviation – Flight

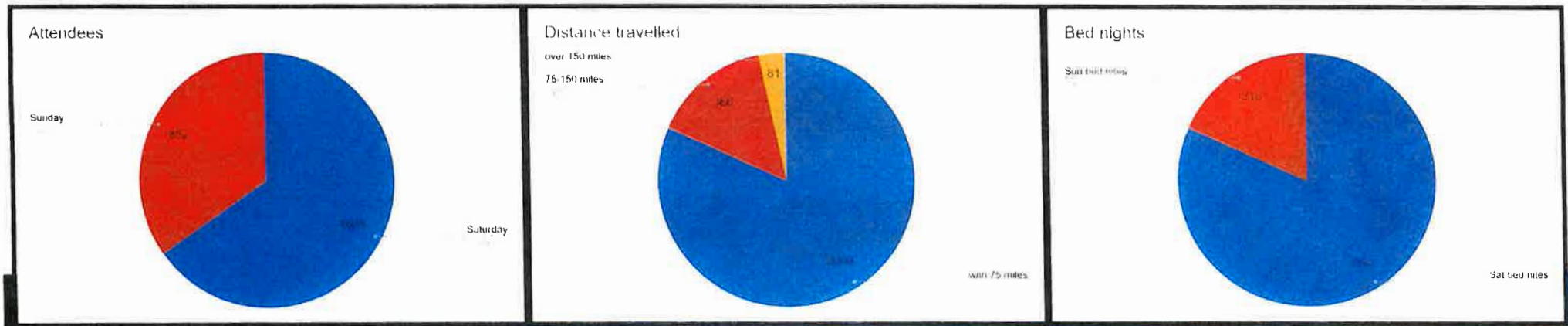


Warbirds Over South Texas - Highlights

Fly-In volunteers worked diligently to collect necessary census data at "Warbirds Over South Texas" to qualify future events for 2024 "HOT" Funds from the City of Rockport & Aransas County.

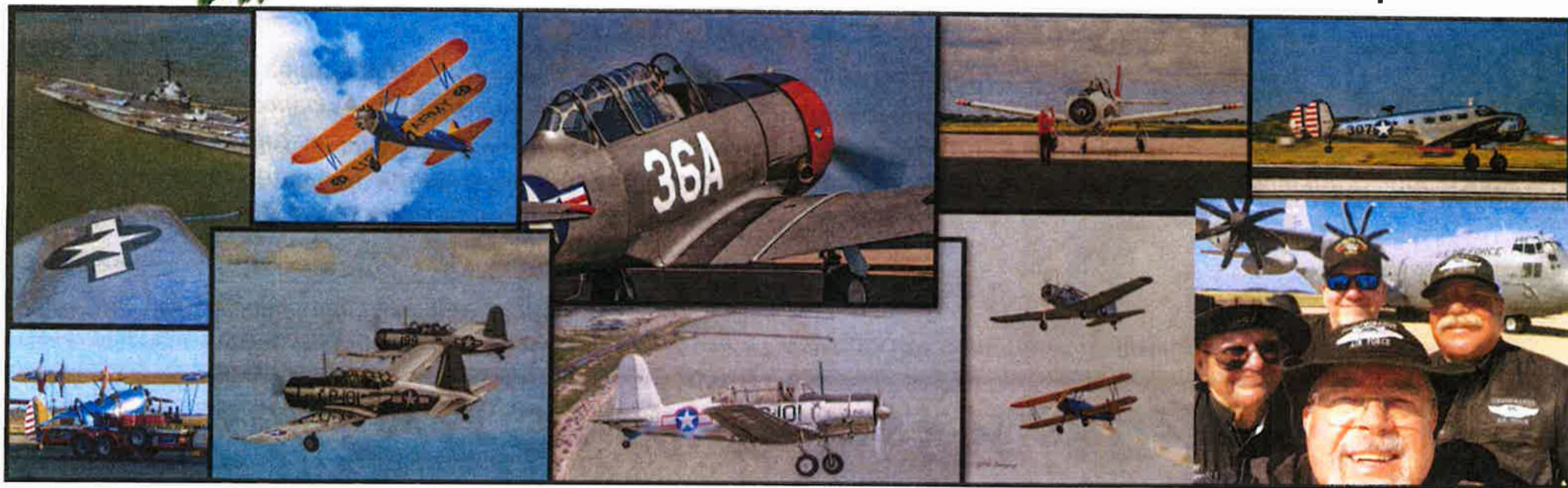
Data Results:

- **2,455 surveys were collected at the drive-in gate**
 - **Note: the Fly-In volunteers were unable to get surveys from airplane guests, participants, vendors, nor Friday early bird spectators – It is our estimate that over 3,000 participated in the event.**
- **81 surveys collected from drive-in guest from Over 150 Miles Traveled**
- **366 surveys collected from drive-in guest from 75 - 150 Miles Traveled**
- **1,198 Hotel/Motel Nights recorded from Surveys**





Warbird Christmas Rockport TX December 9, 2023





A Warbird's Christmas Appreciates our 2023 Sponsors!



Platinum Level



COASTAL BEND
COMMUNITY
FOUNDATION



Silver Level

Edward Jones-Financial
Advisor: Sara Janak

Stewart Investment Company
Benet & Melinda Stewart



ITALIAN COWBOY 
FOOD & PROVISIONS



GSM INSURORS
A PARTNER OF THE INSURORS GROUP

Bronze Level

The Watson Family
Billy Kleine Family
Wayne's Air Repair



Warbirds Over South Texas – FUN FLYING!!!

- Date: December 9th 2023 - All Day Event
- *Tentative Headliner Aircraft: P51 Mustang & T-28 Trojan*
 - *Commemorative Air Force Warbirds (Rides Available)*
 - *Independent Warbirds Owners*
 - *Christmas Decorated Hangar & Refreshments Available*

We want to inspire the next generation of aviators in the Coastal Bend



A Warbirds Christmas- Highlights

Fly-In volunteers worked diligently to collect necessary census data at “A Warbirds Christmas” to qualify future events for 2024 “HOT” Funds from the City of Rockport & Aransas County.

Data Results:

- *2,500 estimates were collected by the drive-in gate volunteer's visuals*
- *52 estimated hotel stays*

Shelley Goodwin

From: noreply@civicplus.com
Sent: Wednesday, June 12, 2024 4:50 PM
To: Shelley Goodwin; Reagen Lauterbach
Subject: Online Form Submittal: Hotel Occupancy Tax Grant Application

WARNING: This email is from an external source. Do not click links or open attachments without positive sender verification of purpose. Never enter Username, Password or sensitive information on linked pages from this email. If you are unsure about the message, please forward to itstaff@cityofrockport.com for assistance.

Hotel Occupancy Tax Grant Application

HOTEL OCCUPANCY TAX GRANT FORM FY2024-2025

Date Application received (To be completed by City Staff):

 6-12-24

Official Name of Organization/Entity: ACTS Aviation Non-Profit Fund by NCF Giving Foundation

Is the Organization/Entity a non-profit? YES

Date Organization/Entity Founded: 2019

Organization/Entity Mailing Address: 4545 Post Oak Place Drive, Ste. 201, Houston, TX 77027

Organization/Entity website: <https://secure.ncfgiving.com/GXDonateNow?id=a0U6S00000g4O3pUAE>

Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Cody Stewart, Executive Director

Organization/Entity Phone: 361-450-1939

Organization/Entity Email: cstewart@actsaviation.com

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event:	Warbirds Over South Texas 2025
Project/Event Date(s):	May 2025
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)?	250
Estimated number of annual attendance at your event(s) or project(s)?	10,000
Will you charge admission/if yes how much?	FREE
Project/Event location(s):	Aransas County / Rockport Airport
Total Amount of funds requested:	\$25,000.00
In the space below, please describe the project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:	<p>Funds will be used for the items below:</p> <p>Event Advertising - The event (based off historical data) brings in people from all over Texas.</p> <p>Historical Airplane Operating Costs - The event partners with 501c3 museums to bring in WWII airplanes that the Rockport Airport was originally built for in 1943. The aircraft operators need fuel, oil, and maintenance reimbursements.</p> <p>Safety and Emergency Teams - Safety in the most important aspect of the event for both spectators and attendees.</p> <p>Historical Airplane Management Teams – Engine oil, smoke oil,</p>

hydraulic fluids, and other airplane service supplies.

FAA/Air Traffic Control Support– Aransas County Airport to make a request to Corpus Christ ATC for event support with advisory personnel and tower assets.

Event Setup & Supplies– Insurance policy, tents, tables, chairs, trash cans, golf carts rental, pilot car rentals, and other setup misc items.

All these items are necessary to prepare, and execute, a premier aviation event in Rockport that will draw thousands of people from across Texas. Special Note: The annual airshow in Corpus Christi was cancelled in 2024, therefore our event is the largest aviation event in the Coastal Bend

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW (Please indicate which funding categories apply to your project/event – multiple categories may be selected)

(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

(3) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.

Applying for this category? Yes

Amount requesting from this category? 2,000.00

(4) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion

pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

(5) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.

Applying for this category? Yes

Amount requesting from this category? 21,000.00

*(6) Sporting Events in a County under one million in population.

Applying for this category? *Field not completed*

Amount requesting from this category? *Field not completed.*

*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.

Applying for this category? Yes

Amount requesting from this category? 2,000.00

*The City Council will be considering an Ordinance to add these categories to the Rockport HOT Grant Program.

SECTION C – ASSURANCES

The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein:

3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;

4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION THE FOLLOWING ITEMS:

Copy of your IRS
501 (c) (3) ruling
letter. [NCF IRS Determination Letter.pdf](#)

Expense Plans or
Budget [Warbirds Over South Texas - Rockport Donors 2024.pptx](#)

If you cannot
provide an
estimated number
of room nights to be
occupied at local
hotels, motels,
short-term rentals,
or bed and
breakfast inns by
attendees of your
project/event, or if
you cannot provide
an estimated
number of
attendees of your
project/event,
please attach an
explanation of why
your project/event
prevents you from
estimating the
number of local
room nights or
attendees for your
event(s) or project. [Warbirds Over South Texas - 2023 Review .pptx](#)

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Please type your
name or provide a
signature. Cody Stewart

Date signed 6/12/2024

Name & Title	Cody Stewart, Executive Director
Applicant Phone (if different from phone # previously listed):	361-229-0857
Applicant Address (if different from Mailing Address previously listed):	2304 Shorewood Ct, Rockport TX 78382
Applicant E-Mail Address (if different from e-mail address previously listed):	<i>Field not completed.</i>

Email not displaying correctly? [View it in your browser.](#)

Warbirds Over South Texas

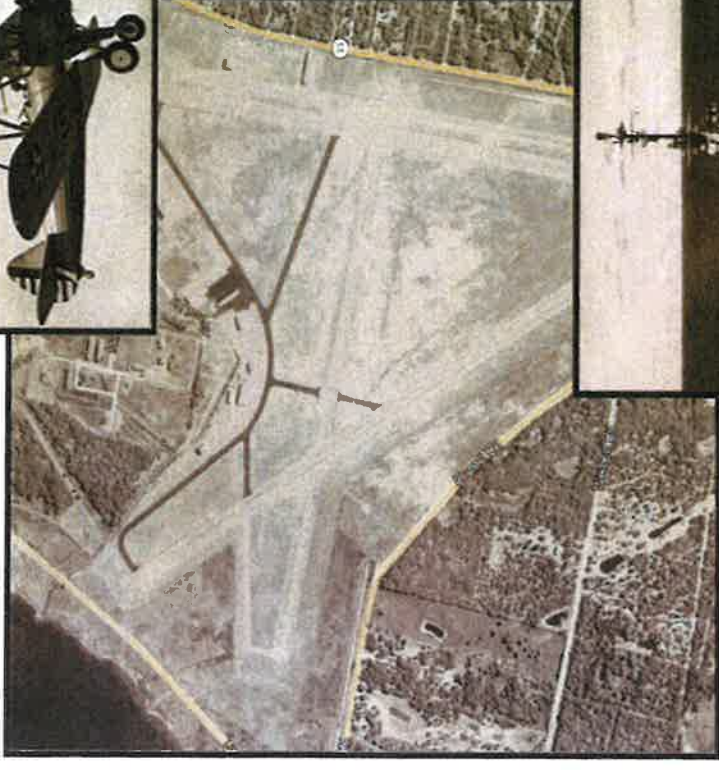
November 15th-17th



Executive Summary

ACTS Aviation will be hosting its 3rd “Warbirds Over South Texas” on November 15th-17th (2024) to highlight the following: **FREE ADMISSION & PARKING**

- **Veteran’s Week Celebration** – Honoring our local service members who have fought for our freedom.
- **Education Day**– Friday, November 15th, will be “Education Day” where the fly-in team will work with the school district to bring students to the airport via a field trip.
 - Free young eagle flights
 - Free warbird tours for both teachers and students
 - Tour of all airport facilities and guest speaker seminar
- **Local History** – The event is planning to have 25-35 WWII historical planes come to Aransas County airport.
 - The event will feature action packed flying that will be seen by Rockport Beach, CC North Beach, USS Lexington, Texas State Aquarium, and Ocean Drive CC.
 - Static displays to where visitors can tour the airplanes.
- **Vendors, entertainment, and more!**
- *The Goal is to share our mission and promote local aviation programs currently located on the airfield.*



Opportunity – Major Aviation Attraction

This will be the largest aviation event in South Texas on the week of Veteran's Day and the ONLY major aviation event in Rockport 2024.

- This will be a FREE event that will bring a high volume of Coastal Bend residents, along with tourists from outside the area, to this popular attraction.
 - Expected high pedestrian traffic up to 10k with scenic airplanes rides performing all weekend.
 - Expected high aviation traffic of airplanes due to historically good weather and Rockport being known as a "Destination Place."
- **Education Highlights** – Opportunity to learn about our local/area history and learn how Aransas County is promoting Aviation education.

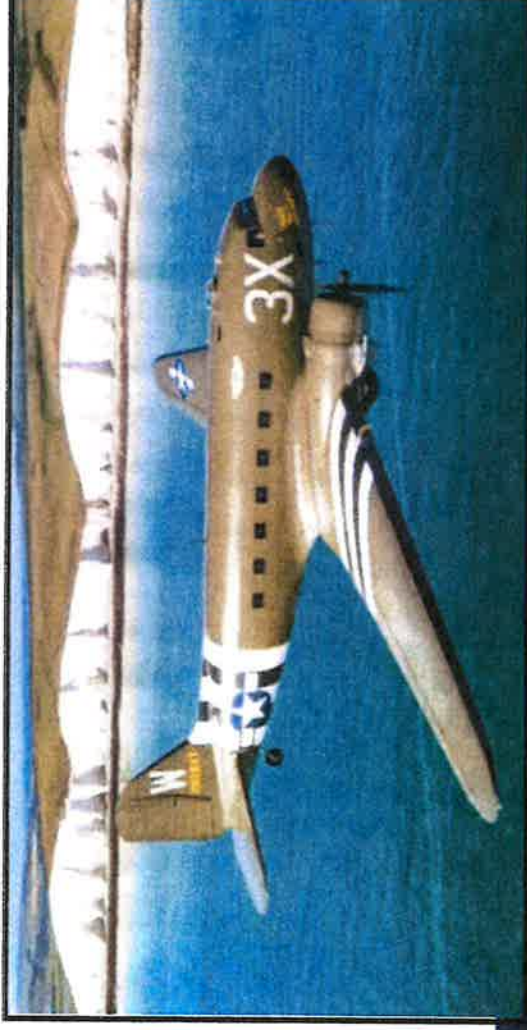


Warbirds Over South Texas – Headliner Aircraft

The Most Historic Airplane Flying in 2024 – “That’s All Brother” The Lead Airplane in D-Day 1944

Over 75 years ago, on June 6, 1944, *That’s All, Brother* led the main airborne invasion of Normandy. Piloted by Lt. Col John Donalson, the plane led over 800 C-47s that dropped over 13,000 paratroopers into a battle that changed the course of mankind. 80 years later, we were able to bring this great airplane back to the skies over Normandy for the commemoration of the 80th anniversary of D-Day in 2024.

“That’s All Brother” is scheduled to give sponsorship rides to our headlining and platinum supporters!

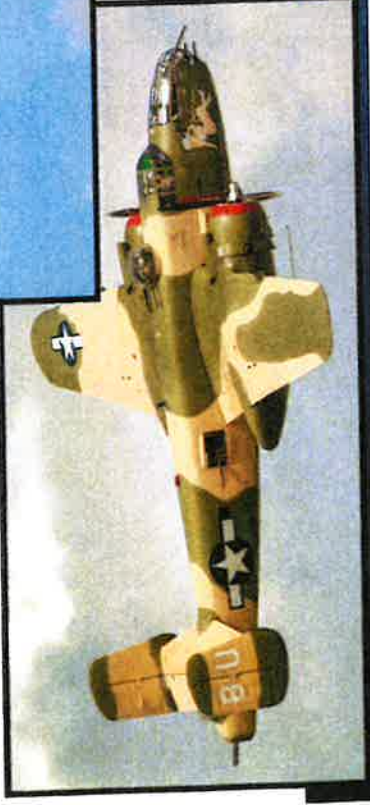


Warbirds Over South Texas – Headliner Aircraft

WWII Bomber's & Fighters

Two B-25s “Devil Dog” and “Yellow Rose” are both scheduled to appear and **will be giving sponsorship rides to our headlining and platinum supporters!**

The P-51 Mustang “Glamorous Glen III” and the Curtiss P40 “Warhawk” are scheduled appear at the event.



Warbirds Over South Texas - Highlights



Event Needs – Funds For Safety & Supplies

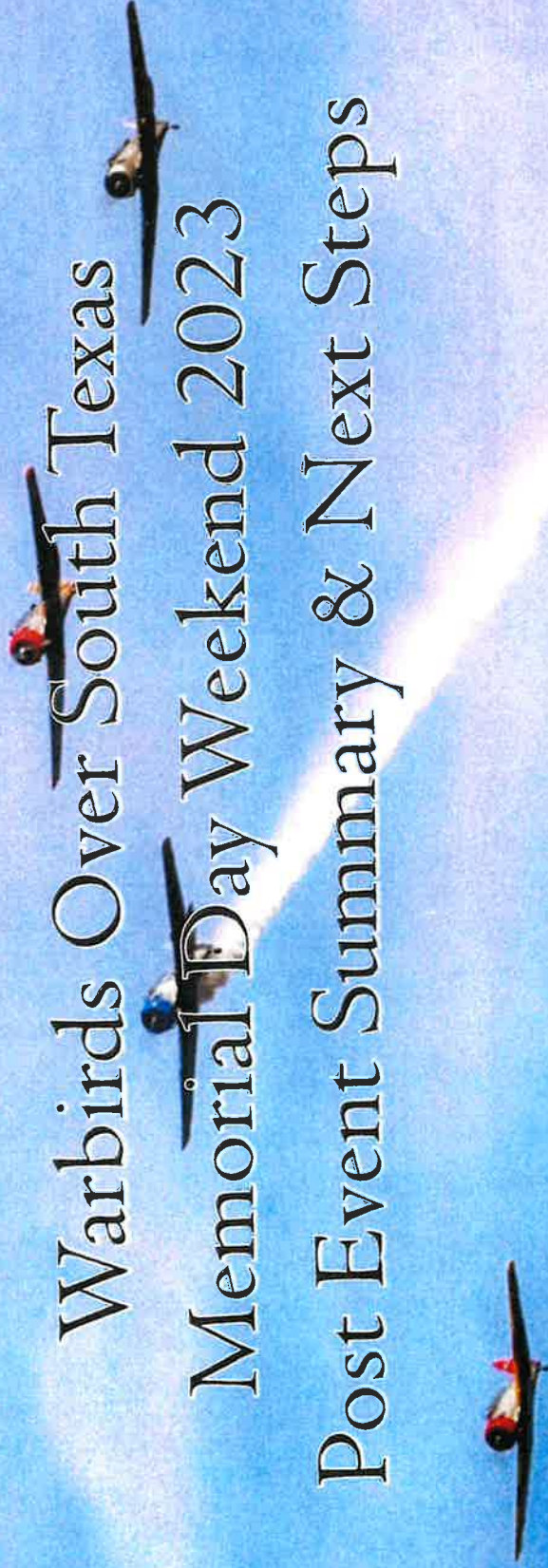
The event needs the following to promote, and properly, execute the “Warbirds Over South Texas” event:

- **Event Needs - \$50,000 for the items below:**
 - **Commemorative Air Force Marshalling Detachment**– 10 Qualified Safety Marshallers, 2 Fully Equipped Ramp Trucks, 2 golf carts, and hotel rooms.
 - **Warbird Flight Line Detachment** – Warbird oil, smoke oil, hydraulic fluids, and other airplane service supplies.
 - **Warbird Fuel Truck**– Aransas County Airport to take possession of a donated fuel truck for show support, but must pay transfer/delivery fee.
 - **Warbird Event Fuel** - Aransas County to provide 5,000 gallons of 100LL for qualified heritage military aircraft for event attendance and parade flights.
 - **FAA/Air Traffic Control Support**– Aransas County Airport to make a request to Corpus Christ ATC for event support with advisory personnel and tower assets.
 - **Commemorative Air Force Pilot Hotels & Rental Cars**– Local hotel rates are averaging \$225/night for double bedrooms.
 - **Event Setup & Supplies**– insurance, coffee, tables, chairs, etc.





Warbirds Over South Texas Memorial Day Weekend 2023 Post Event Summary & Next Steps





Warbirds Over South TX Fly-In Greatly Appreciates our 2023 Sponsors!



Platinum Level



Gold Level



Silver Level



Bronze Level



Wayne's Air Repair

The Watson Family

Jim and Carroll Ahern

Executive Summary

Aransas County Airport hosted its 1st "Warbirds Over South Texas" event on Memorial Day Weekend (2023) to highlight the following:

- **Memorial Day** – Honoring our service members who have paid the ultimate price for our freedom.
- **(Local History - Education) Aransas County Airport's 80th Anniversary** - Oct 1943 - First Navy PT-17 Landing on the new airport for the WWII war effort.
- **(Area History - Education) USS Lexington's 80th Birthday Parade** – The event successfully launched an airplane parade of 26 WWII planes, led by the all-female crew of "Devil Dog" B-25 Bomber.
 - (Tourism) The parade was seen by Rockport Beach, CC North Beach, USS Lexington, Texas State Aquarium, and Ocean Drive CC.
- **(Education) Promote Local Aviation Programs currently located on the airfield.**
 - Sky Rider Aviation – Flight



Warbirds Over South Texas - Highlights

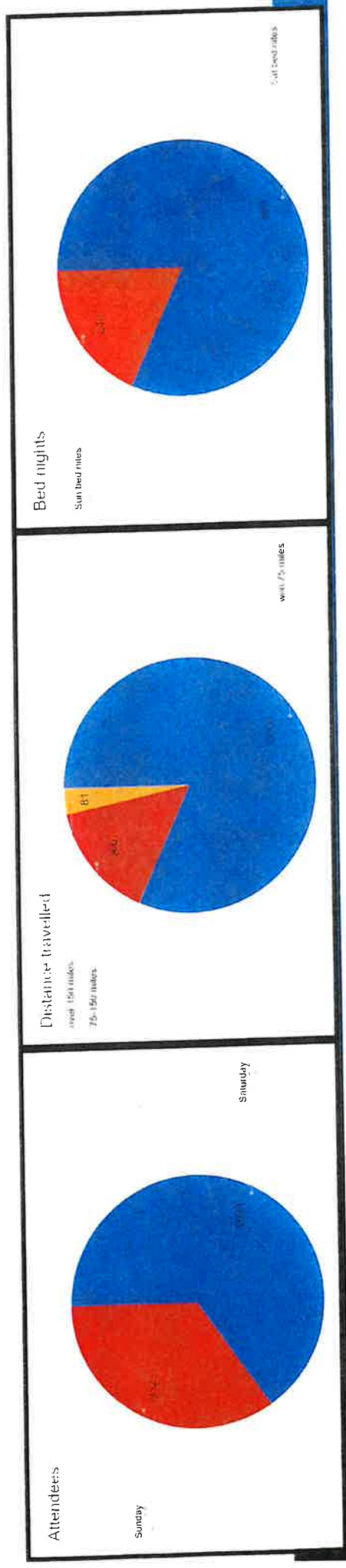


Warbirds Over South Texas - Highlights

Fly-In volunteers worked diligently to collect necessary census data at "Warbirds Over South Texas" to qualify future events for 2024 "HOT" Funds from the City of Rockport & Aransas County.

