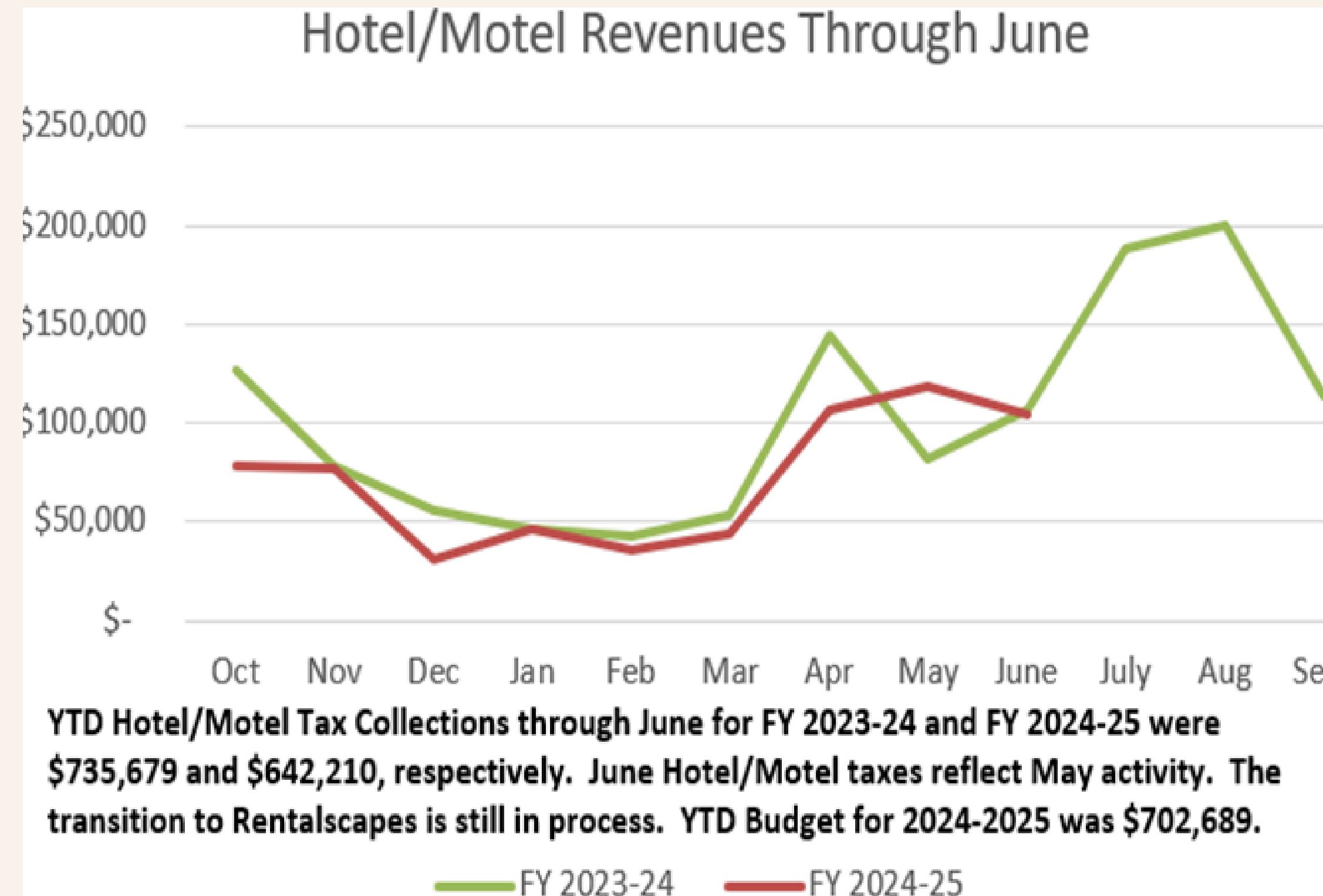




City of Rockport
HOTEL