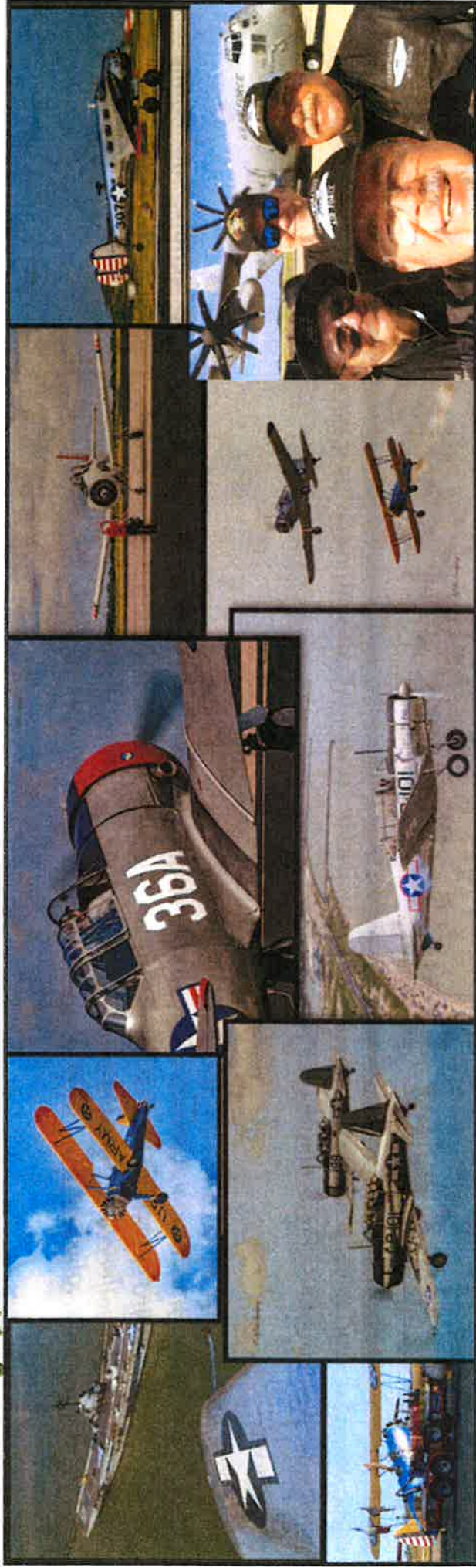
Data Results:

- 2,455 surveys were collected at the drive-in gate
 - Note: the Fly-In volunteers were unable to get surveys from airplane guests, participants, vendors, nor Friday early bird spectators – It is our estimate that over 3,000 participated in the event.
- 81 surveys collected from drive-in guest from Over 150 Miles Traveled
- 366 surveys collected from drive-in guest from 75 - 150 Miles Traveled
- 1,198 Hotel/Motel Nights recorded from Surveys





Warbird Christmas Rockport TX December 9, 2023





A Warbird's Christmas Appreciates our 2023 Sponsors!



Platinum Level



Silver Level

Edward Jones-Financial
Advisor: Sara Janak

Stewart Investment Company
Benet & Melinda Stewart



A PARTNER OF THE INSURORS GROUP

Bronze Level



The Watson Family
Billy Kleine Family
Wayne's Air Repair



The First
State Bank

Warbirds Over South Texas – FUN FLYING!!!

- Date: December 9th 2023 - All Day Event
- Tentative Headliner Aircraft: P51 Mustang & T-28 Trojan
 - Commemorative Air Force Warbirds (Rides Available)
 - Independent Warbirds Owners
 - Christmas Decorated Hangar & Refreshments Available

We want to inspire the next generation of aviators in the Coastal Bend



A Warbirds Christmas- Highlights

Fly-In volunteers worked diligently to collect necessary census data at "A Warbirds Christmas" to qualify future events for 2024 "HOT" Funds from the City of Rockport & Aransas County.

Data Results:

- *2,500 estimates were collected by the drive-in gate volunteer's visuals*
- *52 estimated hotel stays*



Warbirds Over South Texas Memorial Day Weekend 2023 Post Event Summary & Next Steps





Warbirds Over South TX Fly-In Greatly Appreciates our 2023 Sponsors!



Platinum Level



Gold Level



Silver Level



Bronze Level



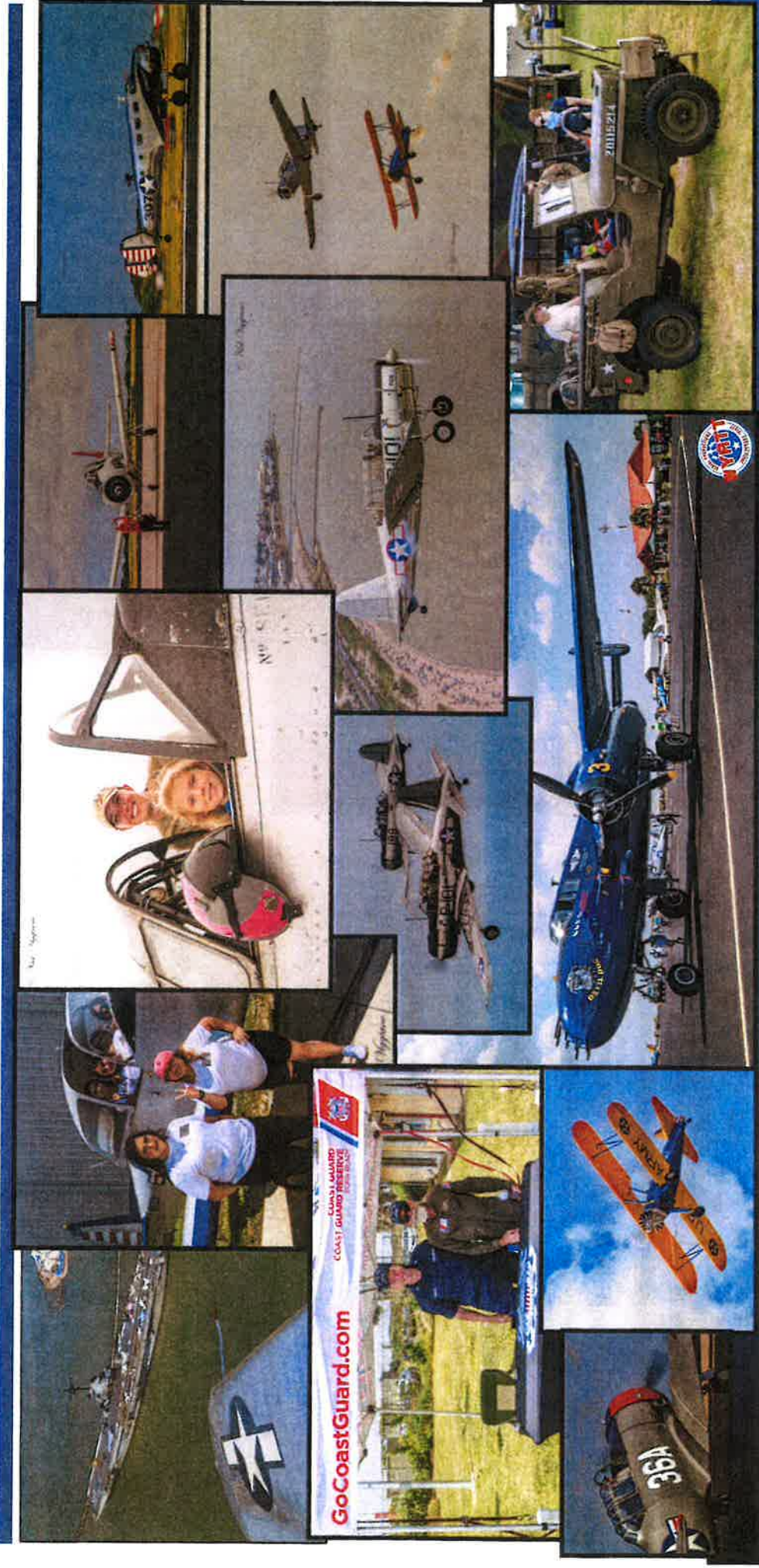
Executive Summary

Aransas County Airport hosted its 1st “Warbirds Over South Texas” event on Memorial Day Weekend (2023) to highlight the following:

- **Memorial Day** – Honoring our service members who have paid the ultimate price for our freedom.
- **(Local History - Education) Aransas County Airport’s 80th Anniversary** - Oct 1943 - First Navy PT-17 Landing on the new airport for the WWII war effort.
- **(Area History - Education) USS Lexington’s 80th Birthday Parade** – The event successfully launched an airplane parade of 26 WWII planes, led by the all-female crew of “Devil Dog” B-25 Bomber.
 - (Tourism) The parade was seen by Rockport Beach, CC North Beach, USS Lexington, Texas State Aquarium, and Ocean Drive CC.
- **(Education) Promote Local Aviation Programs currently located on the airfield.**
 - Sky Rider Aviation – Flight



Warbirds Over South Texas - Highlights

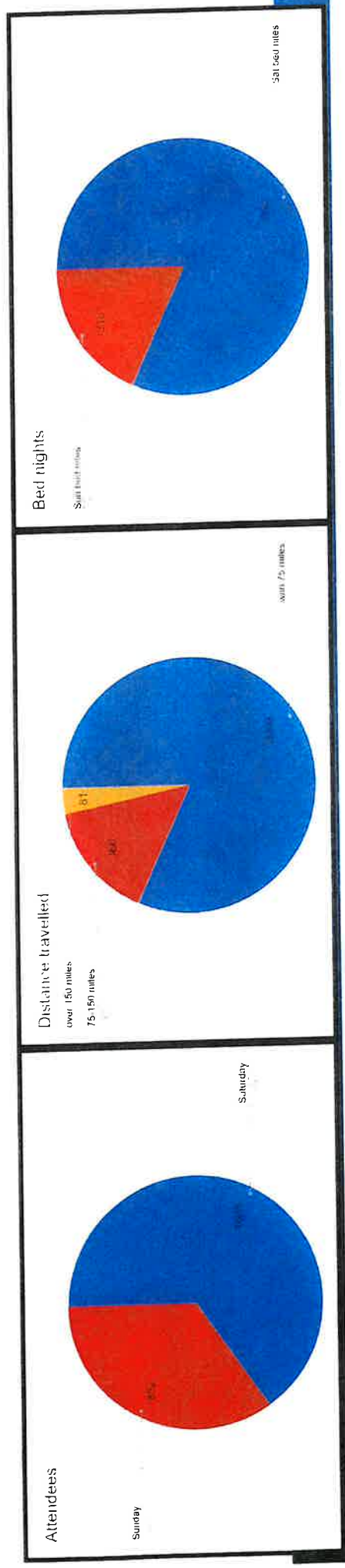


Warbirds Over South Texas - Highlights

Fly-In volunteers worked diligently to collect necessary census data at "Warbirds Over South Texas" to qualify future events for 2024 "HOT" Funds from the City of Rockport & Aransas County.

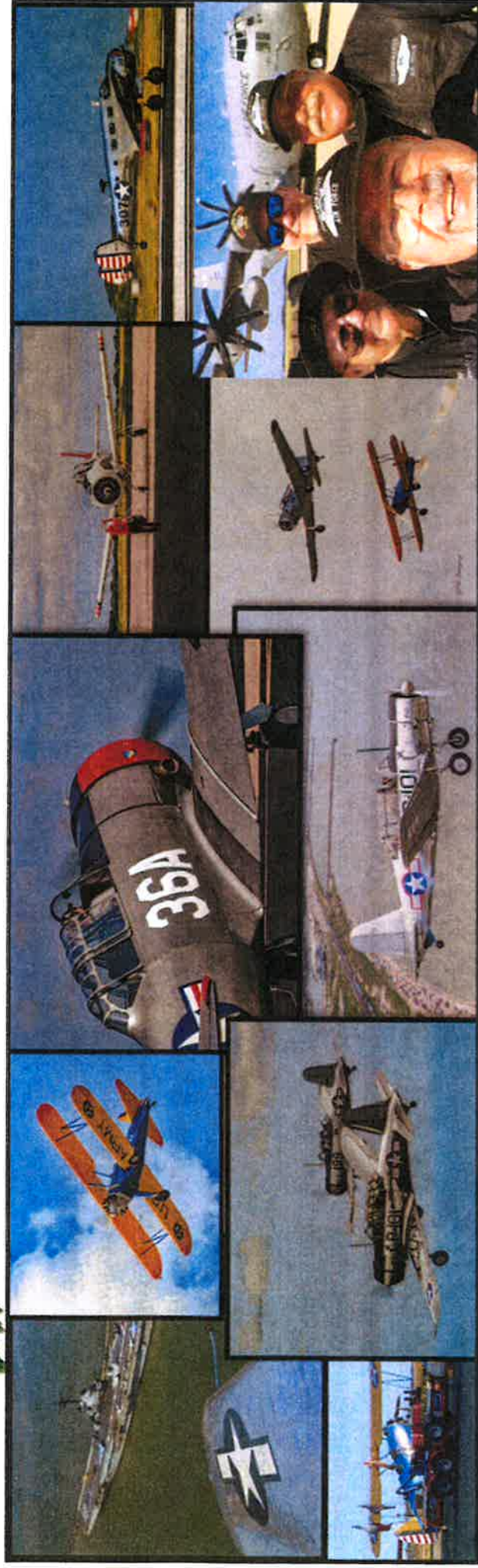
Data Results:

- 2,455 surveys were collected at the drive-in gate
 - Note: the Fly-In volunteers were unable to get surveys from airplane guests, participants, vendors, nor Friday early bird spectators – It is our estimate that over 3,000 participated in the event.
- 81 surveys collected from drive-in guest from Over 150 Miles Traveled
- 366 surveys collected from drive-in guest from 75 - 150 Miles Traveled
- 1,198 Hotel/Motel Nights recorded from Surveys





Warbird Christmas Rockport TX December 9, 2023





A Warbird's Christmas Appreciates our 2023 Sponsors!



Platinum Level



Silver Level

Edward Jones-Financial
Advisor: Sara Janak

Stewart Investment Company
Benet & Melinda Stewart



A PARTNER OF THE INSURORS GROUP

Bronze Level

The Watson Family

Billy Kleine Family

Wayne's Air Repair



The First
State Bank
FRIENDLY BANK ANYWHERE

Warbirds Over South Texas – FUN FLYING!!!

- Date: December 9th 2023 - All Day Event
- Tentative Headliner Aircraft: P51 Mustang & T-28 Trojan
 - Commemorative Air Force Warbirds (Rides Available)
 - Independent Warbirds Owners
 - Christmas Decorated Hangar & Refreshments Available

We want to inspire the next generation of aviators in the Coastal Bend



A Warbirds Christmas- Highlights

Fly-In volunteers worked diligently to collect necessary census data at “A Warbirds Christmas” to qualify future events for 2024 “HOT” Funds from the City of Rockport & Aransas County.

Data Results:

- *2,500 estimates were collected by the drive-in gate volunteer's visuals*
- *52 estimated hotel stays*

Shelley Goodwin

From: noreply@civicplus.com
Sent: Wednesday, June 12, 2024 7:34 PM
To: Shelley Goodwin; Reagen Lauterbach
Subject: Online Form Submittal: Hotel Occupancy Tax Grant Application

WARNING: This email is from an external source. Do not click links or open attachments without positive sender verification of purpose. Never enter Username, Password or sensitive information on linked pages from this email. If you are unsure about the message, please forward to itstaff@cityofrockport.com for assistance.

Hotel Occupancy Tax Grant Application

HOTEL OCCUPANCY TAX GRANT FORM FY2024-2025

Date Application received (To be completed by City Staff):

6-12-24 SG

Official Name of
Organization/Entity: Bay Education Center

Is the
Organization/Entity a
non-profit? No

Date
Organization/Entity
Founded: 2006

Organization/Entity
Mailing Address: 121 Seabreeze Dr
Rockport, TX 78383

Organization/Entity
website: <https://utmsi.utexas.edu/visit/field-trips/bay-education-center-rockport>

Name and Title of
Person authorized to act
on behalf of
Organization/Entity for
this application
("Applicant"): Katie Swanson

Organization/Entity
Phone: 361-749-3106

Organization/Entity
Email: katie.swanson@utexas.edu

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: Bay Education Center

Project/Event Date(s): ongoing

Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? 2-3 days per visit

Estimated number of annual attendance at your event(s) or project(s)? 7,000

Will you charge admission/if yes how much? No

Project/Event location(s): 121 Seabreeze Dr

Total Amount of funds requested: \$17,000

In the space below, please describe the project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

Funds will be utilized to help programmatic and visitor operations that enable the Bay Education Center education staff to enhance visitors' experience. Our operation adds value to the visitor experience in downtown Rockport and the beach area. Visitor programs are offered throughout the year including a free Public Lecture Series, holiday activities and programs, and Science-On-A-Sphere presentations. The Bay Education Center is located near the beach and green space used for Market Days and other large-scale events. This facility offers an air-conditioned space for visitors and families to spend some time learning about the local environment and participating in nature-based activities and programs. Science-On-A-Sphere presentations are offered daily for visitors with videos and datasets playing throughout operating hours.

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW (Please indicate which funding categories apply to your project/event – multiple categories may be selected)

(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Applying for this category? Yes

Amount requesting from this category? \$17,000

(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Applying for this category? No

Amount requesting from this category? *Field not completed.*

(3) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.

Applying for this category? No

Amount requesting from this category? *Field not completed.*

(4) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Applying for this category? No

Amount requesting from this category? *Field not completed.*

(5) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.

Applying for this category? No

Amount requesting from this category? *Field not completed.*

*(6) Sporting Events in a County under one million in population.

Applying for this category? No

Amount requesting from this category? *Field not completed.*

*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.

Applying for this category? No

Amount requesting from this category? *Field not completed.*

*The City Council will be considering an Ordinance to add these categories to the Rockport HOT Grant Program.

SECTION C – ASSURANCES

The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION THE FOLLOWING ITEMS:

Copy of your IRS 501 (c) [501c3determinationletter.pdf](#)
(3) ruling letter.

Expense Plans or Budget [Bay Edu Center HOT 4th Quarterly Report July - Sept 2023.pdf](#)

If you cannot provide an estimated number of room nights to be [BEC HOT tax daily attendance .pdf](#)

occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Please type your name or provide a signature. Adriana Reza

Date signed 6/12/2024

Name & Title Adriana Reza
Education Coordinator

Applicant Phone (if different from phone # previously listed): 361-749-3152

Applicant Address (if different from Mailing Address previously listed): 750 Channel View Dr
Port Aransas, TX 78373

Applicant E-Mail Address (if different from e-mail address previously listed): adriana.reza@austin.utexas.edu

Email not displaying correctly? [View it in your browser.](#)



MISSION • ARANSAS NATIONAL ESTUARINE RESEARCH RESERVE

Honorable Mayor Tim Jayroe
2751 SH 35 N Bypass
Rockport, TX 78382

December 6, 2023

RE: Bay Education Center Hotel Occupancy Tax Quarterly Report July to September 2023

Dear Mayor Jayroe,

The Mission-Aransas National Estuarine Research Reserve (Reserve) at the University of Texas Marine Science Institute would like to thank you and the City of Rockport for the support of the Bay Education Center (BEC) through the Hotel Occupancy Tax (HOT) in the amount of \$15,000 for FY2022. The funds have been instrumental in keeping the Bay Education Center open to the public for free. **In accordance with Exhibit A on how HOT funds were spent, the funds allowed the BEC to pay for operational expenses that go towards program development and enhancements so that tourists receive free programming throughout the year. The following is Exhibit B of how the funds for FY2022 have been spent through the 3rd quarter to June 2023 so that tourists have free admission to the BEC programming.** The Heads in Beds number was calculated to be 919 for the 4th quarter. The calculations are as follows per month: For the month of July, the visitor attendance was 1,123 visitors with 428 staying in hotels or short-term rentals. In the month of August, the visitor attendance was 546 visitors with 322 visitors staying in hotels or short-term rentals. September attendance was 358 visitors with 169 staying in hotels or short-term rentals.

Exhibit "B":

HOT FUNDING EXPENSE REPORT FY 2022-2023							
Description of Expense	Approved Budget	1st QRT Expenses (Oct-Dec)	2nd QRT Expenses (Jan-Mar)	3rd QRT Expenses (Apr-Jun)	4th QRT Expenses (Jul-Sep)	TOTAL	*No. of Heads in Beds
Programmatic & Visitor Operations		\$5,965.83	\$5,842.15	\$5,732.06	\$6,119.25	\$23,659.29	919
Total Requested	\$15,000.00	\$5,965.83	\$5,842.15	\$5,732.06	\$6,119.25	\$23,659.29	

*Number of Heads in Bed for the 4th QRT only.

Description of Administrative Expenses	Current Fiscal Year Administrative Expenses Projection	Fiscal Year Administrative Actual Expenses	Percentage of Fiscal Year Projections
Adriana Reza	\$4,405.00	\$4,405.00	100%
Paul Markley	\$2,857.50	\$2,857.50	100%
Michelle McCumber	\$8,313.02	\$8,313.02	100%
Sarah Melendez	\$42,104.92	\$42,104.92	100%
TOTALS**	\$57,680.44	\$57,680.44	

**Fringe benefits have been excluded from the above administrative expense totals

We want to thank you again for the continued support and look forward to serving the community again this year.

Happy Holidays!

Sincerely,

Katie Swanson
Interim Reserve Director



Mission-Aransas National Estuarine Research Reserve
The University of Texas Marine Science Institute
750 Channel View Drive, Port Aransas, Texas 78373
361-749-3046 - www.MissionAransas.org



The Bay Education Center Education volunteers and staff keeps a record of daily visitor attendance, including where visitors are staying. The below chart shows attendance/ heads in beds numbers.

For Public/Community Audiences

Month	Visitors by month (total)/Heads in Beds (total)
March 2023	1085 / 449
April 2023	394 / 165
May 2023	338 / 171
June 2023	929 / 441
July 2023	1123 / 428
August 2023	546 / 322
September 2023	385 / 169
October 2023	262 / 118
November 2023	495 / 100
December 2023	141 / 56
January 2024	534 / 227
February 2024	711 / 291
March 2024	768 / 381
April 2024	324 / 149
May 2024	628 / 231



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff): 6-13-24 JS		
Official Name of Organization/Entity: Rockport Cultural Arts District	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: 2/1/2017 2017
Organization/Entity Mailing Address: 902 E. Cornwall Street Rockport, TX 78382		
Organization/Entity website: www.rockportculturalartsdistrict.com		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Jennifer Day, Executive Director	Organization/Entity Phone: 214-395-7156 Organization/Entity Email: jdayrose@gmail.com	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: Rockport Cultural Arts District Arts/Heritage Programs		Project/Event Date(s): October 1, 2024 - September 30, 2025
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? 400,000+	Estimated number of annual attendance at your event(s) or project(s)? 900,000+	Will you charge admission/if yes how much? No
Project/Event location(s): Within the Rockport Cultural Arts District 44 blocks starting at Little Bay south including Festival Grounds, Downtown Rockport to Market Street and westward to Pearl Street		Total Amount of funds requested: \$120,948.00

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:
See Attached

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.	X	See Attached
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	X	See Attached
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	X	See Attached
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.	X	See Attached
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.	X	See Attached

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES

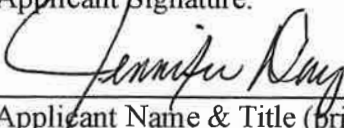
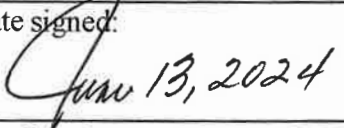
The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: 
Applicant Name & Title (print or type): Jennifer Day, Executive Director	Applicant Phone (if different from phone # listed on page 1):
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):

**Rockport Cultural Arts District
City of Rockport - Hotel Occupancy Tax Funding Application 2024-2025**

Since its designation from the State of Texas in 2016, RCAD has repeatedly contributed to downtowns growth and vibrance, realizing its potential economic impact and visible recognition. The RCAD Team continued to pursue its full potential, even through Hurricane Harvey and the Pandemic, in partnership with numerous organizations, District Merchants, promoting local artists, historic preservation venues, and local attractions.

Additionally, the creation of RCAD opened State funding opportunities for arts and civic organizations located within the District's 44 block footprint. Those State resources have supported the Rockport Center for the Arts Art Festival with large financial support for the past four years, and the City of Rockport with its new Main Street Visitors Kiosk and Art Display green space.

In 2020, RCAD acquired Rockport's landmark 1888 Railroad Depot building. Although badly damaged from Hurricane Harvey, we raised funds, restored the building, and opened it free to the public as a Museum in May 2021. RCAD has held many events in the District utilizing the Depot Museum as its base location and plans for this year bring additional cultural events and programs. RCAD was the visionary for the District public parking space which surrounds the Railroad Museum. This much needed parking facility attracts those

who park in this inviting space to the Depot Museum and to other District amenities.

RCAD's Second Saturdays each month provides entertainment in the District with musicians, dance, and novelty train rides, and wholistically markets the District as a destination with key events such as Farmer's Market, Makers' Market, Art Walk, Festival Grounds events, and specials such as Easter Egg Hunts, Halloween and Christmas in the District, the Texas "T" Party, and sources merchant discounts for large groups. RCAD provides District calendars of events, champions District merchant communication meetings, and a visitor facing directory and map.

In addition to Second Saturdays, targeted new events and programs include:

- A Howling Halloween in the District this year, partnering with and raising funds for Aransas County Humane Society with a 5K Dog Run added to our successful Halloween in the District. There are 557 registered Rockport rental properties that are pet friendly, plus there are numerous hotels which allow pets.
- Partnering with the City on the new District Main Street Visitor Kiosk and Art Display green space, championing an art sculpture addition and continual pop-up area for promoting artists and providing visitor information

- Addition of a Caboose to the Depot Museum which will include a fun alluring retail offering for visitors and locals
- Public Art and Heritage Asset additions and recognition, including digital marketing to gain visibility and interest targeting all age levels
- Additional visitor influence and local pride through film and video programs such as RCAD's two recent promotional commercials and The Rockport-Fulton Art Colony documentary. RCAD's commercials have been utilized by real estate agents and as recruitment sources enticing individuals to this area. They are also played in the Aransas County Airport lobby showcasing our beautiful area and attractions to incoming influential guests. RCAD has also begun a strategic plan with the Texas Film Commission attracting a lucrative, clean industry to Rockport.
- Additions of various entertainment, educational and beneficial programs and exhibits at the Depot Museum. This includes a key Smithsonian partner Heritage exhibit highlighting our travel heritage, which established Rockport as a tourist destination in the 1890's, and supported its population and economic growth, and a national Veterans recognition program in partnership with key local organizations and venues
- Utilizing the new Aransas County Community Building as a base resource for soliciting innovative programs and exhibits, bringing positive economic impact to the District and beyond its borders

- A continual focus toward District and Visitor lodging location mobility, i.e., moving visitor traffic to District retail and entertainment venues
- A review for viability of a Main Street designation for downtown Rockport
- A continual focus on density within the District footprint, from Austin Street outward as the District amenities and subsequent visitors grow, working with the City on pedestrian friendly and visitor opportunities.

RCAD continues to drive impactful initiatives and the capability to support them requires an additional resource. To date, initiatives have been achieved with one paid Executive Director and a very dedicated Board of Directors. RCAD is seeking to add a paid staff position for continuity and enhanced initiatives. This new position would enhance our human resource capacity at a level comparable to other non-profits with several full and part time positions.

Utilizing the Hotel Room Usage Model created by Prost Marketing, Inc. for the Rockport-Fulton Chamber of Commerce to capture organic marketing results (events, public art, social media posts/boosts, programs and attractions) from tourist visits reflecting impact, RCAD reported 997,425 Heads in Beds from April 1, 2023 – March 31, 2024. The Model was approved by Scott Joslove, Texas Hotel and Lodging Association.

Rockport Cultural Arts District

ROCKPORT FILM-FRIENDLY TEXAS (FFTX) INITIATIVE

Executive Summary:

RCAD has begun a strategic initiative to reactivate, leverage, coordinate and maximize Rockport's 2015 certification as a Texas Film-Friendly community by the Texas Film Commission (TFC) in the Office of the Governor's Economic Development and Tourism Division. We envision that updating and focusing on this initiative will position Rockport as a key resource for filmmakers, creating jobs for local talent, spurring on-site spending for small businesses, promoting economic development, and highlighting Rockport and Aransas County. As examples of how film production can impact business, during the filming of the miniseries "The Long Road Home" in 2017, over 12,000 hotel nights were booked, and \$3.2M was spent on construction labor and materials to build scenery. HEB spent \$122,000 in the Rio Grande Valley in just one day to film a commercial for their Texas Roots program with over \$43,000 in wages paid to 20 Texas crew members. Through the Texas Moving Image Industry Incentive Program, \$2.02 billion has been spent in the state from 2007-2023, and 183,000 jobs were created. We are confident that our community can have a great return-on-investment through this initiative.

Project Plan:

We have completed several initial steps for this initiative, including:

- Requested that City Manager Vanessa Shrauner update her status as the current TFC community representative, replacing the former City Manager;
- RCAD Executive Director Jennifer Day, Board Member Carla Tank and Advisory Board Member Kay Betz completed the TFC

workshop required for participation in the FFTX program (New Braunfels, May 15-16, 2024);

- Began to update the TFC database of photographs of potential filming locations available for use in films, television shows, commercials, music videos and digital media projects with more current and representative business, residential and other sites in Rockport, beginning with the L.M. Bracht House;
- Reviewing previously submitted filming guidelines that can be vetted and approved with appropriate governmental entities, covering city control and authority, required permits and fees, use of city real estate, equipment and personnel, hours for filming, notification of neighbors, insurance, and hold harmless agreements;
- Reached out to Amy Garcia, the incoming Board Chairman of the Rockport-Fulton Chamber of Commerce, to suggest partnering with the Chamber on the initiative with joint marketing and promotion;
- Communicating with other involved stakeholders, including Rockport Little Theatre;
- Incorporating responsibilities for this initiative into a proposed new part-time position within RCAD to maximize the return-on-investment.

Rockport Cultural Arts District

2024-2025 HOT Projected Budget

(Smithsonian Exhibit and Mural Fest Budgets, incl Administrative Support, Submitted Separately)

HOT Categories

1, 3, 4, 5, 7

Historical Restoration, Preservation, Advertising, Programs for Historic Sites/Museums

Visitor Information Centers - Railroad Depot Museum / District Assets

- Railroad Depot Museum Preservation

Preventative Conservation / Restoration / Maintenance

\$14,000.00

- Heritage Projects, Educational Programs and Exhibits

Special Group Events - Ford Model T, San Antonio RagTime,

2000

\$10,000.00

Howling Halloween in the District Dog Run

Second Saturday Events/ Passenger Train Rides / Caboose Car

7,000

Rolling Visual / Interactive / Virtual Exhibits and Displays

1,000

- Advertising / Visitor Encouragement/Development Programs

Videography / Commercials / Visual Promotion

7,000

\$14,900.00

Social Media / Radio / Print Promotion

6,700

Brochures / Maps / Signage/ Incentive Programs

1,200

- Public Art Display and Visitor Information

Main Street Visitor Kiosk and Art Installation - Sculpture*

\$20,000.00

- Comprehensive Future Planning

Visionary Development, Pedestrian Flow, Tourism Transportation

Incl Admin

Administrative / Staffing - April -> September 2025 (27 weeks)

1 FT Exec Director

42,500

\$62,048.00

1 Staff

19,548

Total

\$120,948.00

*Internationally known artist, will solicit additional funds



Modeling Used to Capture "Heads in Beds" Statistics

MODEL USING # OF HOTEL ROOMS AS BASE – 2Q 2023

Base = Rockport - Fulton # of Hotel Rooms 2QTR 2023

Base = Rockport - Fulton # of Hotel Rooms	2Q 2023
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	1905
2. Number of Nights in 2Q 2023 (April - June)	91
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	173,355
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	56.10%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	97,252
6. Number of Visitors in Each Room (Size of Party Assumption)	1.8
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	175,054
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	2.2
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	385,119

Hotel Room Usage Model created by Prost Marketing, Inc. for the Rockport-Fulton Chamber of Commerce to capture organic marketing results (billboards, social media posts/boosts, murals, events, programs) from tourist visits reflecting impact. Approved by Scott

MODEL USING # OF HOTEL ROOMS AS BASE – 3Q 2023

Base = Rockport - Fulton # of Hotel Rooms 3Q 2023

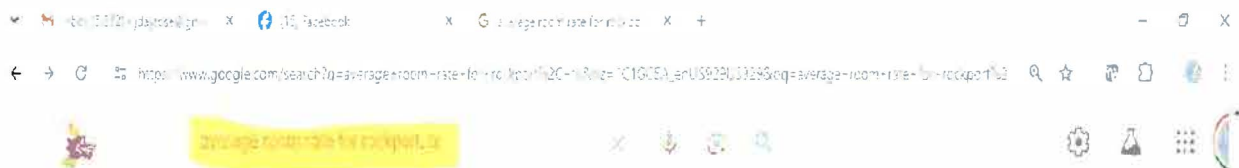
Base = Rockport - Fulton # of Hotel Rooms	3Q 2023
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	2204
2. Number of Nights in 3Q 2023 (July - Sept)	92
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	202,768
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	58.30%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	118,214
6. Number of Visitors in Each Room (Size of Party Assumption)	1.9
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	224,606
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	2.3
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	516,594

Calculations by Prost Marketing, Inc

Base = Rockport - Fulton # of Hotel Rooms	4Q 2023
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	2124
2. Number of Nights in 4Q 2023 (Oct-Dec)	92
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	195,408
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	45.80%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	89,497
6. Number of Visitors in Each Room (Size of Party Assumption)	1.9
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	170,044
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	2.8
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	476,123

Calculations by Prost Marketing, Inc

Base = Rockport - Fulton # of Hotel Rooms	1Q 2024
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	2152
2. Number of Nights in 1Q 2024 (Jan - March)	91
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	195,832
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	54.70%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	107,120
6. Number of Visitors in Each Room (Size of Party Assumption)	1.8
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	192,816
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	3.2
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	617,012



People also search for

best hotels in rockport, tx motels in rockport texas
rockport hotels on the beach hotels in rockport texas pet-friendly
[cheap hotels rockport, tx](#) airbnb rockport tx
luxury hotels in rockport texas rockport hotels with pier

Rockport Hotels Information

Hotels in Rockport	64
Travel high season	Mar - May
Travel low season	Sep - Nov
High season avg price	\$121
Low season avg price	\$105

Average Room Rate \$113 per night

Hotel Room Usage Model created by Prost Marketing, Inc. for the Rockport-Fulton Chamber of Commerce to capture organic marketing results (events, public art, social media posts/boosts, programs and attractions) from tourist visits reflecting quarterly impact. The Model was approved by Scott Joslove, Texas Hotel and Lodging Association.

Based on this Model RCAD reported ½ the number of heads in beds which equals 997,425 Heads in Beds from April 1, 2024 – March 31, 2024.

997,425 heads / 2 persons per room = 498,713 room nights

7% HOT Tax per night \$ 7.91 x 498,713 room nights* = \$394,482 HOT Tax collected

6% STATE Tax per night 6.78 x 498,713 room nights* = \$338,127 STATE Tax collected

2% VENUE Tax per night 2.26 x 498,713 room nights* = \$112,791 VENUE Tax collected

Estimated \$845,400 TOTAL Tax Collected



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff): 6-13-24 SG		
Official Name of Organization/Entity: Rockport Cultural Arts District	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: 2/7/2017
Organization/Entity Mailing Address: 902 E Cornwall St Rockport, TX 78382		
Organization/Entity website: www.rockportculturalartsdistrict.com		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Jennifer Day, Executive Director	Organization/Entity Phone: 214-395-7156 Organization/Entity Email: jdayrose@gmail.com	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: Smithsonian Museum on Main Street Crossroads Exhibit		Project/Event Date(s): January 25, 2025 – March 9, 2025
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? 10,000	Estimated number of annual attendance at your event(s) or project(s)? 20,000	Will you charge admission/if yes how much? No

Project/Event location(s): Core Exhibit location is in the new Aransas County Community Building and Celebration Plaza located in the new Civic Complex, with host events located in Rockport and Fulton, and satellite partner events on the Coastal Bend from museums in Galveston to Brownsville	Total Amount of funds requested: \$66,788.00
--	---

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

See Attached

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	X	See Attached
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	X	See Attached
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.	X	See Attached
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.	X	See Attached

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES

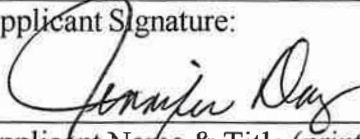
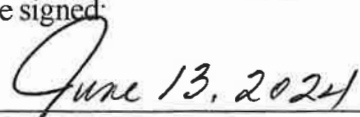
The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: 
Applicant Name & Title (print or type): Jennifer Day, Executive Director	Applicant Phone (if different from phone # listed on page 1):
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):

Rockport Cultural Arts District
Smithsonian Museum on Main Street Exhibit
January 25, 2025 – March 9, 2025

The Texas Historical Commission (THC) and the Smithsonian chose the Rockport as one of seven sites, out of 54 sites that applied, to host and coordinate the state inaugural traveling Smithsonian Museum on Main Street Crossroads Exhibit (<https://museumonmainstreet.org>).

The Rockport Cultural Arts District (RCAD) is taking the lead coordinating role in this prestigious activity with the Rockport-Fulton Chamber of Commerce, the Aransas County Historical Society, the Aransas County Historical Commission, and the History Center for Aransas County, as well as 21 other partner museums and organizations located from Galveston to Brownsville. This six week exhibit will be an opportunity for Rockport's heritage, art, events and citizens to shine, drawing thousands of tourists to our attractions from January to March 2025, in an historically slower tourism period. During this time, the THC will utilize their tracking software which provides visitor attendance zip code data. This exhibit has historically brought visitor counts which exceed the population of the city where the exhibit is displayed.

The core Smithsonian Exhibit will be held at the new Aransas County Community Building and Celebration Plaza. Additionally, local exhibits highlighting Aransas County's rich heritage will be on display from the Fulton Mansion, History Center for Aransas County, Rockport Center for the Arts, Rockport Little Theatre, the Rockport Railroad Depot Museum, and Texas Maritime Museum. Our Vietnamese community will be featured as part of this exhibit spotlighting their cuisine and contributions. Dat Nguyen, Rockport's football legend, will be invited to speak and show the documentary recently released about his life. The Rockport-Fulton Art Colony documentary film RCAD is currently producing will also be shown.

Advertising and marketing will focus on a comprehensive experience for tourists, including enjoying our small businesses, restaurants, lodging, galleries and institutions. Special emphasis will be directed to heritage travelers and cultural tourists with activities in music, theatre, film, public art and architecture.

About the Smithsonian Museum on Main Street, Crossroads Exhibit:

In 1900, about 40% of Americans lived in rural areas, By 2010, less than 18% of the U.S. population lived in rural areas. In just over a century, massive economic and social changes led to massive growth of America's urban areas. Yet less than 10% of the U.S. landmass is considered urban.

Crossroads: Change in Rural America offers small towns a chance to look at their own paths to highlight the changes that affected their fortunes over the past century. The exhibition will prompt discussions about what happened when America's rural population became a minority of the country's population and the ripple effects that occurred.

Despite the massive economic and demographic impacts brought on by these changes, America's small towns continue to creatively focus on new opportunities for growth and development. Economic innovation and a focus on the cultural facets that make small towns unique, comfortable, and desirable have helped many communities create their own renaissance. The future is bright for much of rural America as small towns embrace the notion that their citizens and their cultural uniqueness are important assets.

Museum on Main Street exhibitions are designed to be a springboard for local exhibitions and complementary humanities programming. Often, the visitor count to our exhibitions exceeds the population of the towns where they are on display. Every year, the Smithsonian Institution counts daily visits to each of its 20 museums and makes that tally available to the general public. In 2023, there were a grand total of 17.7 million visits to the Smithsonian -- the most visits since 2019, before the COVID-19 pandemic began.

Museum on Main Street:

- **Shares Smithsonian** research, exhibitions, and expertise with rural Americans
- **Broadens Interest** in American history at the local and national levels
- **Curates and Shares** stories, photos, and videos about life in rural America
- **Inspires Community** revitalization and pride in local towns across America
- **Motivates Museums** in small towns to make lasting technical advancements
- **Provides Resources** for cultural professionals and museum staff

Rockport Cultural Arts District									
Smithsonian Museum on Main Street Exhibit Jan 25 -Mar 9, 2025 Budget									
						Covered by			
Exhibits	Exhibit Shipping Charges			1,200		Humanities Grants, THC or other			
	Historic Photos/Frames			2,500		Audio Visual for Oral Histories/Film			
	Undertold Stories /Audio			1,000		Pop Up Site Banners -Host & Partners			
	Exhibit Layout Map/Marker Guides			1,000		Artifact Cases			
	Passport to the Past Program Expansion			9,000		Partner Funding Requests			
	Programs - On Site Speakers, Music			800		Texas Magazines Marketing			
	Wire Display Rack			200		THC Internet Marketing			
			SubTotal	\$15,700.00		TV/Radio			
						Postcards/Invitations			
Marketing	Advertising Expense					State Fair of Texas Booth			
	Graphic Design			500		Harlingen Connection Fair			
	Digital Marketing/Media Campaign			1,500		Welcome Home RGV			
	Website Addition			800		Rockport Winter Texan Expo			
	Co-op Marketing with other Regions			1,000					
	Regional/ Local Map/Digital Support			1,800					
	Print / Marketing Expense								
	Brochures/Rack Cards			3,000					
	Banners - street / flags			3000					
	Signage			1,200					
	TxAssnCVB			850					
	Promotional Give-Aways			2,000					
			SubTotal	\$15,650					
Administrative	1 FT Exec Director								
	Oct-Dec equiv 5 wks +Jan-Mar 12 wks			26,750					
	1 Staff - Dec-Mar - 12 weeks			8,688					
			SubTotal	\$35,438					
			Total	\$66,788					



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff):		
Official Name of Organization/Entity: Rockport Cultural Arts District	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: 2/7/2017
Organization/Entity Mailing Address: 902 E Cornwall St Rockport, TX 78382		
Organization/Entity website: www.rockportculturalartsdistrict.com		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Jennifer Day, Executive Director	Organization/Entity Phone: 214-395-7156 Organization/Entity Email: jdayrose@gmail.com	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: Mural Fest 2024		Project/Event Date(s): November 14 – 17, 2024
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? First Time Event – Estimate 300	Estimated number of annual attendance at your event(s) or project(s)? First Time Event – Estimate 1000	Will you charge admission/if yes how much? No

Project/Event location(s): Murals will be located in the Rockport Cultural Ars District	Total Amount of funds requested: \$39,844
--	--

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

See Attached

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	X	See Attached
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	X	See Attached
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.	X	See Attached
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.	X	See Attached

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES

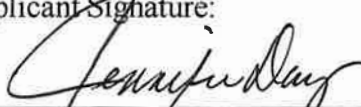
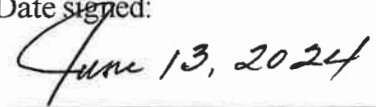
The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: 
Applicant Name & Title (print or type): Jennifer Day, Executive Director	Applicant Phone (if different from phone # listed on page 1):
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):

Rockport Cultural Arts District Mural Fest 2024

Thousands of tourists come to Rockport throughout the year for a coastal holiday, especially enjoying the colorful ambiance of our Downtown Rockport Cultural Arts District (RCAD). Over the last few years, many of these visitors have taken a photo in front of one of the seven murals we have commissioned, posting to their social media with the hashtag #rockportculture. A sampling of these posts indicates that numerous tourists have come from all over Texas, especially urban areas like Austin, Houston and San Antonio. These mementos are virtual souvenirs of times they've enjoyed at our restaurants, hotels, shops, galleries, conferences, symposiums and museums, as well as at our beach, fishing and boating facilities. These snapshots help promote our assets and attractions and encourage others to come appreciate our art and history.

The planned Mural Fest will be an event where RCAD commissions up to five additional pieces of public art, with artists and art lovers coming to experience and participate in our art community. RCAD currently has over 20 potential mural locations identified as well as muralists interested in participating in this inaugural event. The new murals will be spread throughout the Downtown area from the District's north boundary by RCAD's "Cultural Interface" bronze sculptures through the District on Austin Street to the District's south end at Market Street, promoting a contiguous visual and pedestrian flow through the District.

This event would be targeted for November 14-17, generating tourism income during a slower tourist season and time when no other major events are scheduled.

RCAD has connected with several knowledgeable leaders of other mural events. Corpus Christi's Downtown Management District just held their 3rd successful Mural Fest, adding five new murals, with lead muralist Jeremey Flores. <https://godowntowncc.com/muralfest/> Jeremy is the muralist RCAD hired for the fence mural installed at Rock Bottom Park and Pub, and he is very willing to assist with Rockport's first Mural Fest. Additionally, an RCAD advocate at the Texas Commission on the Arts has shared his leadership role and guidance from the 2nd annual Mural Fest held in Beaumont earlier this year to further support a successful Rockport Mural Fest.

RCAD will encourage the Downtown Merchants, restaurants and other organizations to partner on the event to leverage RCAD's advertising and marketing to spur their economic development. We also expect positive economic effects as business owners prepare their buildings for their murals. We are planning for several of these murals to have historic scenes, acting as an additional incentive for heritage travelers and railroad and transportation buffs. Long-range, these new murals are a twenty-four hour, seven days a week, 365 days a year promotional vehicle for Rockport as tourists post their photos worldwide on Facebook, Instagram, YouTube, Tik Tok and other social media sites. Pam Heard, an RCAD founding Board Member, artist, and former Director of the Rockport Center for the Arts, will lead the creative design of this event.

Murals resulting from this event would be another featured asset for the District, especially those which reflect our cultural heritage for the upcoming Smithsonian exhibit and future tourism initiatives.

	Rockport Cultural Arts District				
	Mural Fest 2024 Proposed Budget				
Artists	5 Murals - 1 large, 3 medium, 1 small				
5 Murals	Commissions			25,000	*
	Lodging - 5-nights			900	**
	Community Event - Meet the Artists			1,800	***
			SubTotal	\$27,700	
Marketing	Advertising Expense				
	Graphic Design			500	
	Digital Marketing/Media			1,200	
	Website Enhancement			800	
	Radio / Social Media Promotion			1,000	
	Printed Materials Expense				
	Flyers / Maps / Banners			900	
			SubTotal	\$4,400	
Administrative	Staff - Management				
	1 FT Exec Director				
	Oct 1 -Nov 20 equivalent 4 weeks			6,296	
	1 Staff - Oct-Nov - equivalent 2 weeks			1,448	
			SubTotal	7,744	
			Total	\$39,844	
* Food and Materials required are responsibility of artist and considered included in Commission paid.					
** Hampton, Fairfield Sponsoring % of Hotel Expense					
*** Targeted Venue - Aransas County Community Center					



Modeling Used to Capture "Heads in Beds" Statistics

MODEL USING # OF HOTEL ROOMS AS BASE – 2Q 2023

Base = Rockport - Fulton # of Hotel Rooms 2QTR 2023

Base = Rockport - Fulton # of Hotel Rooms	2Q 2023
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	1905
2. Number of Nights in 2Q 2023 (April - June)	91
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	173,355
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	56.10%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	97,252
6. Number of Visitors in Each Room (Size of Party Assumption)	1.8
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	175,054
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	2.2
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	385,119

Hotel Room Usage Model created by Prost Marketing, Inc. for the Rockport-Fulton Chamber of Commerce to capture organic marketing results (billboards, social media posts/boosts, murals, events, programs) from tourist visits reflecting impact. Approved by Scott

MODEL USING # OF HOTEL ROOMS AS BASE – 3Q 2023

Base = Rockport - Fulton # of Hotel Rooms 3Q 2023

Base = Rockport - Fulton # of Hotel Rooms	3Q 2023
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	2204
2. Number of Nights in 3Q 2023 (July - Sept)	92
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	202,768
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	58.30%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	118,214
6. Number of Visitors in Each Room (Size of Party Assumption)	1.9
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	224,606
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	2.3
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	516,594

Calculations by Prost Marketing, Inc

Base = Rockport - Fulton # of Hotel Rooms	4Q 2023
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	2124
2. Number of Nights in 4Q 2023 (Oct-Dec)	92
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	195,408
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	45.80%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	89,497
6. Number of Visitors in Each Room (Size of Party Assumption)	1.9
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	170,044
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	2.8
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	476,123

Calculations by Prost Marketing, Inc

Base = Rockport - Fulton # of Hotel Rooms	1Q 2024
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	2152
2. Number of Nights in 1Q 2024 (Jan - March)	91
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	195,832
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	54.70%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	107,120
6. Number of Visitors in Each Room (Size of Party Assumption)	1.8
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	192,816
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	3.2
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	617,012



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff): 6-13-24 SG		
Official Name of Organization/Entity: Rockport-Fulton Chamber of Commerce & Visitor Center	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: Received Charter in 1952
Organization/Entity Mailing Address: 319 Broadway St. Rockport, TX 78382		
Organization/Entity website: https://www.rockport-fulton.org		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Shelly Stuart, IOM President/CEO	Organization/Entity Phone: 361-729-6445 Organization/Entity Email: president@1rockport.org	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: Community Marketing		Project/Event Date(s): Year-Around
Estimated number of room nights that will be occupied at local hotels, motels, & short- term rentals by attendees of your event(s) or project(s)? 1,994,848	Estimated number of annual attendance at your event(s) or project(s)? N/A	Will you charge admission/if yes how much? N/A
Project/Event location(s): Rockport Area Aransas County		Total Amount of funds requested: \$500,000.00

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

Please see attached Marketing Plan

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	X	\$500,000.00
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.		
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.		
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.		

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES

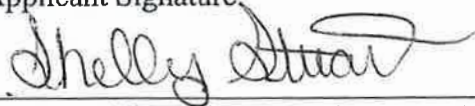
The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: 6/12/2024
Applicant Name & Title (print or type): Shelly Stuart, IOM President/CEO	Applicant Phone (if different from phone # listed on page 1):
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):

Rockport Fulton Chamber of Commerce: Visitor Calculations and Heads in Beds

	HOTEL BASED VISITORS	HEADS IN BEDS (BASED ON LENGTH OF STAY)
1Q 2024	192,816	617,012
4Q 2023	170,044	476,123
3Q 2023	224,606	516,594
2Q 2023	175,034	385,119
TOTAL	762,500	1,994,848

**Source: Interpolation of Aransas County HOT data, Source Strategies,
Texas Comptroller, Prost Marketing**

2024-2025 Marketing Plan

FIND YOURSELF IN

**ROCKPORT
FULTON**

Visitor Information



**36TH ANNUAL
HUMMERBIRD
CELEBRATION**

Sept 19-22, 2024

*Making Great Things Happen
- Together*



Executive Summary

It all starts with a visit and a visitor's experience. We are excited to announce the launch of our latest marketing plan, specifically crafted to meet the unique requirements of the Rockport-Fulton Texas area. After thorough research, detailed analysis, and leveraging our industry expertise, we have developed a comprehensive strategy aimed at delivering effective marketing solutions that align with the community's objectives. Recognizing the diverse preferences of visitors, our plan offers a variety of tailored options to cater to specific needs. Whether it's social media marketing or targeted email campaigns, we got it covered. We are working closely with the Rockport Center for the Arts to help elevate Rockport-Fulton to new heights through our specialized marketing strategies and collaboration!

The Rockport-Fulton Chamber of Commerce & Visitor Center plays a vital role in our community by continuously striving to meet the priorities of our visitors while being mindful of our locals. Through marketing and collaborations, the Rockport-Fulton Chamber of Commerce & Visitor Center works tirelessly to ensure that the cultural and aesthetic integrity of our area is preserved. With a commitment to enhancing the overall well-being of our community, the Rockport-Fulton Chamber of Commerce & Visitor Center remains dedicated to promoting growth and sustainability for the benefit of all.

The plan was approved by the Tourism Development Council (TDC) and submitted for approval to the Rockport-Fulton Chamber of Commerce Board of Directors.

This plan is set in motion for the fiscal year beginning October 1, 2024 and ending September 30, 2025, and includes advertising purchase for radio, TV, print, online, outdoor (billboards), Digital & Social Media. It also includes a public relations program and ongoing marketing research programs.

This marketing plan is designed to improve the overall success of how we sell the Visitor Center's brand. To maintain relevance and effectiveness this plan should be reviewed and modified at least once a year or as needed.

This comprehensive marketing strategy will showcase the unparalleled allure of Aransas County, inviting visitors to immerse themselves in its natural beauty, cultural richness, heritage sites, artistic endeavors, culinary delights, and outdoor adventures. Through a blend of digital, paid, earned media, and print campaigns, we aim to captivate and entice potential visitors to explore the multifaceted experiences awaiting them in Rockport-Fulton. Through the efforts of this marketing campaign we will unveil the treasures of Aransas County and invite the world to experience the magic of our coastal haven.



Rockport-Fulton Visitor Center



At the Rockport-Fulton Chamber of Commerce & Visitor Center, we recognize the significance of tourism as more than just an industry; it is a collaborative effort that thrives on the dedication and passion of many. Together, we drive economic growth and prosperity through tourism. We extend a warm invitation to both locals and tourists to embark on this exciting journey with us. Whether a business owner, a hospitality professional, or simply someone who appreciates the beauty of our destinations, involvement is crucial. Active participation in the tourism sector helps weave the fabric of unforgettable experiences for travelers. Skills, innovation, and dedication are vital in crafting welcoming atmospheres, showcasing cultural richness, and delivering exceptional service that goes above and beyond and we deliver on that. We are asking our community to join us in shaping the future of tourism and creating lasting memories for all who visit our region.

The Visitor Center is here to serve the visitors to the Rockport-Fulton area. It continues to be a very popular stopping place for tourists and locals alike. Annually, we serve just under 15,000 walk-in visitors. Visitors coming to the building continue to be amazed at what a beautiful addition it is to our area. The landscaping is geared towards attracting various species of birds, especially hummingbirds. Donated landscape glass rock has been added to allow for less overall maintenance. Another new addition to the Visitor Center has been Rickey the Rock Snake. This is a rock snake that we have requested both visitors and locals add a rock to Rickey and watch him grow. Rickey has continued to grow from day 1.



Our Charmers are a very important feature to the Visitor Center. They are volunteers who make all of our visitors feel welcome. They are ready to help make everyone's visit more interesting, and showcase the Rockport-Fulton area. We present them with an update on our community and calendar of events along with a monthly tour of the town and lunch in appreciation for their time and dedication.

Once inside the Visitor Center, guests spend time looking at the map room, our history timeline and the viewing panels. We often have people linger for a long time just taking in all the information.

Our gift shop continues to offer maps, postcards, caps and t-shirts and items on a regular basis. We are constantly on the lookout for brochures and items that will reflect our wonderful coastal home as well as promote our member businesses.

The Rockport-Fulton Chamber of Commerce & Visitor Center continues to stay up with the latest information and visitor wants.

Market Consumer Survey & Key Findings

- In March 2024, Target SA surveyed 1540 Bexar County residential households via an online methodology. The Target SA sample is stratified to accurately represent Bexar County's (San Antonio's) geo-demographic population characteristics.

- Rockport-Fulton Chamber of Commerce & Visitor Center has inserted custom questions in the survey for several years to better understand and track San Antonio consumer's travel patterns to the Rockport-Fulton area and the Texas Coast, and to track Rockport-Fulton's image as a tourism destination.

- Specific topics probed in the research include:

- When you think of leisure travel destinations or locations you might like to go to for a travel getaway or a family vacation, that is, destinations within a 3-hour drive of San Antonio, where would you think or choose to go? (Unaided)

- Incidence of actually traveling to Corpus Christi, South Padre Island, Port Aransas, North Padre Island, Mustang Island and Rockport-Fulton in the recent past (Aided)

- Image of Rockport-Fulton as a Texas coastal travel and tourism destination
 - (Open-ended)

- Likelihood to visit Rockport – Fulton in the near future
 - If likely to visit Rockport – Fulton: (Added in 2023)

- How many people usually make up your travel party to Rockport – Fulton?

- How many nights do you typically spend on a trip to Rockport – Fulton?

With the assistance of Scott Joslove, President/CEO - Texas Hotel Lodging Association, we were able to create a pretty accurate “Heads in Beds Calculation” formula for calculations is as follows:

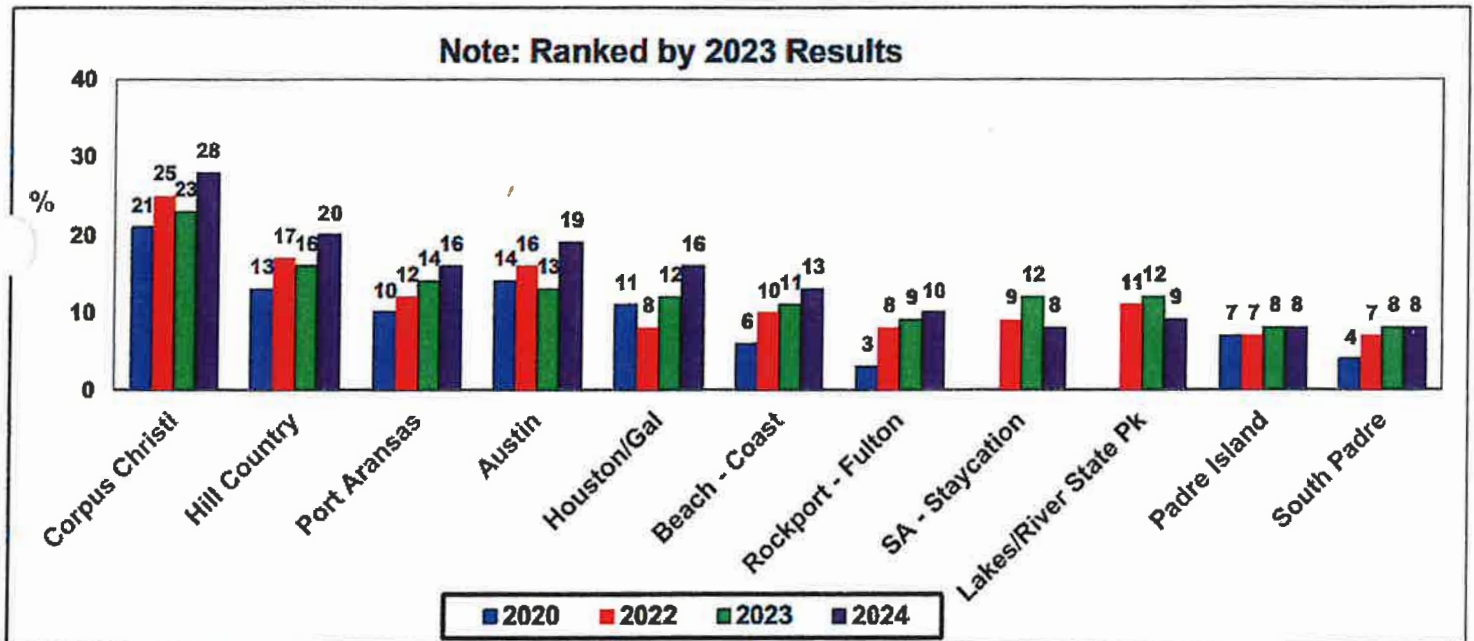
Heads in Beds Calculation	
Use Rockport-Fulton Number of Hotel Rooms as Base	
1. Number of Hotel Rooms in Rockport-Fulton (Source: Texas Comp)	1975
2. Number of Nights in Quarter (Sample: 4Q 2022 (Oct. - Dec.))	92
3. Available Room Nights to Sell in Rockport-Fulton (1 * 2)	181,700
4. Rockport-Fulton Hotel Occupancy (Estimated by Source Strategies)	45.20%
5. Rockport-Fulton Rooms Nights Sold (3 * 4)	82,128
6. Number of Visitors in Each Room (Size of Party Assumption)	1.9
7. Number of Rockport-Fulton Hotel-Based Visitors (5 * 6)	156,044
8. Average Number of Nights Spent in Rockport-Fulton (Assumption)	4
9. Number of “Heads in Beds” Rockport-Fulton (7 * 8)	624,176

KEY FINDINGS 2023 SAN ANTONIO CONSUMERS

- San Antonio consumers were asked to type in which leisure travel destination or location they might want to travel to for a getaway or family vacation within a 3-hour drive of San Antonio:
 - Beach destinations continue to dominate overall, with the percentages for Corpus Christi, Port Aransas, Rockport – Fulton, and general Beach destination increasing
 - Responses for Rockport – Fulton have steadily increased (from 3% in 2020 to 10% in 2024) as a preferred destination over the past three years
 - Incidence of mentioning both North and South Padre have leveled
 - References to the Hill Country and Austin are both about 20%
 - San Antonio Stay-cation and Lakes/Rivers/State Parks have declined
- Consumers were presented with a list of coastal places and asked to indicate which they have actually traveled to in the past year:
 - Rockport Fulton has continued to stair step up, now at 18% (doubled since 2019)
 - All Texas Gulf beach destinations have increased
 - South Padre and Port Aransas are now up to the low to mid 30s
- The likelihood to visit Rockport-Fulton continues to stair-step upward from previous years. When asked their likelihood to travel to Rockport – Fulton in the near future, 72% in 2024 are positively predisposed to visit the Rockport – Fulton area (as compared to 69% last year and 65% the previous year), with 32% indicating they are "very likely" to consider traveling to Rockport – Fulton and another 40% "somewhat likely."
 - The overall party size averaged 3.4 persons, with the vast majority of the travel parties consisting of 3-4 (42%) or 1-2 (36%) travelers.
 - The overall average length of stay in Rockport – Fulton is 2.7 nights with the most (40%) staying 2 nights and another 25% staying 3 nights
- Consumers were asked to describe their image of Rockport-Fulton as a Texas coastal travel and tourism destination:
 - Generally positive responses were provided about Rockport – Fulton and increased versus last year:
 - Good/Nice/Like/Beautiful/Picturesque/Ambiance/Relaxing overall with specific references to fishing, beach, family destination, seafood, would like to go, and heard/saw an ad
 - About 1% to 3% describe festivals, birding, history/museum/culture, pier, bike path, live music, shopping among their images of Rockport - Fulton
- Minimal negatives were expressed about Rockport – Fulton

DESTINATIONS SAN ANTONIANS WOULD THINK TO TRAVEL TO WITHIN A 3-HOUR DRIVE OF SAN ANTONIO (UNAIDED)

- San Antonio consumers were asked to type in which leisure travel destination or location they might want to travel to for a getaway or family vacation within a 3-hour drive of San Antonio:
- Beach destinations continue to dominate overall, with the percentages for Corpus Christi, Port Aransas, Rockport – Fulton, and general beach destinations increasing.
- Both North and South Padre have leveled
- Responses for Rockport – Fulton have steadily increased (from 3% in 2020 to 10% in 2024) as a preferred destination over the past three years
- References to the Hill Country and Austin are both about 20% • San Antonio Stay-Cation and Lakes and Rivers/State Parks have declined

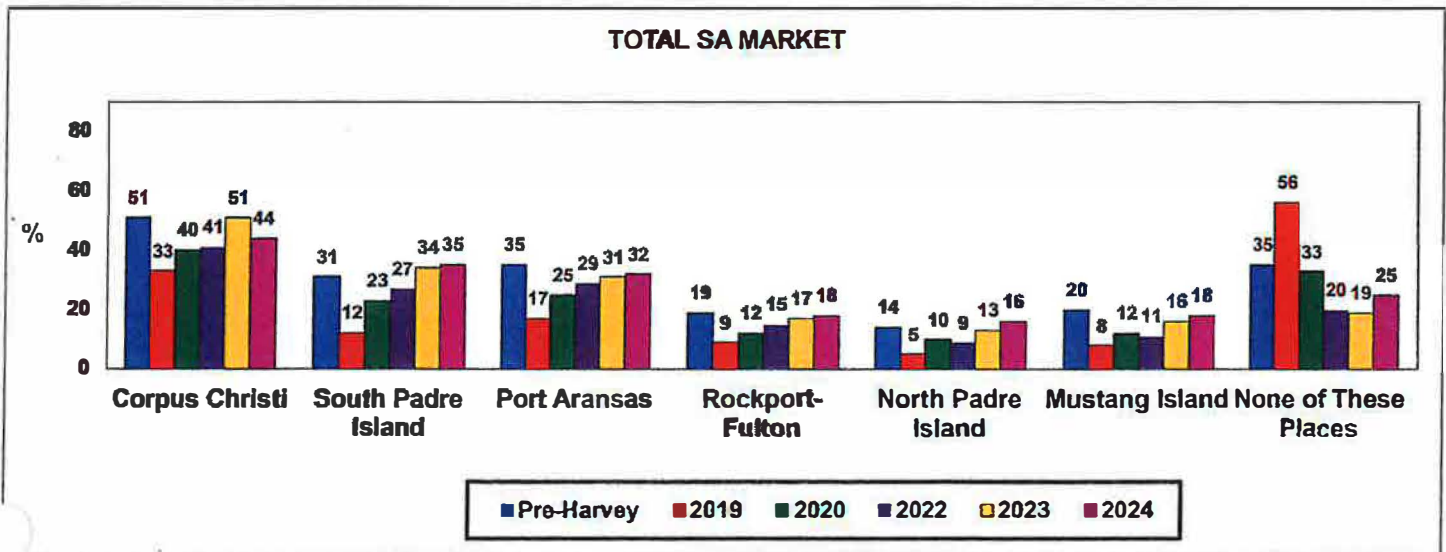


Target SA Spring 2024

PROST
MARKETING, INC.

COASTAL DESTINATIONS SAN ANTONIANS HAVE TRAVELED TO

- Consumers were presented with a list of coastal places and asked to indicate which they have actually traveled to in the past year:
- All Texas Gulf beach destinations have increased
- South Padre and Port Aransas are now up to the low to mid 30s
- Rockport Fulton has continued to stair step up, now at 18% (doubled since 2019)



Target SA Spring 2024

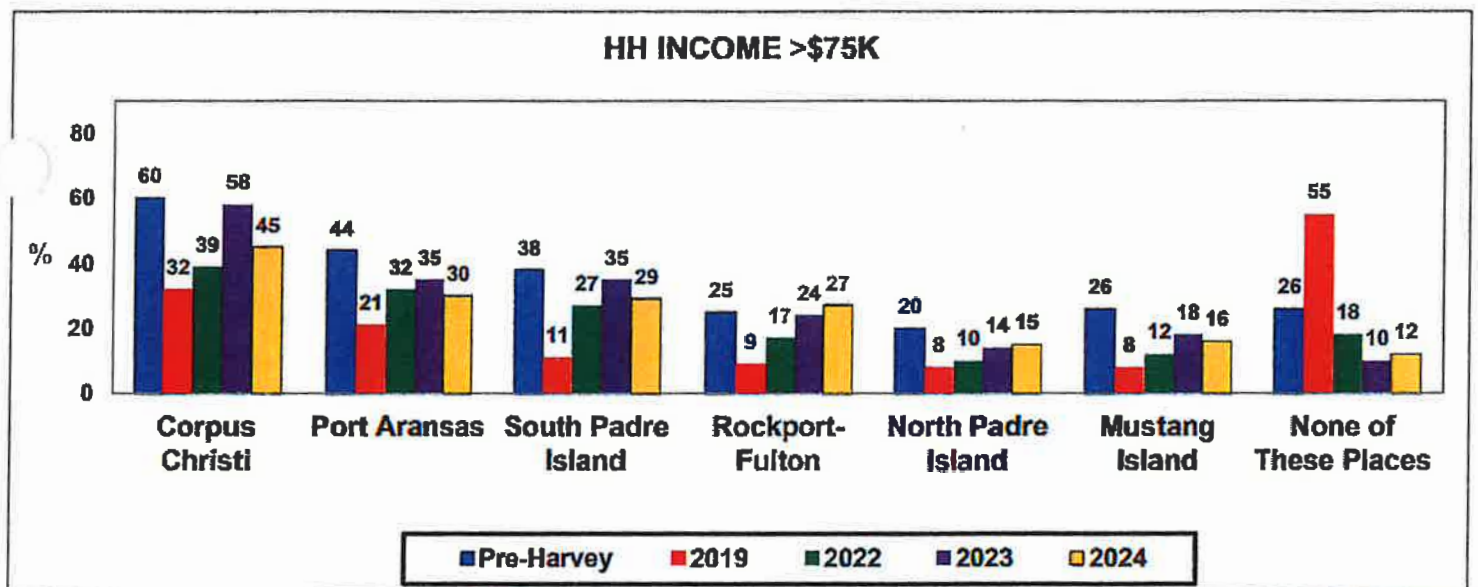
PROST
MARKETING, INC.



COASTAL DESTINATIONS SAN ANTONIANS HAVE TRAVELED TO (BASE = HH INCOME >\$75K)

High income San Antonio consumers (HH Inc \$75K+) were presented with a list of places to choose from relative to travel before Harvey, and again each year since.

- Rockport-Fulton: 25% of higher income households claim to have visited Rockport-Fulton pre-harvey, and after declining to 9% post-Harvey, incidence of visitation has surpassed pre-harvey levels (27%)
- Corpus Christi: Declined from 2023 (58%) to 45% in 2024
- Port Aransas: Travel is averaging in the low to mid 30s
- North Padre: Slowly stair-stepping up, now at 15%
- Mustang Island: The percentages are very similar to the data for North Padre (16%)
- South Padre Island: A significant 38% had visited South Padre before the storm. The percentage for 2024 is at 29%



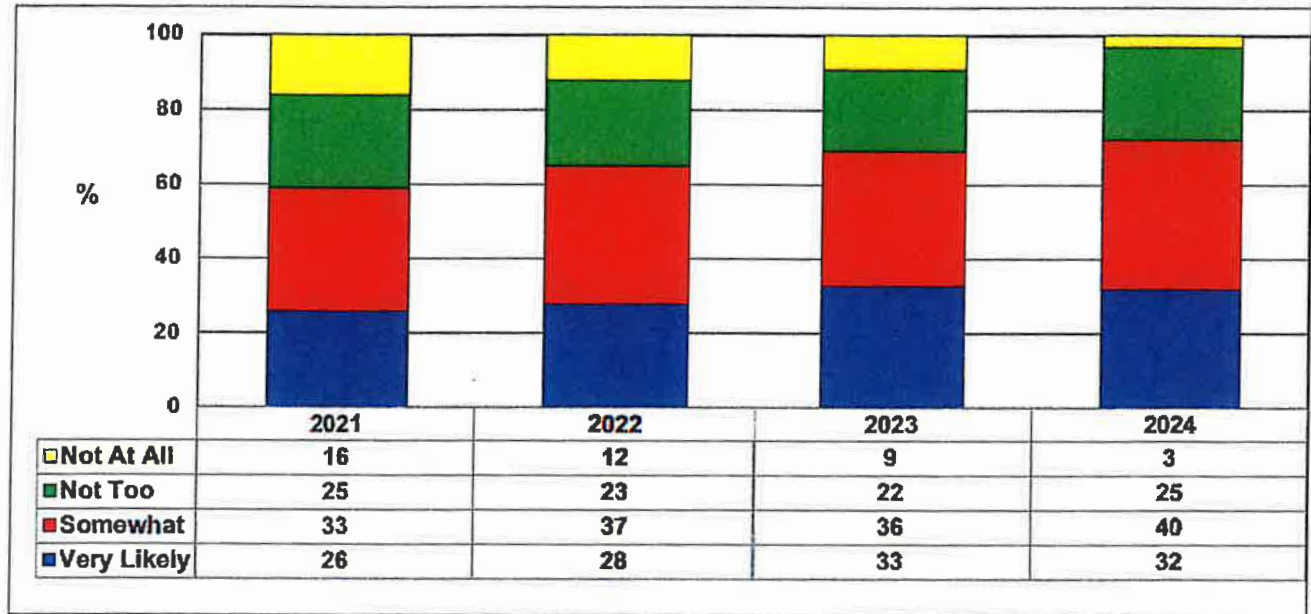
Target SA Spring 2023

PROST
MARKETING, INC.

LIKELIHOOD TO TRAVEL TO ROCKPORT – FULTON IN NEAR FUTURE – TRENDS

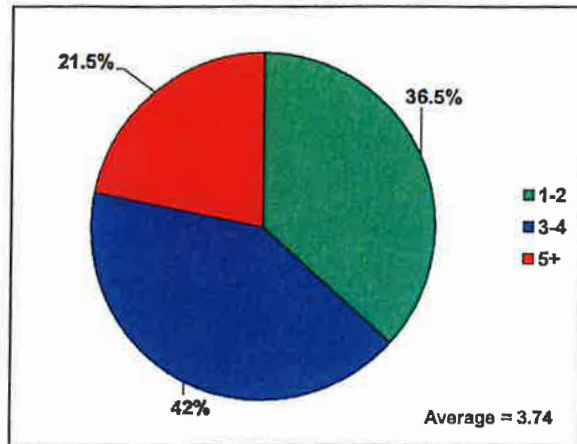
- When asked their likelihood to travel to Rockport – Fulton in the near future, 72% in 2024 are positively predisposed (as compared to 69% last year and 65% the previous year), with 32% indicating they are "very likely" to consider traveling to Rockport – Fulton and another 40% "somewhat likely."

- The positive likelihood to visit Rockport-Fulton continues to stair-step upward



SIZE OF PARTY WHEN LIKELY TO TRAVEL TO ROCKPORT – FULTON (BASE = THOSE VERY OR SOMEWHAT LIKELY TO TRAVEL TO ROCKPORT – FULTON)

- The 72% of San Antonians reporting they are likely to travel to Rockport – Fulton were further asked the typical size of party when traveling to Rockport – Fulton
 - The overall average party size was 3.4 persons, with the vast majority of the travel parties consisting of 3-4 people (42%)
 - The average party size originating from San Antonio declined slightly in 2024 (3.4 persons per party) vs. 2023 (3.7 per party)

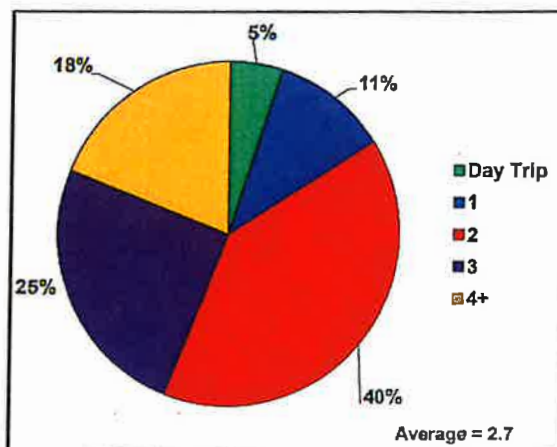


SIZE OF PARTY IN R-F	
1-2	36.5%
3-4	42.0%
5+	21.5%
AVG.	3.4

BASE = Those "Very" or "Somewhat" Likely to Travel to Rockport – Fulton

NUMBER OF NIGHTS TYPICALLY SPENT WHEN TRAVELING TO ROCKPORT – FULTON (BASE = THOSE VERY OF SOMEWHAT LIKELY TO TRAVEL TO ROCKPORT – FULTON)

- The vast majority of San Antonians likely to visit Rockport – Fulton claim they stay two nights (40%) or three nights (25%). A smaller minority stay 1 night (11%). About 9% each stay 4 or 5 nights
- 5% indicated they go to Rockport-Fulton for the day while staying elsewhere
 - The overall average length of stay in Rockport – Fulton is 2.7 nights, down slightly from 2023 (2.9 nights)



NIGHTS SPEND IN R-F	
	%
Day Trip	5.0%
1	11.0%
2	40.0%
3	25.0%
4	8.0%
5+	11.0%
AVG # NIGHTS	2.7

BASE = Those "Very" or "Somewhat" Likely to Travel to Rockport – Fulton

DEMOGRAPHICS – TOTAL MARKET TRAVELED TO THE DESTINATION PRE-HARVEY & 2024 WAVE

	Corpus Christi		Rockport		Port Aransas		South Padre Island	
	Pre %	2024 %	Pre %	2024 %	Pre %	2024 %	Pre %	2024 %
GENDER								
Primary	Female	Female	Female	Female	Female	Female	Female	Female
Secondary	Male	Male	Male	Male	Male	Male	Male	Male
AGE								
Primary	18-34	18-44	50+	18-54	35+	18-49	18-49	
Secondary	35+	45+	18-49	55+	18-34	50+	50+	Equal Across All
MARITAL								
Primary	Married	Married	Married	Married	Married	Married	Married	Married
Secondary	Single	Single	Single	Single	Single	Single	Single	Single
EDUCATION								
Primary	SC+	SC+	SC+	CG+	SG+	CG+	SC+	CG+
Secondary	HSG	HSG	HSG	HSG/SC	HSG	HSG/SC	HSG	HSG/SC
HH INC								
Primary	\$50K+	\$75K+	\$60K+	\$75K+	<\$75K	\$50K+	<\$75K	\$75K+
Secondary	<\$50K	<\$75K	<\$50K	<\$75K	\$75K+	<\$50K	\$75K+	<\$75K
ETHNICITY								
Primary	Anglo	Anglo	Anglo	Anglo	Anglo	Anglo	Ang/His	Ang/His
Secondary	Hispanic	Hispanic	Hispanic	Hispanic	Hispanic	Hispanic	Other	Other
AREA								
Primary	NE/NC	NE/NC	NE/NC	NC/NE/SS	NE/NC	NE/NC	NE/NC	NC/NE/SS
Secondary	NW/SS	NW/SS	NW/SS	NW	NW	NW/SS	NW/SS	NW

LEGEND:

EDUCATION: CG = College Grad, SC = Some College, HSG = High School Grad

ETHNICITY: Other = African American and Asian

AREA WITHIN BEXAR COUNTY: NE = Northeast, NC = North Central, NW = Northwest, SS = Southside (See Map in Appendix)

IMAGE OF ROCKPORT – FULTON - TRENDS (UNAIDED)

- Consumers were asked to describe their image of Rockport-Fulton as a Texas coastal travel and tourism destination.
- Generally positive responses were provided about Rockport – Fulton and increased versus last year:
 - Good/Nice/Like/Beautiful/Picturesque/Ambiance/Relaxing overall with specific references to fishing, beach, family destination, seafood, would like to go, and heard/saw an ad
 - About 1% to 3% describe festivals, birding, history/museum/culture, pier, bike path, live music, shopping among their images of Rockport - Fulton

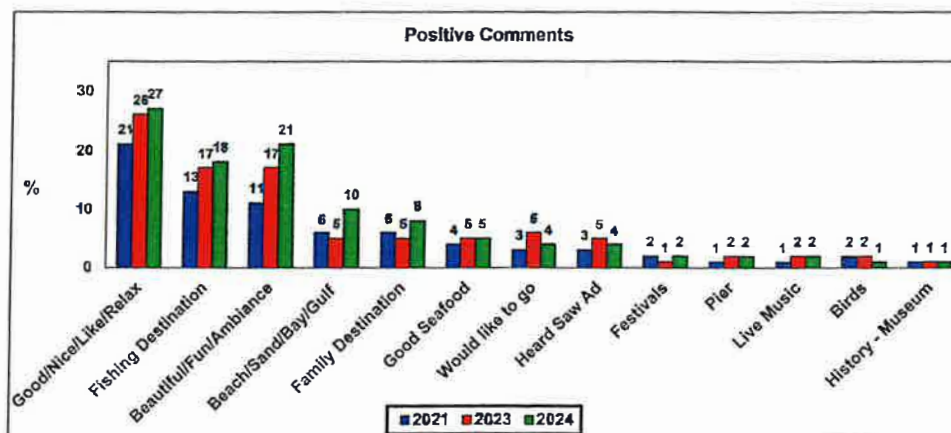


IMAGE OF ROCKPORT-FULTON AS A TEXAS COASTAL DESTINATION WORD CLOUD (FULL VERBATIMS PROVIDED SEPARATELY)

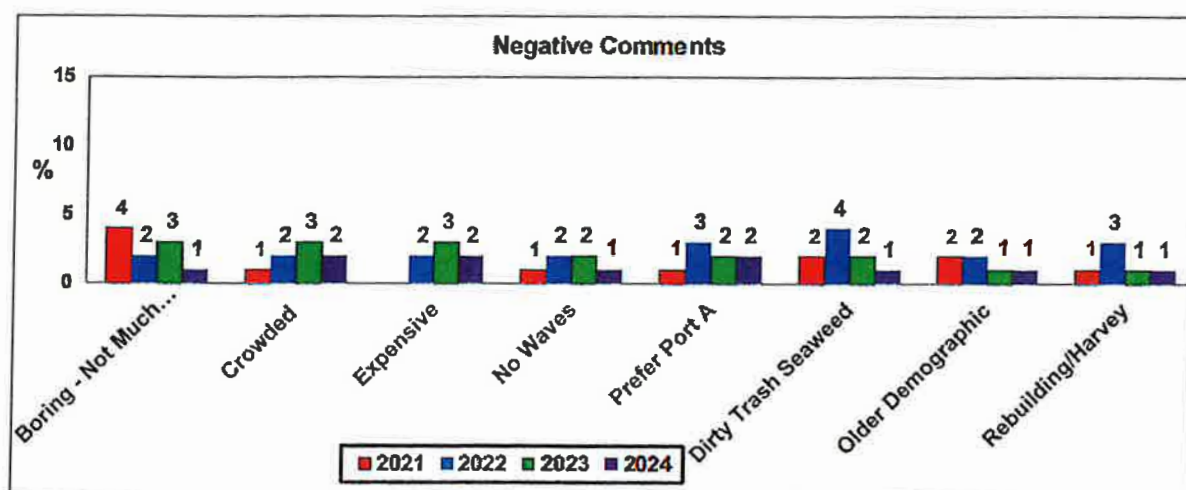


TRENDS IN NEGATIVE IMAGES OF ROCKPORT – FULTON (UNAIDED)

• Consumers were asked to describe their image of Rockport-Fulton as a Texas coastal travel and tourism destination:

• While the vast majority of the comments were positive, consumers did provide a few negative responses. The negative responses are not significant, and many have declined over time.

- Boring – not much to do
- Crowded (slight increases annually)
- Expensive (slight increase)
- No waves
- Prefer Port A
- Dirty/Trash/Seaweed
- Older demographic
- Still rebuilding - Harvey



COMMUNITY COLLABORATION

By pooling our collective knowledge, experiences, and resources, we can overcome challenges, capitalize on opportunities, and collectively work towards a shared vision of a thriving tourism industry that benefits everyone involved. Together, we can attract more visitors, create memorable experiences, and ultimately contribute to the sustainable growth and prosperity of our community.

In today's fast-paced world, it's easy to get caught up in our own lives and forget the importance of community collaboration. However, working together to make a community stronger is crucial for several reasons. Firstly, collaboration allows us to pool our resources and share our expertise. This means that we can achieve more together than we ever could alone.

Secondly, community collaboration can help build trust and foster a sense of belonging among community members. When we work together towards a common goal, we create a shared sense of purpose which can help to strengthen relationships and create a greater sense of community cohesion.

Thirdly, community collaboration can help to address complex social problems that cannot be solved by individuals or small groups alone. By working together, we can bring diverse perspectives to the table and develop more effective solutions that benefit everyone.

In conclusion, community collaboration is vital for creating a strong and cohesive community. By joining hands and working together, we can achieve great things and make our community a better place for everyone.

Our goals towards creating a community partnership include:

1. Building trust & mutual understanding
2. Fostering meaningful relationships
3. Collaborating to create positive change

We are excited about the potential of our community partnerships and look forward to working together to create a brighter future for all.



TEXAS LODGING INDUSTRY PERFORMANCE

First Quarter 2024

(Three Months Ending March 31, 2024)

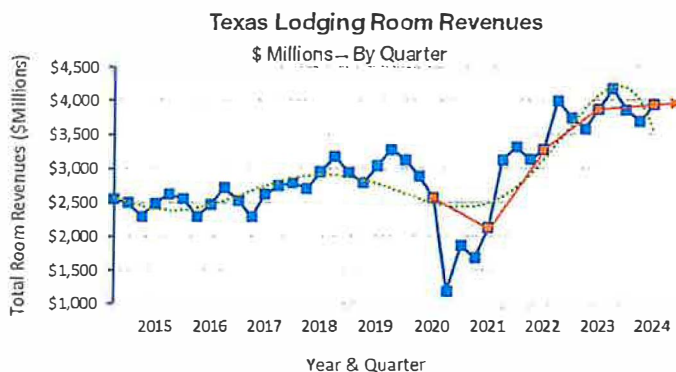
First Quarter 2024 Lodging Revenues Rose Slightly from Q1 2023, Powered by the Texas Energy Sector.

Texas lodging industry statewide revenues exceeded \$3.93 billion in the First Quarter of 2024, 1.8% higher than Q1 2023. Hotel and motel revenues approached \$3.44 billion in the quarter, 1.4% higher than the same period last year, while alternative lodging revenues hit \$496 million, 5% above Q1 2023.

The Odessa metro continues to have the largest percentage increase in revenues, up 16.4% in the quarter, followed by Wichita Falls (up 14.7%) and Beaumont-Port Arthur (up 12.7%).

Compared to First Quarter 2023, Q1 2024 revenues rose 4.5% in Texas' top 100 Oil & Gas producing counties, well ahead of the balance of the state that saw revenues slip 0.1%.

Annual Revenue Recap: Lodging room revenues rose 6.9% in calendar year 2023, compared to 25.1% in 2022 and a 59.9% increase in 2021 after 2020's disastrous Covid-related 40.8% drop. Revenue growth was 4% in pre-pandemic 2019.

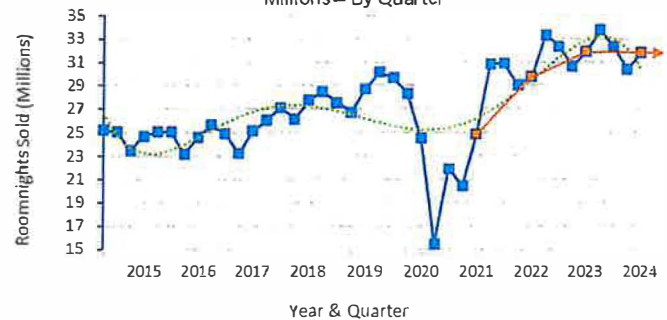


Demand Dropped 0.4% in First Quarter 2024

First Quarter demand for lodging (as measured by room-nights sold) fell 0.4% from Q1 2023. This demand level was 10.7% over pre-pandemic Q1 2019. The Oil & Gas producing counties experienced a demand increase of 0.7% quarter-over-quarter (13.1% higher than Q1 2019). Demand fell 1.2% in the balance of Texas, but was still 8.7% over First Quarter 2019.

Annual Demand Recap: Statewide demand rose 1.8% in 2023. Demand rose 8.9% in 2022, and 38.4% in 2021 after falling 27.5% in 2020, the worst year of demand losses we have seen in over 30 years tracking the Texas lodging industry. In 2019 real demand increased 4.4%.

Texas Lodging Roomnights Sold
Millions— By Quarter

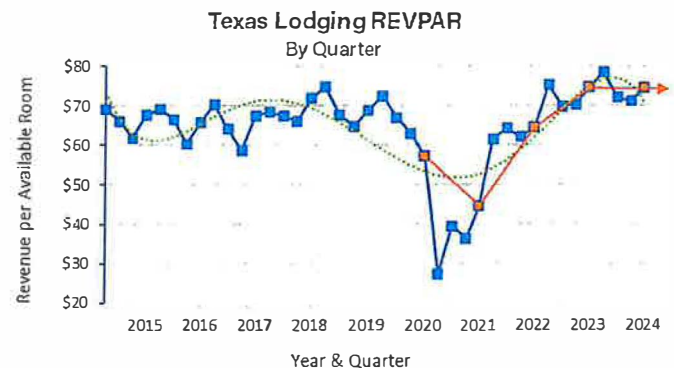


Slight REVPAR Contraction in Q1 2024

Revenue Per Available Room (REVPAR) dipped 0.2% from Q1 2023 to \$74.40 for the overall lodging industry statewide. This was 8% above First Quarter 2019's REVPAR of \$68.88.

REVPAR for the average hotel property was \$77.64 for the quarter, 0.1% below Q1 2023 and 11% above the pre-pandemic First Quarter 2019.

Annual REVPAR Recap: REVPAR in Texas averaged \$74.07 in 2023. REVPAR averaged \$69.86 in 2022 and \$57.62 in 2021. Statewide REVPAR was only \$39.50 in the pandemic year of 2020, and \$68.84 in 2019.



First Quarter 2024 Occupancy was 60.1%

Statewide First Quarter occupancy of 60.1% was 2.3% (1.4 points) lower than Q1 2023, and 7.7% (5 points) below First Quarter 2019.

Annual Occupancy Recap: Texas annual occupancy was 61% in 2023, up half a point from 2022's 60.5% and nearly three points higher than 2021's 57.7%. Statewide occupancy was 46.1% in 2020 and 64.6% in 2019.

Changes vs Year Ago

Statewide lodging revenues in First Quarter 2024 rose 1.8% compared to Q4 2023. Rates increased 2.2%, real demand slipped 0.4%, and net room supply rose 2%. Occupancy fell 2.3% quarter-over-quarter while REVPAR declined 0.2%. Compared to Fourth Quarter 2019, total lodging revenues rose 29.4%, demand rose 10.7%, supply rose 19.8%, occupancy fell 7.7%, rates rose 16.9% and REVPAR rose 8%.



Percentage Change vs Year Ago						
Year	Room Supply	Room Rev \$	Rooms Sold	% OCC	\$ ADR	\$ RVPR
2019	4.2%	4.0%	4.4%	-0.8%	-0.4%	-1.2%
2020	0%	-40.8%	-27.5%	-28.7%	-19.5%	-42.6%
2021	10.5%	59.9%	38.4%	25.2%	16.5%	45.9%
2022	4.2%	25.1%	8.9%	4.9%	15.6%	21.2%
2023	0.9%	6.9%	1.8%	0.9%	5.1%	6.0%
Q1 24	2.0%	1.8%	-0.4%	-2.3%	2.2%	-0.2%

Energy Sector Revenue Stays Strong!

First Quarter 2024 lodging revenues rose 4.5% in the Oil & Gas producing areas of the state, accounting for 42% of the Texas lodging market. Supply rose 2.1% versus Q1 2023 while demand increased 0.7% and rates inflated 3.9%. Occupancy was 59.9% in the First Quarter of 2024, down from 60.8% a year ago. Energy

sector REVPAR of \$67.85 was 2.4% higher than Q1 2023.

Revenues in the balance of Texas fell 0.1% with demand declining 1.2% quarter-over-quarter. ADR rose 1.1% and occupancy in these areas was 60.3%, nearly two points lower than Q1 2023. First Quarter REVPAR was \$80.04, 1.9% below Q1 2023, in these areas that made up 58% of the state market.

Oil & Gas Areas See Slight Demand Bump.

More than 14.65 million room-nights were sold in the top 100 oil & gas producing Texas counties, 0.7% over Q1 2023, and 13.1% higher than the same period in 2019. Room supply rose 2.1%.

Percent Change vs Year Ago		
First Quarter 2024	Room Nights	Room Revenues
OIL & GAS COUNTIES*	0.7%	4.5%
BALANCE OF TEXAS	-1.2%	-0.1%
*Includes Harris & Tarrant Counties		

Q1 2024 Relative Metro Performance

The Houston Metro's recovery continues with a strong performance in Q1 2024 as revenues beat the year-ago quarter by 6.6%. Dallas and Fort Worth also noted revenue increase. San Antonio noted revenues fall 0.5%, while Austin-Round Rock had a 4.5% revenue drop.

On percentage basis, Odessa led all metro revenue gains at 16.4%. Other leaders in the quarter were Wichita Falls (up 14.7%), Beaumont-Port Arthur (up 12.7%), McAllen-Edinburg (up 11.5%), Brownsville-Harlingen (up 10.4%), and Victoria (up 9.2%). The largest percentage revenue drops in the period were in Abilene (-6.7%), Sherman-Denison (-5.8%), and Killeen-Temple (-5%).

Top ADRs were in Austin-Round Rock (\$174), Fort Worth-Arlington (\$136), Dallas (\$131), and San Antonio (\$130). REVPAR leaders were Austin-Round Rock (\$111), Fort Worth-Arlington (\$85), and Dallas (\$82). Occupancy leaders were Austin-Round Rock (64.1%), Midland (64%), and Odessa (62.9%). Lowest Occupancy was Victoria at 50%.

First Quarter 2024	Revenues (000s)				First Quarter 2024 Metrics			Changes vs 2019		
Metropolitan Areas	% Market	Q1 2023	Q1 2024	Change vs Q1 2023	Q1 2024 % Occ	Q1 2024 \$ ADR	Q1 2024 REVPAR	Occ Change vs Q1 2019	ADR Change vs Q1 2019	REVPAR Change vs Q1 2019
Dallas	19.9%	\$761,050	\$783,436	2.9%	62.4%	\$131.26	\$81.91	-10.6%	20.5%	7.8%
Fort Worth-Arlington	9.2%	\$357,665	\$362,846	1.4%	62.3%	\$135.84	\$84.63	-8.9%	21.2%	10.4%
Houston Metro	20.5%	\$757,780	\$807,753	6.6%	60.6%	\$122.69	\$74.35	-1.3%	14.3%	12.8%
Austin-Round Rock	15.2%	\$625,503	\$597,261	-4.5%	64.1%	\$173.90	\$111.47	-10.2%	19.7%	7.5%
San Antonio	10.4%	\$411,981	\$410,088	-0.5%	60.9%	\$130.49	\$79.47	-8.7%	13.1%	3.2%
Non-Metro Areas	7.7%	\$295,743	\$304,028	2.8%	55.0%	\$94.86	\$52.17	-9.1%	15.6%	5.1%
Corpus Christi	2.1%	\$85,363	\$83,988	-1.6%	52.2%	\$107.44	\$56.08	-8.3%	16.1%	6.5%
El Paso	1.8%	\$75,122	\$71,569	-4.7%	60.5%	\$105.15	\$63.62	-15.5%	29.3%	9.2%
Midland & Odessa	2.0%	\$74,093	\$79,704	7.6%	63.5%	\$96.29	\$61.10	-12.5%	-26.4%	-35.7%
Balance of Texas	11.0%	\$418,844	\$432,388	3.2%	56.7%	\$94.15	\$53.39	-6.8%	24.6%	16.1%
Total State of Texas	100%	\$3,863,144	\$3,933,061	1.8%	60.1%	\$123.74	\$74.37	-7.7%	16.9%	8.0%

Target Markets:

- San Antonio Focus, followed by Austin
- Hill County & Central Texas, Houston & Dallas are secondary targets

Seasonality:

- The bulk of the 2024 “Media” is launching March and will continue through August.
- Digital & Social Media have a year-long presence

Reaching Targets:

- Texas-focused Magazines
- San Antonio Broadcast TV, Cable, Streaming TV
- Austin Broadcast TV, Cable, Streaming TV
- Targeted Digital Banner Display
- Mobile banner Geo-targeting
- Digital Video Pre-Roll
- Travel eNewsletters
- Outdoor billboards between Dallas, Austin, San Antonio, Houston, Corpus Christi
- Social Media Ads and promoted posts

Texas Magazines:

Texas Highways Magazine –

- Covers small towns, travel recommendations, road trips, food, Texas History & Culture, Events & more

- Total Circulation: 167,382

Texas Monthly –

- Upscale magazine with over 2.5 million readers
- Advertise in March Spring Travel issue & June Texas Coast issue

Texas Parks & Wildlife Magazine –

- Official Outdoor Magazine of Texas reaching avid outdoorsmen and women in Texas with readership of 435,000

San Antonio Television:

- Launch Broadcast TV & Cable in March
- KENS (CBS), KSAT (ABC), WOAI (NBC) – 6,211,000 Imps
- Spectrum Cable & AT&T U-verse Cable – 3,912,000 Imps
- CTV/OTT Streaming TV – 520,832 Imps
- Early Morning, Mid-Day and Evening News programming
- Cable Networks: Spectrum Cable News Sponsorship, Fox News, ESPN, Food, Fox Sports, FX, Hallmark, HGTV, TBS, Golf, AMC, TNT, National Geographic

Austin Television:

- Launch Broadcast TV & Cable in March
- KVUE-TV (ABC), KTBC-TV (FOX) – 7,534,000 Imps
- Spectrum Cable & AT&T U-verse Cable – 3,912,000 Imps
- CTV/OTT Streaming TV – 520,832 Imps
- Early Morning, Mid-Day and Evening News programming
- Cable Networks: Spectrum Cable News Sponsorship, Fox News, ESPN, Food, Fox Sports, FX, Hallmark, HGTV, TBS, Golf, AMC, TNT, National Geographic

Digital Sponsorships + eBlasts:

- Digital Sponsorship Pages
- TourTexas.com Destination Page
- o <https://www.tourtexas.com/destinations/rockport-fulton>
- Go-Texas.com Destination Page
- o <https://www.go-texas.com/Rockport-Fulton-Area-Chamber-of-Commerce-TX-DMO/>
- Texas Road Trips monthly eNewsletter to 100,000+ opted-in subscribers
- SA Report Dedicated eBlast
- San Antonio online news Blog with 12,750 subscribers

Digital Display + Video – SA, Austin, Houston:

- Behavioral Targeting
- o Searches for: Travel, Beach, Fishing, etc.
- Mobile GeoTargeting
- o Target people based on places they go
- o GPS fence around location to follow visitors once they enter and leave (Corpus & Port Aransas hotels/motels, attractions)
- Site Conquesting
- o Targeting people who are actively visiting competitor or travel related websites
- Website Retargeting
- Social Marketing
- o Targeting people on social media platforms based on their behaviors and demographics
- Video Pre-Roll
- Total Impressions = 5,980,000

Outdoor Billboards:

- 71% of people consciously look at Billboards while driving
- Americans spend close to 300 hours in their cars each year
- Ability to reach a large audience on a daily basis
- 5 locations across Texas, delivering 10,856,400 Impressions over 24 weeks
- o IH-35, IH-37, IH-10, Hwy 281, Hwy 59.
- Working on new creative for billboards and other media sources.

TOURISM DEVELOPMENT COUNCIL OVERVIEW

The Tourism Development Council (TDC) a representative mix of businesses, individuals and government officials. TDC, also known as The Council, is the governance aspect of the marketing and promotion effort. The Council sets forth the goals and objectives for the year. It identifies prospective target groups and studies the types of visitors who are coming here and why they come. This information allows the Council to make informative and effective decisions. There are six meetings per year.

A creative team, media buying experts, and Chamber staff review ads for their placement and creativity, length of run and return on investment, budgeting, etc. As a result, a multi-page Marketing Plan is created.

The combined efforts of the above and a lot of energy result in a plan to impact our economy through tourism in the Rockport-Fulton area. Current members of the Council are:

Craig Griffin, Chairman	Inn @ Fulton Harbor/Charlotte Plummer's & TG's
Andrea Hattman	City of Rockport
Chad Lee	Lee Construction
Dawn Walker	Angler's RV Retreat
Donna Townsend, Vice-Chairman	Sugar Shack, Magnolia's Two & Legends
Jatin Bhakta	Hampton Inn & Suites, Fairfield & La Quinta Inn & Suite
Jennifer Day	Cultural Arts District
John Berlet	Tandem Trust Financial
Michael Ables	Texas Maritime Museum
Bob Dupnik	Aransas County
Luis Puron	Rockport Center for the Arts
Mary Ann Pahmiyer	Town of Fulton
Pam Stranahan	Aransas County Historical Society
Robert Hamilton	Aransas Area Bay Fishing
Robert Mitchell	HIIT Enterprises
Sandy Jumper	Texas Tropical Trail
Alyssa Massingill	Rockport-Fulton Chamber of Commerce
Diana Pardue	Rockport-Fulton Chamber of Commerce
Shelly Stuart	Rockport-Fulton Chamber of Commerce

THLA GROUP LISTING PARTNERSHIP

THLA and Rockport-Fulton will be working closely together through our THLA Group Listing Partnership!

Currently THLA has over 150 cities, counties, chambers of commerce and CVBs in this group listing program. It is a tremendously beneficial use of local hotel occupancy tax funding that provides important marketing and other beneficial services for Rockport-Fulton lodging properties.

Through the THLA group listing program, all of the 476 properties on the list provided to us back in May will be included individually or through their vacation rental company on the State's tourism website, www.traveltexas.com, and will be featured as well on the two additional websites noted below.

The standard annual fee to list all of the 476 properties provided as outlined above as part of our THLA group listing program would be \$24,257.50. However, they have provided Rockport-Fulton an extraordinary discount as a participant in the group listing program, making the total annual fee \$10,000.00. Rockport-Fulton, like other Texas cities and CVBs, can use its local hotel tax or other marketing funds to fully cover this expense as part of its advertising and promotion budget. Not only will your properties have this marketing benefit, they will also be provided access to all of the THLA services noted below.

Our group listing program benefits include:

Listing of Rockport-Fulton Properties on THLA Partner Tourism Websites:

www.traveltexas.com –THLA group listing hotels are exclusively included on the State's Travel & Tourism website. The State will spend over \$140 million over the next two years marketing the TravelTexas website. According to the Governor's Office of Economic Development and Tourism, during the 2018 and 2019 fiscal years the Travel Texas advertising and website influenced 2.8 million non-Texan leisure trips and created an estimated \$4.8 billion in direct tourism spending.

www.texaslodging.com Texas Lodging – THLA's website showcases all of our member properties and provides hotels with invaluable innkeeper information ensuring lodging properties are compliant with the Americans with Disabilities Act (including service animal information), guest safety and security resources, information on reducing premises liability, employment law information, avoiding landlord/tenant disputes, and tax guides to aimed at reducing lodging property liability in an audit. The THLA site contains an immense Member Resources section that also includes vital information on all of the new laws and regulations impacting hotel operations.

www.tourtexas.com - TourTexas.com– The #1 independent Texas travel website for travelers looking for inspiration and information to plan their trip to and within Texas. All THLA members are listed on the booking widget of this site.

Complimentary THLA In-House Legal Services: THLA maintains a staff of three in-house lawyers. Their lawyers handle over 900 inquiries monthly from THLA members on a diverse variety of legal issues that impact local governments, CVBs, tourism districts, lodging operators, tourism businesses, and chambers of commerce. Group listing partners are able to call the State Association for **free legal advice on day-to-day operational issues** that their properties face.

Local Area Seminars: THLA provides **complimentary** THLA staff presentations and seminars on Hotel Law, Hotel Occupancy Tax, Legislative Updates, and on other topical issues for group partners throughout Texas. I have attached an overview of the seminars we provide.

Situation Analysis

The Rockport-Fulton Chamber of Commerce & Visitor Center is under contract with the City of Rockport, Town of Fulton and Aransas County Commissioners' Court to advertise and promote the community with funding from the Hotel Occupancy Tax. Expenditures of the Hotel Occupancy Tax are required by statutory law to be spent to directly enhance and promote tourism and the convention and hotel industry.

Tourism is a good investment of Hotel Occupancy Tax – for the State of Texas every \$1 spent on Texas travel advertising, it generates \$7 in return tax revenues to the state.

Hotel occupancy tax imposed on an overnight stay in Rockport, Fulton or the County totals 15%. To break that down, each governmental entity collects 7%, the State receives 6% and the remaining 2% is the Aransas County Venue Tax.

We fluctuate around 1975 hotel rooms and just under 1,000 short term rentals. If these rooms were full one half of the year (182 days), that would mean $(2,975 \times 2.5)$ [less than state avg. of people in a group] = 7,437.5 @182 days (annual occupancies are averaging a little more than 50 percent) approximately 1,353,625 visitors are driving to our community and staying in our establishments. Also, we need to take into account the visitors that come to our homes year round or visit relatives for the weekend.

We have additional visitors staying in our resorts and RV parks. During the winter months, RV Park occupancies reach 95 %. We have approximately 5,500 RV spaces (hookups) so with that you can estimate approximately 3,000 to 5,000 Winter Texans adding to our population during this winter month period.

Also, if you tally visitors coming into town to enjoy our local attractions, events and festivals you can account for approximately 50,000 to 60,000 day trippers.

Our local attraction leaders and staff gather monthly to collaborate and coordinate calendars. This area is fortunate to have many local attractions to enhance the visitor experience. Those local attractions include Rockport Beach, Aransas National Wildlife Refuge, Goose Island State Park and the Big Tree, Fulton Mansion, Texas Maritime Museum, Rockport Center for the Arts, Train Depot, History Center, Aquarium at Rockport Harbor (to be rebuilt), Key Allegro Island, Connie Hagar Wildlife Refuge and Sanctuary, Golf Courses, Community Aquatic Park, Memorial Park, Lamar Cemetery, Stella Maris Chapel and Schoenstatt Shrine, Copano Causeway, Bay Education Center Science on a Sphere, Fulton Convention Center, Fulton Pier, Fulton Schoolhouse Museum, Rockport Community Theatre, piers, harbors, Rockport Cultural Arts District (RCAD) and Aransas Pathways - featuring sites for birding, history, kayaking and hike and bike trails.

Market definitions are:

- Core – Cities within a 200 mile radius. (San Antonio, Austin, Houston)
- Secondary – Cities within a 75 mile radius.
- Out of State – Minnesota, Michigan, Iowa, Illinois, Wisconsin, Kansas, New York and Canadians are the major states/countries where our winter visitors originate from.

<u>RFCC Marketing Plan</u> <u>Budget 2024-25 Year</u>		
<u>Revenues</u>		
Rockport	\$500,000.00	
Fulton	\$ 66,500.00	
County	\$ 70,000.00	
Total	\$ 636,000.00	
<u>Expenses</u>		
Accounting	\$ 2,500.00	Annual Audit
Administrative Services	\$86,000.00	Administrative Services to operate Visitor Center and Marketing and Promotion Campaign
Advertising & Promotion	\$500,000.00	Full DMO Advertising, promotion, public relations and research program
Contract Services	\$5,500.00	GeoTour and miscellaneous
Bank Fees	\$300.00	Fees related
Conference Fees	\$5,500.00	Staff professional development related to tourism
Dues & Subscriptions	\$2,500.00	State and regional organization partners
Event Funding Assistance	\$4,000.00	Influencers
Food, Beverage & Meals	\$4,000.00	Groups, Charmer Appreciation, Media, etc.
Conference & Fees	\$5,500.00	Trade Shows, media travel, workshops, trainings, education travel
Postage & Freight	\$1,500.00	Bulk items sent to Visitor Centers, Travel Centers
Printing & Publication	\$6,000.00	Gen. Brochure, 100 TT, Bags, Visitor Maps
Prizes, Gifts & Awards	\$2,000.00	Basket Promotion Items, Promos, Awards, etc.
Rentals & Fees	\$4,200.00	Trade Show Booth Rentals, Meeting Planners
Supplies	\$4,500.00	Promotion items, Trade Show Banner with New Photos, etc.
Website Maintenance	\$2,000.00	Website Updates
Total	\$636,000.00	

Administrative Services to operate Visitor Center and Marketing and Promotion Campaign				
	<u>Rockport</u>	<u>Fulton</u>	<u>County</u>	<u>TOTAL</u>
	67.90%	26.57%	5.54%	20%*
Accounting	1358	531.4	110.8	2,000
Equipment Lease - Copier & Postage Machine	950.60	371.98	77.56	1,400
Insurance	1493.8	584.54	121.88	2,200
Payroll - Visitor Center, Marketing/Promotion	36,647.50	13,949.25	2,908.50	52,500
Payroll related - SS, FICA	5,092.50	1,992.75	415.5	7,500
Employee Insurance	4,413.50	1,727.05	360.1	6,500
Employee IRA	543.2	212.56	44.32	800
Postage - Inquiries, packets, mailing	1,629.60	637.68	132.96	2,400
Printing - Envelopes, letterhead, business cards, etc	950.6	371.98	77.56	1,400
Security System - Visitor Center	271.6	106.28	22.16	400
Supplies - Copier paper, color copies, folders, etc	2,037	797.05	166.05	3,000
Telephone, internet, mobile	2,172.69	850.24	177.28	3,200
Utilities	1,833.30	717.39	149.58	2,700
TOTAL	<u>\$58,394.00</u>	<u>\$22,850.20</u>	<u>\$4,764.40</u>	<u>\$86,000</u>

MEDIA/EVENTS		
		Net
MAGAZINES		
Texas Highways (1/3 PG 4C)		\$9,729.00
Texas Monthly (1/3 PG 4C)		\$8,650.00
Texas Parks & Wildlife (1/3 PG 4C)		\$8,318.00
Texas Parks & Wildlife e-Newsletter (250 x 250 banner)		
DIGITAL		
TourTexas.com		\$4,476.00
Full Feature Ad with 4 Photos, editorial, map, website link and listing		
Texas Road Trips eNewsletter		\$3,465.00
Go-Texas.com		\$1,795.00
Destination site & Full Pg Promotion		
Digital Marketing		
Next Gen Behavioral Targeting		\$24,500.00
Site Retargeting		
Site Conquesting		\$25,000.00
Weather Triggered Ads		\$6,000.00
Mobile GeoFence/Geo Follow		\$26,000.00
Social Marketing		\$29,500.00
SA Report - Dedicated Email Blast		\$3,600.00
OUTDOOR		
(6) boards along IH-35, IH-37, IH-10, Hwy 281, Hwy 59		\$53,581.00
AUSTIN TELEVISION		
KVUE-TV ABC		\$20,000.00
KTBC-TV FOX		\$20,000.00
Spectrum/ATT U-verse/Direct TV		\$20,000.00
CNN, FRFM, HIST, Fox News, TLC, VH1, Spectrum News, Travel, GOLF, HALL, LMN, WE, Food, AEN		
CTV/OTT - Hulu, Paramount +, Discovery		\$18,750.00
SAN ANTONIO TELEVISION		
KENS-TV CBS		\$17,000.00
KSAT-TV ABC		\$21,000.00
WOAI-TV NBC		\$17,000.00
Spectrum/ATT U-verse/Direct TV		\$34,500.00
CNN, FRFM, HIST, Fox News, TLC, VH1, Spectrum News, Travel, GOLF, HALL, LMN, WE, Food, AEN		
Spectrum OTT/Streaming		\$12,500.00
CTV/OTT - Hulu, Paramount +, Discovery		\$17,500.00
RESEARCH		
Source Strategies		\$4,000.00
Research/Syndicated Data		\$7,800.00
Target SA		\$6,350.00
Visitor Model		\$2,200.00
OTHER		
Certified Folder Display - Corpus Christi 12 months		\$2,286.00
USA Today 10Best Logo		\$4,000.00
NEW CREATIVE - TV, Print, Digital, Outdoor		\$17,500.00
THLA Annual Membership		\$10,000.00
Agency Fees		\$42,000.00
Total		\$500,000.00



Rockport-Fulton

01/01/2024 - 05/25/2024

TOTAL CONTENT ENGAGEMENT = 24,619

154 - Total Guides Ordered

0 - Postal requests

154 - PDF downloads

Average economic impact for each Visitor Guide sent out is \$48*.

TourTexas.com has facilitated **154** Visitor Guide Requests to Texas travelers on your behalf.

TOTAL ECONOMIC IMPACT OF THOSE REQUESTS

Top Responding States

TX
TEXAS
MO

=\$7,392

*Source: DMA West Visitor Guide Readership Study 2022

Total actions taken - 24,619



154
PDF
Requests



694
Website
Click-Thrus



19,602
Page
Views



1,459
Video
Views



28
Slideshow
Views



593
Facebook
Click-Thrus



588
Twitter
Click-Thrus



596
Booking
Click-Thrus



598
Newsletter
Click-Thrus



307
Content
Click-Thrus

Conclusion

We are thrilled to announce that Rockport has once again been recognized in the Top 10 Best Beaches in Texas! The Rockport-Fulton Chamber of Commerce & Visitor Center is dedicated to continuing the promotion of our beautiful beaches, vibrant festivals, and welcoming community. In addition to these efforts, we are excited to announce a new focus on sports tourism.

In recent years, sports tourism has emerged as a significant driver in the tourism industry. With this in mind, we are committed to positioning Aransas County as a premier sports events destination. By attracting sports enthusiasts and athletes to our region, we aim to not only showcase our natural beauty but also provide opportunities for exciting sporting events.

In addition, we are working closely with several groups to bring the Museum on Main Street (MoMS) to Rockport. Museum on Main Street (MoMS) is a national traveling exhibition program of the Smithsonian Institution. The 2024-2025 Texas tour, "Crossroads: Change in Rural America" will travel to Rockport January 25 thru March 9, 2025. The Crossroads exhibit consists of six free-standing kiosks with one interactive digital kiosk. The exhibit examines the impacts of the population shift from rural to urban areas in the U.S. during the last century, as well as the importance of preserving small towns for their unique culture, history, and economic revitalization opportunities.

We look forward to welcoming both leisure visitors and sports enthusiasts to Rockport-Fulton and are excited about the diverse experiences our community has to offer. Stay tuned for upcoming events and initiatives as we work towards establishing Rockport-Fulton as a thriving sports tourism destination.

We will continue to foster growth in the collaboration between organizations to implement the highest ROI on our investment. We are looking forward to continuing the exceptional relationship we have with our Governmental Partners as well.

We will continue to create the best visitor experience possible for visitors. We are and will continue to position Aransas County and the surrounding area as a preferred destination for leisure visitation. Leisure travel marketing strategies will remain the highest priority for the organization.

If you have any questions, comments or concerns please feel free to contact us:

Shelly Stuart, IOM
President/CEO
president@lrockport.org
361-729-6445 (w)
361-386-4062 (d)
361-463-7641 (c)

Alyssa Massingill
Tourism Coordinator
tourism@lrockport.org
361-729-6445 (w)
361-386-4053 (d)



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff): 6-13-24		
Official Name of Organization/Entity: Rockport-Fulton Chamber of Commerce & Visitors Center	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: 1952
Organization/Entity Mailing Address: 319 Broadway St. Rockport, TX 78382		
Organization/Entity website: rockport-fulton.org		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Shelly Stuart IOM/President	Organization/Entity Phone: 361-729-6445	
	Organization/Entity Email: president@1rockport.org	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: SeaFair Festival		Project/Event Date(s): October 4-6, 2024
Estimated number of room nights that will be occupied at local hotels, motels, & short- term rentals by attendees of your event(s) or project(s)? 3,100	Estimated number of annual attendance at your event(s) or project(s)? 15,000	Will you charge admission/if yes how much? 3 Day Wrsithands - \$25 Single Day Admission - \$10 2 Day VIP - \$100 Single Day VIP - \$60
Project/Event location(s): Festival Grounds at Rockport Harbor 1500 E Laurel St. Rockport, TX 78382		Total Amount of funds requested: \$10,000.00

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

Please see attached.

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.		
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	X	\$10,000.00
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.		
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.		

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES

The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:


1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

X

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: 6-13-24
Applicant Name & Title (print or type): Shelly Stuart IOM/President	Applicant Phone (if different from phone # listed on page 1):
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):

QUICK LOOK - SEAFAIR 2023				
Sponsors:	\$30,500.00			
Vendors:	\$40,890.00			
Gates:	\$94,652.16			
Beer:	\$74,165.19			
Tips:	\$907.15			
Crab Races:	\$570.00			
Carnival	\$17,285.50			
Pre-Sales	\$17,040.00			
Raffle:	\$4,180.00			
Misc. & Store	\$9,408.59			
		\$289,598.59		
INCOME:				
	\$289,598.59			
EXPENSES:				
	\$201,514.11			
PROFIT/LOSS		\$88,084.48		

2023 SeaFair Report

From the Committee Chairmen: "This year's Rockport-Fulton SeaFair was amazing," said Committee Chair Karl Hattman. "The turn-out was great, the music was great, the change in carnivals was a great success, the vendors did well, and the crowd (of all ages) had lots of fun. The festival attracted visitors from across the state and beyond." "We are looking forward to building on the success of 2023 at the next and 49th Annual SeaFair," said Co-Chair Jordan Pilgrim.



"It was a great team effort and the volunteers, Chamber staff and committee deserve many thanks and congratulations on this year's success," said Hattman.

Reports from the areas of SeaFair:

- County Judge Ray Garza was present during the Ribbon Cutting and Opening Ceremonies followed by a welcome message from Representative Todd Hunter's office, a special presentation of the National Anthem sung by an individual who had just received word that day of their citizenship, and a fly-over from Vintage Air Tours. Chamber of Commerce Chairman of the Board Chad Lee and Chamber Bay Blazers welcomed the crowd and Judge Garza cut the ribbon officially opening the 2023 SeaFair event.
- Despite the Thursday weather and the inability to open the carnival to the public that evening, Merriam's Midway Shows Carnival proved to be a big hit throughout the weekend.
- The SeaFair parade had over 65 entries and a great spectator turn-out.
- Gate activity was strong. Ticket sales \$9,464 does not include 12 and under free attendance. Carnival tickets sold were 5,255. Adding volunteers, sponsors, and VIP ticket sales, estimated attendance is 15,000 versus an attendance of 12,000 last-year. The increase is attributed to The Bellamy Brothers that drew a large crowd Friday night and the success of the carnival.
- There were a variety of 15 food vendors and trailers who reported strong sales. In addition there were 100 arts and crafts and market vendors on-site who reported being very pleased with their sales.
- Live entertainment was steady and strong throughout the weekend.
- Beer distributors did an excellent job helping throughout the weekend.
- The kid's scavenger hunt and fishing pool proved to be successful additions to the event.
- The Rockport Little Theater and the Rockport Fire Department did very well serving gumbo throughout the weekend.
- The Sunday car show featured an array of 30 cars dating from 1957 to 2016. Classics, Muscle cars, Low Riders, Step Sides and more were displayed.
- With over 50 entries, the Cardboard boat races were a tremendous success.
- As always festival goers enjoyed the hilarious crab races. This year a Friday evening race was added. This event continues to draw interest from racers and sponsors.
- Thanks to Ron Hoover, the fishing and pontoon boat display drew a lot of attention.
- Nonprofit and school groups such as the NJROTC and RFHS Project Graduation and Choir keeping the grounds clean, delivering water and working the soda booth. Through tips jars SeaFair was able to give back to these organizations.

2023 SEAFAIR ZIP CODE BREAKDOWN

# of Zip Codes	Local	In-State Cities	Out-of-State
Collected	Within 70 Miles	Outside 70 Miles	
4,722	1,942	2,523	257
	42%	53%	5%

In-State Cities: (181 Texas Cities Represented)

Pipe Creek, Rockport, Fulton, San Antonio, La Vernia, Adkins, Ballinger, Ingleside, Sequin, Aransas Pass, Seadrift, New Braunfels, Corpus Christi, Kingsville, Breckinridge, Moody, Temple, Universal City, Huntsville, Saint Hedwig, Poteet, Houston, Grand Prairie, Hutto, Ben Bolt, Falls city, Cuero, Refugio, Beeville, Kilgore, Converse, North Richland Hills, Sinton, Amarillo, Pleasanton, Aqua Dulce, Goliad, Victoria, Brookshire, Bryan Sherman, Schertz, Pflugerville, Elgin, Austin, Wimberley, Diana, Dallas, Katy, Odem, Montgomery, Lubbock, Muleshoe, Georgetown, Portland, Robstown, Boerne, San Angelo, Sugarland, Humble, Liberty Hall, Larue, Taft, Tyler, Brazoria, Charlotte, Leander, Alice, Round Rock, Raymondville, Arlington, Lockhart, Uvalde, Bayside, Port Lavaca, Spring, Belmont, Fort Worth, Converse, Crosby, Weslaco, Porter, Pinehurst, Spring Branch, College Station, Temple, Schluneberg, Comfort, Kyle, Bastrop, Orange Grove, Celeste, Rockdale, Marion, Skidmore, Plano, Midland, Bulverde, Edroy, Magnolia, Burkburnett, Justin, Canyon Lake, Gonzales, San Marcos, Kingsburg, Royse City, Fulshear, Rosebud, Rockwell, Somerset, Bandera, Webster, Edinburg, Woodsboro, Plano, Laredo, Ben Sheeler, Palaciso, Weatherford, Hale Center, Sandia, Denison, Bishop, Riverside, Rivera, Hockley, Gregory, Lake Jackson, Sabinal, Orange, Karnes City, Kerrville, Hallettsville, Cibolo, Manchaco, Fisher, Luling, Benito, Southlake, Doss, Spearman, Glen Rose, Buda, Humble, Denton, Lorence, Conroe, Frankston, Mineral Wells, Stinnett, Ganado, Dale, Giddings, Ingram, Spicewood, Deer Park, Salado, La Grange, Dickinson, Von Ormy, Helotes, McNeil, Brownsville, Elmendorf, El Blanco, Lorena, Driftwood, Castroville, Gonzales, Livingston, League City, Raisin, Inez, Hewitt, Fredericksburg, Bay City, Floresville, Mico, Marshall, Mission, Liberty Hill, Corsicana, Wharton, Mexico (TX), Stanton, Waco, Kenedy, Hondo, Floresville, Rosharon, Harker Heights

Out of State: (23 States Represented)

FL, WI, KY MN, NV, LA, MO, NM, IN, OH, MA, IL, AL, AR, MT, KS, OK, WA, NY, IL, CA, GA, CO

2023 SEAFAIR LODGING IMPACT

Property	Total Hotel/ Motel Rooms Available	Thus Oct 5		Fri Oct 6		Sat Oct 7		Sun Oct 8	
		%	Rms	%	Rms	%	Rms	%	Rms
Bay Front Cottages	27	26%	7	74%	20	74%	20	7%	2
Bay View Inn	12	100%	12	100%	12	100%	12	100%	12
Candle Light Cottages	6	33%	2	33%	2	33%	2	0%	0
Econo Lodge	79	82%	65	100%	79	100%	79	0%	0
Hunts Castle	76	87%	66	87%	66	87%	66	0%	0
Laguna Reef Hotel	51	29%	15	29%	15	29%	15	0%	0
Lighthouse Inn at Aransas Bay	78	100%	78	100%	78	100%	78	0%	0
Motel 6	50	100%	50	100%	50	100%	50	100%	50
OYO Hotel Rockport /Seaview	26	100%	26	100%	26	100%	26	100%	26
Pelican Bay Resort	28	100%	28	100%	28	100%	28	100%	28
Fairfield Inn Suites	87	88%	77	88%	77	88%	77	25%	22
Hampton Inn& Suites	91	90%	82	90%	82	90%	82	24%	22
Harbour Inn	16	100%	16	100%	16	100%	16	100%	16
Quality Inn	62	85%	53	85%	53	85%	53	40%	25
Sanddollar Resort Motel	37	100%	37	100%	37	100%	37	30%	11
Shivam Reef Motel	13	90%	12	90%	12	90%	12	15%	2
Studio 6 Suites - Blue Wave	28	100%	28	100%	28	100%	28	13%	4
Village Inn	26	80%	20	80%	20	80%	20	80%	20
Inn at Fulton Harbor	45	100%	45	100%	45	100%	45	20%	9
La Quinta Inn & Suites	72	89%	64	89%	64	89%	64	24%	17
Days Inn by Wyndham	50	100%	50	100%	50	100%	50	25%	12
Holiday Inn Express	69	100%	69	100%	69	100%	69	17%	12

Total Rooms Available 1029

Total Rooms Impacted by Event 902 929 929 290 **3,050**

NOTE: This does not include all propertiies. Only those that responded to our request for information.

Economic Impact Example:

If the average daily rate of local hotel/motels is \$100, x 7% HOT tax collected = \$7 x 3,050 room nights = \$21,350 HOT Tax generated by event.



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff): 6-13-24		
Official Name of Organization/Entity: Rockport-Fulton Chamber of Commerce & Visitor Center	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: 1952
Organization/Entity Mailing Address: 319 Broadway St. Rockport, TX 78382		
Organization/Entity website: rockport-fulton.org		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Shelly Stuart IOM/President	Organization/Entity Phone: 361-729-6445	
	Organization/Entity Email: president@rockport.org	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: HummerBird Celebration		Project/Event Date(s): September 2025
Estimated number of room nights that will be occupied at local hotels, motels, & short- term rentals by attendees of your event(s) or project(s)? 2,500	Estimated number of annual attendance at your event(s) or project(s)? 7,000	Will you charge admission/if yes how much? Please See Attached
Project/Event location(s): Rockport-Fulton High School Martha Luigi Auditorium 1803 Omohundro St. Rockport, TX 78382 Aransas County Airport 421 John D Wendell Rd. Rockport, TX 78382 Rockport Center for the Arts 202 S Austin St. Rockport, TX 78382		Total Amount of funds requested: \$10,000.00

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

Please See Attached.

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	X	\$10,000.00
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.		
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.		
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.		

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

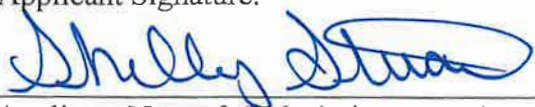
SECTION C – ASSURANCES

<p>The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:</p> <ol style="list-style-type: none">1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.	X
---	----------

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: 6-13-24
Applicant Name & Title (print or type): Shelly Stuart IOM/President	Applicant Phone (if different from phone # listed on page 1):
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):

2024 B

September 19-22, 2024

[illegible]

Projected Impact Of 2023 HummerBird Celebration on Local Lodging

Property	Total Hotel/ Motel Rooms Available	Thus Sept 14		Fri Sept 15		Sat Sept 16		Sun Sept 17	
		%	Rms	%	Rms	%	Rms	%	Rms
Bay Front Cottages	27	16%	4	78%	20	78%	20	0%	0
Bay View Inn	12	100%	12	100%	12	100%	12	100%	12
Candle Light Cottages	6	0%	0	100%	6	100%	6	0%	0
Econo Lodge	79	50%	40	90%	71	90%	71	0%	0
Hunts Castle	76	20%	15	30%	23	15%	11	0%	0
Laguna Reef Hotel	51	0%	0	76%	39	76%	39	0%	0
Lighthouse Inn at Aransas Bay	78	89%	69	100%	78	100%	78	0%	0
Motel 6	50	100%	50	100%	50	100%	50	100%	50
OYO Hotel Rockport /Seaview	26	100%	26	100%	26	100%	26	100%	26
Pelican Bay Resort	28	100%	28	100%	28	100%	28	100%	28
Fairfield Inn Suites	87	53%	46	100%	87	97%	84	25%	22
Hampton Inn& Suites	91	55%	50	77%	70	89%	81	24%	22
Harbour Inn	16	100%	16	100%	16	100%	16	100%	16
Quality Inn	62	50%	31	95%	59	95%	59	40%	25
Sanddollar Resort Motel	37	30%	11	30%	11	30%	11	30%	11
Shivam Reef Motel	13	90%	12	90%	12	90%	12	15%	2
Studio 6 Suites - Blue Wave	28	13%	4	13%	4	13%	4	13%	4
Village Inn	26	80%	20	80%	20	80%	20	80%	20
Inn at Fulton Harbor	45	25%	11	67%	30	67%	30	20%	9
La Quinta Inn & Suites	72	51%	37	69%	50	86%	62	24%	17
Days Inn by Wyndham	50	24%	12	48%	24	76%	38	6%	3
Holiday Inn Express	69	50%	35	65%	45	65%	45	1%	6

Total Rooms Available 1029

Total Rooms Impacted by Event 529 781 803 273 **2386**

NOTE: This does not include all propertiies. Only those that responded to our request for information.

Economic Impact Example:

If the average daily rate of local
hotel/motels is \$100, x 7% HOT
tax collected = \$7 x 2386 room
nights = \$16,702 HOT Tax
generated by event.

Map of Visitors and Orders

World

Traffic Sources	Visits	Orders
1. www.rockport-fulton.org	5,156	314
2. www.rockport-fulton.org	14	0
3. www.rockport-fulton.org	5	0
4. www.facebook.com	85	0
5. m.facebook.com	72	1
6. m.facebook.com	1	0
7. duckduckgo.com	30	0
8. lm.facebook.com	21	0
9.	17	0
10. search.yahoo.com	16	0
11. l.facebook.com	14	0
12. www.google.com	9	1
13. rockporthomerentals.com	4	1





2023 HUMMERBIRD CELEBRATION REPORT

The 2023 HummerBird Celebration proved to be a tremendous success with a sell-out of the majority of scheduled activities. There were over 1,515 tickets, for various activities, purchased in advance of the event. Our Chairman – Melody Waggoner, 12 Committee Members, Chamber Staff and more than 125 Volunteers worked to create this spectacular event.

There were 1,169 seats purchased for the Speaker Program, over 1,000 at the Bird Banding demonstrations, 2,612 visitors to the Hummer Mall, 405 who participated in the Hummer Home Bus tours (this does not include the self-guided tours available one week prior and one week after the event), 800 that attended a breakfast or dinner, class, boat tour, or a field trip. Attendance this year is estimated to be just over 6,000.

Of the 2,631 zip codes captured at the Hummer Mall, there were 800 visitors from Rockport, 1,643 from across the state of Texas, and 188 out of state visitors.

Community Collaboration in and around the Community: This truly is a community-wide event:

- 131 were in attendance at the welcome reception held at the Rockport Center for the Arts and dinner with keynote speaker at the ROCC Thursday evening.
- 405 went on a Hummer Home bus tours on a school bus. (This does not include the visitors who were able to visit the Hummer Homes on their own a week before and after the event).
- 304 went on narrated boat trips at Fulton Harbor
- 90 attended photography classes at Rockport Conference Center.
- 105 were transported from Rockport on guided field trips to the Fennessey Ranch, Welder Wildlife Ranch, Barnhart Q5 Ranch
- 60 attended birding with experts at Goose Island State Park
- 1000-plus attended the Banding Demonstration at the public banding site in Rockport.
- 80 attended the Hummer Breakfast at the History Center
- 30 attended a private bird and eco nature boat trip.

Aransas Pathways Event - There were 15 participants at the Aransas Pathways Poker Run organized to showcase five of the Aransas Pathway sites. Bella la Brew donated the coffee and the Rockport Bakery brought out donuts. Half of the participants were local and half from across Texas. The winner of the binoculars, donated by Land Sea & Sky, was from Mineola, Texas.

Rockport Center for the Arts - More than 200 attendees from all over Texas and beyond attended the Welcome Reception and Keynote Presentation and Dinner on Thursday evening. They enjoyed Wine and Cheese and a welcome message from the Chairman of the event - Melody Waggoner. In addition, they received a presentation by native South Texan and nationally recognized photographer and videographer, Cissy Beasley.

The Aquarium Education Center was host to two panels featuring local birders who spoke about Birding in Texas Parks & In Your Backyard. Guests had the opportunity to talk one-on-one with local specialists about Birding in Aransas County.

Rockport Birding & Kayak Adventures departing from Fulton Harbor – Hosted 304 out-of-town guests, all eager to see the birds of Aransas County on a boat birding tour.

Aransas Bay Adventures --offered 5 Private and Eco Bird & Nature Photography Boat Tours. There were 30 guests who had the unique opportunity to take a boat tour geared towards photographing birds.

Transportation was provided for those visitors who signed-up for the Half Day Birding Field Trips hosted by **Fennessey Rnch, Barnhart Q5 Ranch and the Welder Wildlife Refuge.**

Keynote Speaker Richard Crossley hosted a birding lecture and field trip along with a special presentation where 45 guests were given the tools on, “Learning to Look” as a birder.

A yearly favorite, 80 out-of-town guests signed-up for the **Hummer Breakfast at the History Center for Aransas County** where they admired the birds in the garden, as well as receiving a special presentation of the local history.

Bird Photography Classes are always a favorite and 35 visiting guests heard from local expert photographers John Martel and Debra Strothman.

The HummerBird Celebration offered a four-day **Speaker Program** featuring a variety of topics relating to birding and wildlife which filled 1,169 seats throughout the weekend.

✓ to 13-8/4 J
(will bring the
supporting
documents)

Form Center

By signing in or creating an account, some fields will auto-populate with your information.

[Sign in to Save Progress](#)

Hotel Occupancy Tax Grant Application



HOTEL OCCUPANCY TAX GRANT FORM FY2024-2025

Date Application received (To be completed by City Staff):

Official Name of Organization/Entity:

Fulton Oysterfest

Is the Organization/Entity a non-profit?

Yes

Date Organization/Entity Founded:

1972

Organization/Entity Mailing Address:

P.O. Box 503

Organization/Entity website:

Fulton Oysterfest

Name and Title of Person authorized to act on behalf of
Organization/Entity for this application ("Applicant"):

Sharron Loflin

Organization/Entity Phone:

3617906466

Organization/Entity Email:

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event:

Fulton Oysterfest

Project/Event Date(s):

March 2025

Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)?

4 nights

Estimated number of annual attendance at your event(s) or project(s)?

30,000-40,000 people

Will you charge admission/if yes how much?

\$5.00

Project/Event location(s):

402 Fulton Beach Road

Total Amount of funds requested:

\$15,000 or more

In the space below, please describe the project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

Brings people from all around Texas and other states to our area. This will be the 46 year

Select Language

Google Translate

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW
(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Applying for this category?

No

Amount requesting from this category?

(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Applying for this category?

No

Amount requesting from this category?

(3) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.

Applying for this category?

Yes

Amount requesting from this category?

(4) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Applying for this category?

Yes

Amount requesting from this category?

(5) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.

Applying for this category?

No

Amount requesting from this category?

***(6) Sporting Events in a County under one million in population.**

Applying for this category?

No

Amount requesting from this category?

***(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.**

Applying for this category?

Yes

Amount requesting from this category?

***The City Council will be considering an Ordinance to add these categories to the Rockport HOT Grant Program.**

SECTION C – ASSURANCES

The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

- 1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;**
- 2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;**
- 3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;**
- 4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.**

PLEASE ATTACH TO APPLICATION THE FOLLOWING ITEMS:

Copy of your IRS 501 (c) (3) ruling letter.*

[Choose File](#) no file selected

Expense Plans or Budget*

[Choose File](#) no file selected

If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.*

[Choose File](#) no file selected

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Please type your name or provide a signature.

Sharron Loflin

Date signed*

06/13/2024

Name & Title

President of the Fulton Oysterfest

Applicant Phone (if different from phone # previously listed):

361-790-6466

Applicant Address (if different from Mailing Address previously listed):

Applicant E-Mail Address (if different from e-mail address previously listed):

☒ Receive an email copy of this form.

Email address

This field is not part of the form submission.

{0} must be a valid email address.

Submit

Submit and Print

* indicates a required field

Government Websites by CivicPlus®

Proposed Budget
Fulton Oysterfest 2025

Proposal Organizer: Yvonne Mundine / Sharron Laughlin

Department: Fulton Volunteer Fire Dept.

Project Name: Oysterfest

Project Objective: Fire Dept Annual Fundraiser

Date: March 2025

Cost Elements

1. Direct Costs
2. Indirect Costs
3. Other Expenses

Direct Costs:

Advertising Via Television, Radio Stations & Social Media
- \$16,500.00

Security - \$19,000.00

Entertainment - \$26,000.00

T-shirts & Mugs - \$45,000.00

Oysters - \$25,000.00

Beer - \$73,000.00

Tents- \$73,000.00

Indirect Cost:

Server Cost AT&T - \$500.00 per year

Utilities - City of Rockport - \$1200.00

Other Expenses:

\$60,000.00

Total = \$339,200.00

Shelley Goodwin

From: noreply@civicplus.com
Sent: Thursday, June 13, 2024 12:23 PM
To: Shelley Goodwin; Reagen Lauterbach
Subject: Online Form Submittal: Hotel Occupancy Tax Grant Application

WARNING: This email is from an external source. Do not click links or open attachments without positive sender verification of purpose. Never enter Username, Password or sensitive information on linked pages from this email. If you are unsure about the message, please forward to itstaff@cityofrockport.com for assistance.

Hotel Occupancy Tax Grant Application

HOTEL OCCUPANCY TAX GRANT FORM FY2024-2025

Date Application received (To be completed by City Staff):

Official Name of Organization/Entity:	Aransas First
Is the Organization/Entity a non-profit?	Yes
Date Organization/Entity Founded:	9/6/2001
Organization/Entity Mailing Address:	P.O. Box 266 Rockport, TX 78381
Organization/Entity website:	https://aransasfirst.org/land-trust/
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"):	Shelly Steckler, Board of Directors
Organization/Entity Phone:	(361) 790-6030
Organization/Entity Email:	janae@evtex.com

industry in the City of Rockport:

radius highlighting outdoor enthusiasts, birders and naturalists.

- The video will stream in local hotel/motel lobbies.
- The video will be used to market to educators targeting 75+ miles (regional home school programs, scouting programs, county 4-H programs).

During the 1st Annual Aransas Nature Fest sponsored by Aransas First land trust, marketing was limited to Facebook posts targeted at the 75+ radius. The following marketing metrics were collected.

- 3823 directly reached on Facebook.
- 98 engaged or responded to the ad/event post.
- 381 clicked to look at the ad/event post.
- A total of 115 persons representing 14 different zip codes attended the events.

The intent of the proposed 2-minute promotional video commercial is to provide more visually appealing information about the Aransas First sites to the general public. This type of visual introduction to the sites will not only entice visitors to Aransas First sites but to the natural beauty of Rockport-Fulton.

Part of the Aransas First mission is "to increase public awareness of coastal ecosystems unique to this area and the need to protect them, through education, access, and participation." Aransas First will target video distribution to educational organizations outside of Rockport Fulton and encourage field trips to explore this unique ecosystem. Local members of the Texas Master Naturalist Mid-Coast chapter will support educational programming. The Aransas County Extension Office is interested in hosting 4-H programs on Aransas First sites and could expand the program to other counties using the video as an introduction. Short term accommodations will be required for both students and chaperones while participating in the environmental education programs.

Video marketing will also be targeted to the birding community. Harvard University researchers noted a 44% increase in use of the Ebird app to report sightings from 2019-2020 during Covid. All of the Aransas First sites host migratory birds in spring and fall. The endangered Whooping Cranes visit two of the sites. Several species of concern are also present at sites. With the growth in interest in birds, Aransas First sites could become an additional draw to Rockport-Fulton.

- Aransas Woods (4333,4351 TX-35 Rockport) - Aransas First manages this 120 acre property that is listed as Texas Birding

(3) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.

Applying for this category? Yes

Amount requesting from this category? \$3,000

(4) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Applying for this category? No

Amount requesting from this category? *Field not completed.*

(5) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.

Applying for this category? No

Amount requesting from this category? *Field not completed.*

*(6) Sporting Events in a County under one million in population.

Applying for this category? No

Amount requesting from this category? *Field not completed.*

*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.

Applying for this category? No

Amount requesting from this category? *Field not completed.*

Please type your name
or provide a signature.

Shelly Steckler

Date signed

6/13/2024

Name & Title

Shelly Steckler
Aransas First
Board of Directors

Applicant Phone (if
different from phone #
previously listed):

(361) 463-1308

Applicant Address (if
different from Mailing
Address previously
listed):

3352 FM 1781
Rockport, TX 78382

Applicant E-Mail
Address (if different
from e-mail address
previously listed):

shellystecklerrealtor@gmail.com

Email not displaying correctly? [View it in your browser.](#)

**Aransas First
Marketing Video 2025
Proposed Budget**

Item	Total
Drone Videography	\$1,000
Post Production	\$2,000
ESTIMATED TOTAL COST	\$3,000

2025 HOT Funds Attendance Estimate Aransas First

2023-2024 was the inaugural year of Aransas First marketing and events. Two events were initiated. Marketing for those events was limited to local flyers and Facebook posts.

- Arbor Day events (November 3 - November 11, 2024)
 - Approximately 150 persons attended the kick-off event for the Arbor Day commemoration.
 - Attendance data is not available for the tree-planting activities throughout Rockport during the week.
 - Attendance data is not available for children's events at partner sites including Rockport Center for the Arts and Bay Education Center.
- Aransas Nature Fest (March 16 - March 23, 2024).
 - A total of 115 persons attended the Nature Fest events at various sites.

The educational events proposed for 2025 in combination with the video and targeted marketing should increase attendance, particularly by visitors requiring short term accommodations.



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff):		
Official Name of Organization/Entity: <i>FRIENDS of the Pool (FOP)</i>	Is the Organization/Entity a non-profit? <i>yes</i>	Date Organization/Entity Founded: <i>1-31-2011</i>
Organization/Entity Mailing Address: <i>218 Dead Ends Dr., Rockport, TX 78382</i>		
Organization/Entity website: <i>N/A</i>		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): <i>Rebecca Bagby</i>	Organization/Entity Phone: <i>361-463-9026</i> Organization/Entity Email:	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: <i>U. S. Masters Swim Meet</i>		Project/Event Date(s): <i>May 16-18, 2025</i>
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? <i>~50</i>	Estimated number of annual attendance at your event(s) or project(s)? <i>~100</i>	Will you charge admission/if yes how much? <i>No</i>
Project/Event location(s): <i>2001 Stadium Dr</i> <i>Rockport Fulton Community Pool</i>		Total Amount of funds requested: <i>\$18,145</i>

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

We are proposing holding a U.S. Masters Swimming meet at the Rockport Community Pool. As a U.S.M.S. Club we can invite other clubs from around the state to take part in swim meets.

U.S.M.S. consists of people 18 years and older. Meets are held throughout the state, nationally, and internationally for various age groups. U.S.M.S. gives points depending on where a swimmer placed in a meet and annually the Top Ten swimmers in each age bracket and for each event (freestyle, breaststroke, butterfly, and backstroke).

Our area currently has at least three members of U.S.M.S. (all three are members of FOP). There are 967 members in the South Texas organization.

By holding a U.S.M.S. swim meet and inviting club members from other U.S.M.S. clubs to Rockport for a meet we would be introducing an entirely new demographic to the area's visitors – people who may never have visited the here without this invitation. Because this group consists of adults it can be assumed that individuals will travel with family members. Events are normally held over a three-day / two-night period.

Participants would be furnished with a packet of activities family members could participate in while the Masters Swimmer is competing. We are suggesting the meet be held in Mid-May after Spring Breaks are over and before the summer season (and the pool) heats up. This is historically a period when the tourists are not in town and our hotels, motels, rental condominiums and homes are not fully occupied.

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.	700. ⁰⁰	
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.		
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.		
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.		
*(6) Sporting Events in a County under one million in population.	17,445	
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.		

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

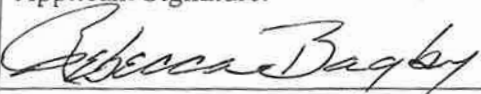
SECTION C – ASSURANCES

<p>The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:</p> <ol style="list-style-type: none">1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.	
---	--

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Copy of insurance; if applicable (events).
3. Expense Plans or Budget (including a breakdown of administrative expenses)
4. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: 	Date signed: <i>6-12-24</i>
Applicant Name & Title (print or type) <i>Rebecca Bagby</i> <i>Chairwoman, Friends of the Pool (FOP)</i>	Applicant Phone (if different from phone # listed on page 1)
Applicant Address (if different from Mailing Address listed on page 1)	Applicant E-Mail Address (if different from e-mail address listed on page 1)

Expense Plan

*U.S. Master Swimming Meet
May 16-18 2025*

Invite area U.S. Master Swimming Clubs to the meet:	\$00000.00
Pool plant prep:	
New Lane Markers	\$5,000.00
New End of Lane Flags	\$ 20.00
Stands for Guests	(borrow from area venues)

Former Skate Park area to be used by swimmers not in a heat

Sun Block Pop Ups (10)	\$ 800.00
Chairs (BYOC)	\$0000.00
Lifeguards on duty (full new uniforms)	\$3000.00

Meet Expenses

Salary for judges	\$5000.00
Salary for check-in desk	\$ 500.00
Pool open and staffed May 18 (Sunday)	\$1675.00
Check-in Day (badges)	\$ 300.00
Check-in drinks (water, Gatorade)	\$ 1000.00
Over-time pay for guards for warm-ups (night of 5-16-25)	\$ 250.00
Early morning check-in personnel (guards and staff)	\$ 250.00
Awards	\$ 850.00

Total	\$18,145.00
-------	-------------



City of Rockport, Texas

HOTEL OCCUPANCY TAX FUNDING APPLICATION

2024-2025

Date Application received (To be completed by City Staff):		
Official Name of Organization/Entity: Rockport-Fulton ISD	Is the Organization/Entity a non-profit? No	Date Organization/Entity Founded: 1949
Organization/Entity Mailing Address: PO Box 907 Rockport, TX 78381		
Organization/Entity website: RFISD.us		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Gil Perez	Organization/Entity Phone: 361-790-2212	
	Organization/Entity Email: gperez@rfisd.us	

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: Rockport-Fulton ISD Activity Bus Sponsorship		Project/Event Date(s): 2024-2026
Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? NA	Estimated number of annual attendance at your event(s) or project(s)? NA	Will you charge admission/if yes how much? NA
Project/Event location(s): Sponsorship on the back of an RFISD activity bus.		Total Amount of funds requested: 2024 - \$5,000 2025 - \$5,000 2026 - \$5,000

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

The Rockport-Fulton ISD activity bus will be used 250+ days out of the year transporting students to different activities across the state. The sponsorship of the back of the bus will be a mobile advertisement for the Rockport-Fulton Chamber of Commerce. This is a fun and unique opportunity way to promote tourism to our community.

Below are sample mockups of the activity bus.



SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount Requested for Each Category
(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
(4) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.	✓	\$5,000
(3) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.		
(4) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.		
*(6) Sporting Events in a County under one million in population.		
*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.		

***An ordinance is going before the City Council to add these categories to the Rockport HOT Grant Program.**

**DEADLINE IS JUNE 13, 2024
SUBMIT YOUR APPLICATION TO THE CITY SECRETARY**

SECTION C – ASSURANCES

The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION:

1. Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable.
2. Expense Plans or Budget
3. If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Applicant Signature: <i>Gil Perez</i>	Date signed: June 6, 2024
Applicant Name & Title (print or type): Gil Perez Media & Communications Coordinator Rockport-Fulton ISD	Applicant Phone (if different from phone # listed on page 1): 361-945-0622 (cell)
Applicant Address (if different from Mailing Address listed on page 1):	Applicant E-Mail Address (if different from e-mail address listed on page 1):

Shelley Goodwin

From: Michaela Alston <Michaela@tidewatertexas.com>
Sent: Thursday, June 13, 2024 4:14 PM
To: Shelley Goodwin
Subject: HOT TAX form and Bus
Attachments: RFISD HOT Funding Application.pdf

WARNING: This email is from an external source. Do not click links or open attachments without positive sender verification of purpose. Never enter Username, Password or sensitive information on linked pages from this email. If you are unsure about the message, please forward to itstaff@cityofrockport.com for assistance.

Thank you again for the consideration! Please see the attached HOT tax form as well as the the bus that the city's logo will go on. Just a reminder that this bus will travel to over 258 events this next year and will be displayed at tournaments when we host them here. We will be the DIC for UIL next year which means we are the center of UIL for our region! Please let me know if you have any questions, I am happy to help answer them!



Thank You,

Shelley Goodwin

From: noreply@civicplus.com
Sent: Thursday, June 13, 2024 4:58 PM
To: Shelley Goodwin; Reagen Lauterbach
Subject: Online Form Submittal: Hotel Occupancy Tax Grant Application

Categories: HOT

WARNING: This email is from an external source. Do not click links or open attachments without positive sender verification of purpose. Never enter Username, Password or sensitive information on linked pages from this email. If you are unsure about the message, please forward to itstaff@cityofrockport.com for assistance.

Hotel Occupancy Tax Grant Application

HOTEL OCCUPANCY TAX GRANT FORM FY2024-2025

Date Application received (To be completed by City Staff):

6-13-24 SG

Official Name of
Organization/Entity: Rockport Little Theatre

Is the
Organization/Entity a
non-profit? Yes

Date
Organization/Entity
Founded: 2010

Organization/Entity
Mailing Address: P.O. Box 1241
Rockport Texas 78381

Organization/Entity
website: www.rockportlittletheatre.com

Name and Title of
Person authorized to act
on behalf of
Organization/Entity for
this application
("Applicant"): George V. Sherman III

Organization/Entity
Phone: 3612302660

Organization/Entity Email: rltrockport@gmail.com

SECTION A – FUNDING REQUEST DESCRIPTION

Name of Project/Event: RLT Performance Season of Six Plays
(2024-2025)

Project/Event Date(s): 10-1-24 to 9-30-25

Estimated number of room nights that will be occupied at local hotels, motels, & short-term rentals by attendees of your event(s) or project(s)? 400

Estimated number of annual attendance at your event(s) or project(s)? 4000

Will you charge admission/if yes how much? yes \$20/person

Project/Event location(s): 99 North Austin St.
Rockport, Texas 78382

Total Amount of funds requested: \$60,000

In the space below, please describe the project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the City of Rockport:

Rockport Little Theatre request \$60,000 for its 2024-2025 performance season comprising of six separate plays consisting of musicals, dramas and comedies.

The Rockport Little Theatre is a vibrant community theater located at 99 N Austin Street in downtown Rockport, Texas. This non-profit organization is dedicated to providing live performing arts and has been a cornerstone of the local cultural scene. The theatre hosts a variety of performances, including plays, musicals, and special events, aimed at promoting the arts and engaging the community.

In recent years, the theatre has showcased productions like "The Rainmaker," "12 Angry Jurors," and "Calendar Girls." They also offer children's workshops and events like the Red Skelton Tribute Show. RLT performances encourage local

talent and community participation and its staff are all volunteers.

The Rockport Little Theatre operates out of a new building that was occupied following the recovery from the extensive damage caused by Hurricane Harvey in 2017. This venue not only hosts theatrical performances but also serves as an music venue and hosts various community activities.

The Rockport Little Theatre, as a cultural and entertainment venue, can attract visitors from outside the area, thereby contributing to local tourism. Events and performances at the theatre can draw audiences who may stay in local hotels, dine at local restaurants, and shop in the area, fulfilling the "heads in beds" criterion that is central to HOT funding.

The Rockport Little Theatre can promote tourism in several ways based on its activities and offerings:

1. Variety of Performances: The theatre hosts a range of productions, including popular plays, musicals, and special events such as Songwriters of the Coastal Bend. By featuring diverse performances, the theatre attracts various audiences, including those from outside the Rockport area, who may plan trips around these events
2. Community Engagement and Workshops: The theatre offers workshops and events that engage the local community and attract participants from neighboring regions. These activities not only enhance local cultural life but also draw visitors who contribute to the local economy through hotel stays, dining, and shopping.
3. Cultural and Artistic Hub: As a venue in the Rockport Cultural Art District, the theatre adds to the cultural attractions of the area. Visitors interested in the arts are likely to explore multiple venues and events within the district, extending their stays and increasing hotel occupancy rates.
4. Collaborations and Partnerships: RLT plans to partner with local businesses, such as hotels, restaurants, and shops, to create can create package deals and promotions that make visiting Rockport more attractive. These collaborations can be promoted through various channels to reach a wider audience and boost tourism.
5. Marketing and Outreach: Effective marketing campaigns highlighting the unique performances and cultural value of the

Rockport Little Theatre can attract tourists. Utilizing our website, social media, local tourism websites, and regional advertising can increase awareness and draw more visitors to Rockport.

By leveraging these strategies, the Rockport Little Theatre can effectively promote tourism, meeting the criteria for HOT funding by driving economic benefits through increased visitor numbers and hotel occupancy.

For the previous HOT Fund cycle, Rockport Little Theatre received \$48,000 for performance events and \$46,000 for signage in front of our theatre. These initiatives are currently underway and our organization is truly grateful for that funding which has made a marked difference in the growth of our venue.

SECTION B – FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW (Please indicate which funding categories apply to your project/event – multiple categories may be selected)

(1) The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

(2) The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

(3) Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the city or its vicinity.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

(4) The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Applying for this category? Yes

Amount requesting from this category? \$60,000

(5) Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: a. At or in the immediate vicinity of convention center facilities or visitor information centers; or b. Located elsewhere in the city or its vicinity that would be frequented by tourists and convention delegates.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

*(6) Sporting Events in a County under one million in population.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

*(7) Signage directing the tourists to sights and attractions that are visited frequently by hotel guests in the City.

Applying for this category? *Field not completed.*

Amount requesting from this category? *Field not completed.*

*The City Council will be considering an Ordinance to add these categories to the Rockport HOT Grant Program.

SECTION C – ASSURANCES

The Applicant hereby certifies to the City of Rockport that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understands, and will conform to the City HOT Guidelines and Policy;
4. Figures, facts, and representations made in this application, including any attachments hereto, are true and correct.

PLEASE ATTACH TO APPLICATION THE FOLLOWING ITEMS:

Copy of your IRS 501 (c) [RLT IRS Charter Letter of Determination.pdf](#)
(3) ruling letter.

Expense Plans or [HOT Budget Proposal 2024-2025.xlsx](#)
Budget

If you cannot provide an [RLT HOT Data Package.pdf](#)
estimated number of
room nights to be
occupied at local
hotels, motels, short-
term rentals, or bed and
breakfast inns by
attendees of your
project/event, or if you
cannot provide an
estimated number of
attendees of your
project/event, please
attach an explanation of
why your project/event
prevents you from
estimating the number
of local room nights or
attendees for your
event(s) or project.

PLEASE MAKE SURE ALL HOT REPORTS ARE UP TO DATE.

Please type your name George V. Sherman III
or provide a signature.

Date signed 6/13/2024

Name & Title George V. Sherman III
Board President

Applicant Phone (if
different from phone #
previously listed): 3612302660

Applicant Address (if
different from Mailing
Address previously
listed): *Field not completed.*

Applicant E-Mail
Address (if different
from e-mail address
previously listed): *Field not completed.*

Email not displaying correctly? [View it in your browser.](#)

HOT Fund Budget Proposal 2024-2025**Rockport Little Theatre**

Budget Item	Wizard of Oz	Miracle on 42nd ST	On Golden Pond	Event 3 TBA	Charlotte's Web	Event 5 TBA	TOTAL
	(Nov 2024)	(Dec 2024)	(Feb) 2025	(Apr 2025)	(Jun 2025)	(Sep 2025)	
Performance Licences	\$3,500	\$1,000	\$2,000	\$2,000	\$1,500	\$2,000	\$12,000
Script Acquisition	\$500	\$300	\$200	\$300	\$500	\$200	\$2,000
Promotion & Advertising	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000
Set/Costume/Prop	\$2,000	\$1,500	\$1,500	\$1,500	\$2,000	\$1,500	\$10,000
Printing & Copying	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$9,000
Event Support	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$15,000
Totals	\$12,000	\$8,800	\$9,700	\$9,800	\$10,000	\$9,700	\$60,000

Performance History Total Ticket Sales		
% Projected Heads-in-Beds		
Production Name	Total Tix Sold	%15 +75
The Forienger	314	47
12 Angry Jurors	502	75
One Christmas at Evergreen Mall	403	60
Calendar Girls	896	134
The Rainmaker	442	66
Murder Orient X	807	121
All is Calm	510	76
Ann (Richards)	517	77
Totals	3172	474

AVG Tix Sold vs AVG Head/Bed	397	60
------------------------------	-----	----

RockportLittleTheatre.com**Website Visitor's Data**

Traffic category	Traffic source	Site sessions	Page views	Unique visitors
Organic search	Google	4447	10323	3010
Direct	Direct	3244	6411	1820
Organic social	Facebook	1487	2555	1322
Paid social	Facebook	579	761	538
Organic search	DuckDuckGo	280	655	170
Organic search	Bing	217	540	172
Referral	tix.com	203	393	162
Referral	members.rockport-fulton.org	160	341	123
Organic search	Yahoo	151	340	111
Referral	caller.com	31	54	26
TOTALS		10799	22373	7454

WEBSITE

Traffic Overview

Track your site's traffic trends and get to know your visitors. [Learn more](#)

📅 Last 365 days (Jun 14, 2023 - Today)

✓ compared to previous period (Jun 14, 2022 - Jun 13, 2023)

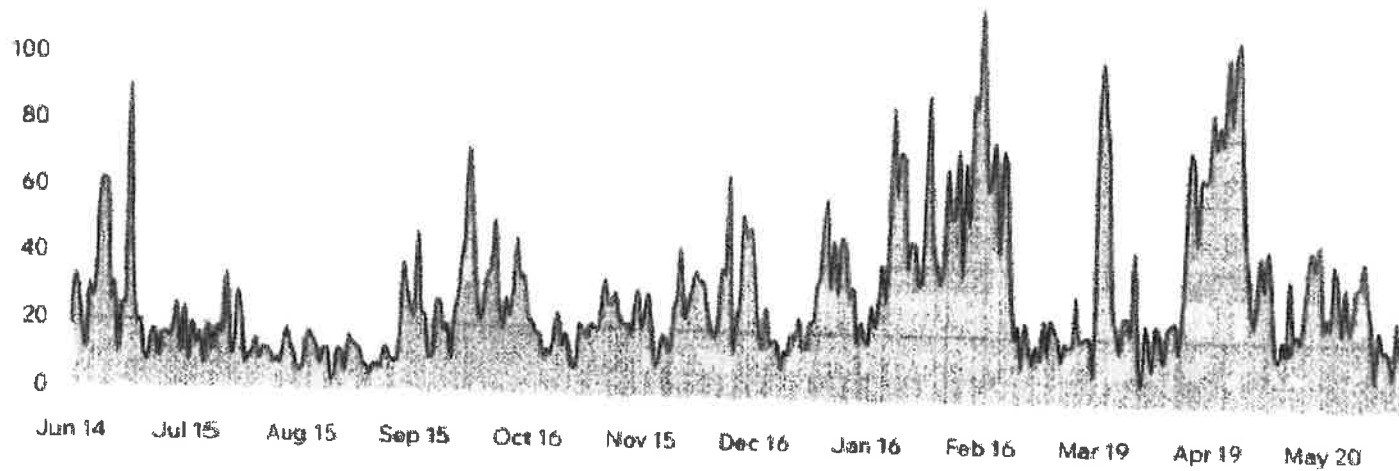
Site sessions

10,926 ↑ 10%

Unique visitors

6,920 ↓ 1%

Sessions over time

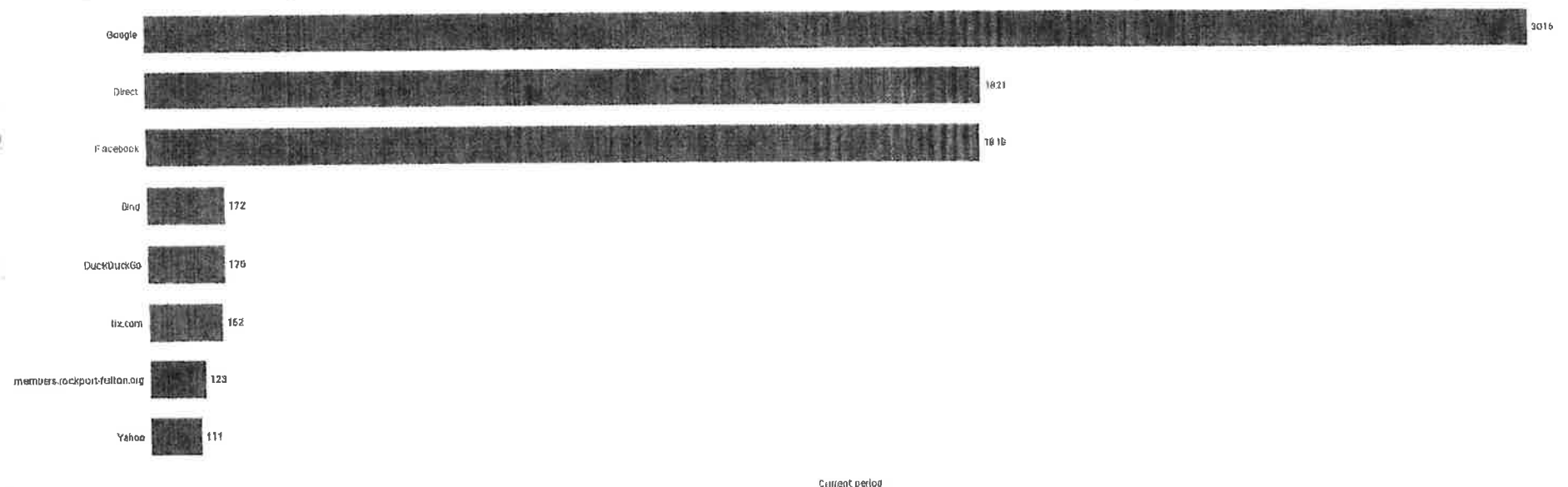


[See Full Report](#)

WEBSITE

Marketing & Seo Traffic By Referring Sites

Select a time period is in the last 365 days Compare to is None Items to show is 8 Select a measure is Unique visitors Group traffic by is Traffic source Attribution model is Last interaction



Traffic Overview

📅 Last 365 days (Jun 14, 2023 - Today)

✓ compared to previous period (Jun 14, 2022 - Jun 13, 2023)

New vs returning visitors



- New
94% • 6,488
- Returning
6% • 432

[See Full Report](#)

Sessions by device



- Mobile
75% • 8,247
- Desktop
22% • 2,405
- Tablet
3% • 280

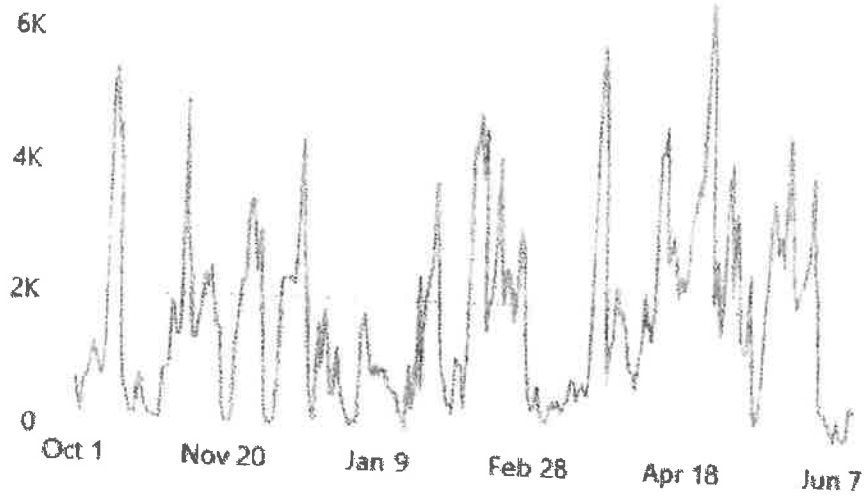
[See Full Report](#)

FreeBook

Reach

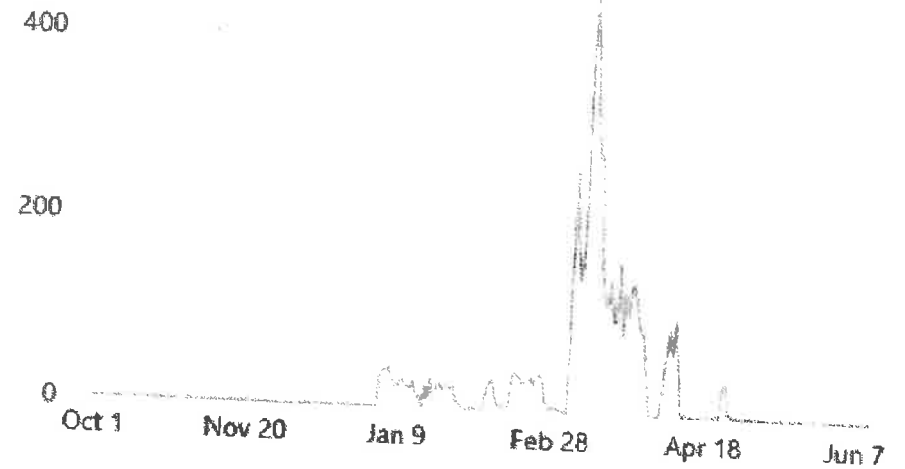
Facebook reach ⓘ

150.6K ↑ 147.7%



Instagram reach ⓘ

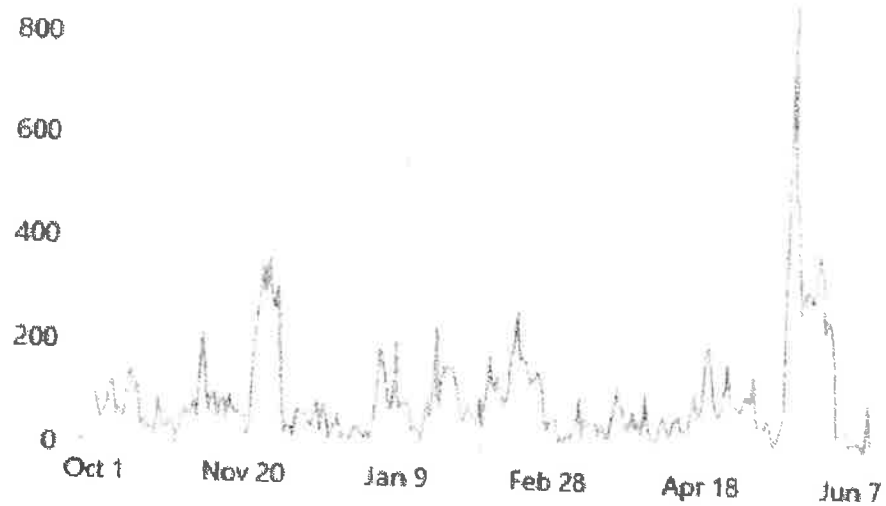
4.1K ↑ 100%



Visits

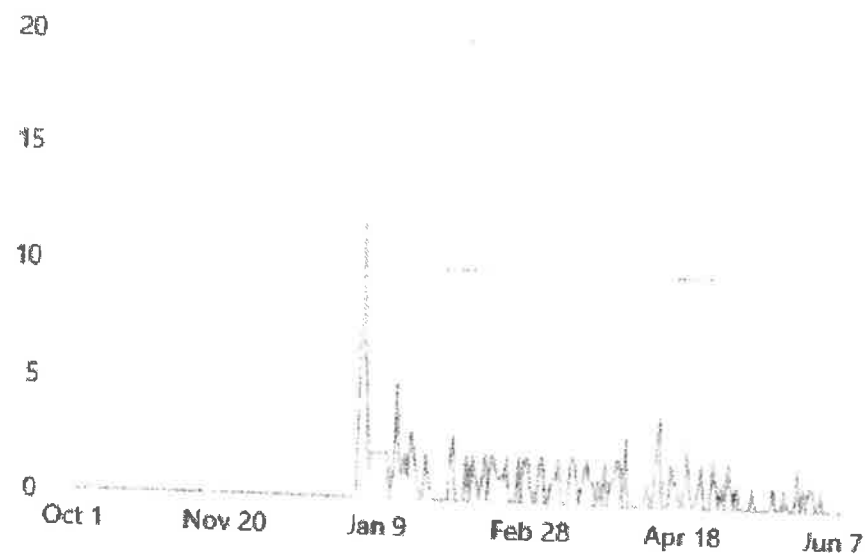
Facebook visits ⓘ

27.3K ↑ 144.1%



Instagram profile visits ⓘ

153 ↑ 100%

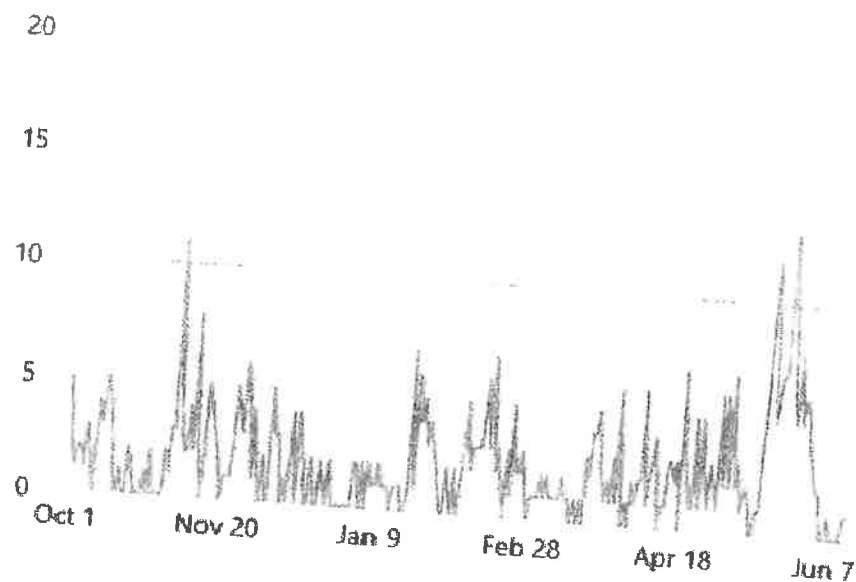


Export ▼

Follows

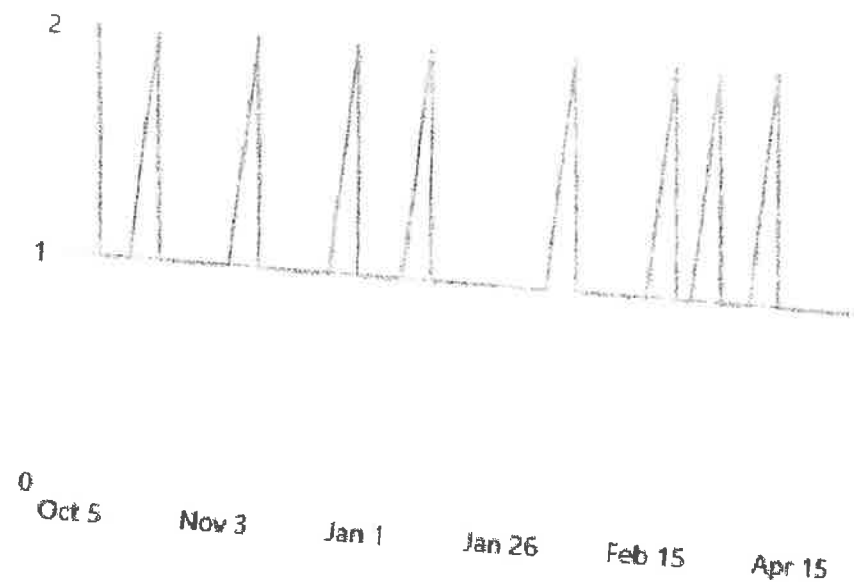
Facebook follows ⓘ

585 ↑ 24.7%



Instagram follows ⓘ

64 ↑ 6.3K%



Ad trends

Export

Paid reach ⓘ

84,890 ↑ 100%

Paid impressions ⓘ

195,243 ↑ 100%

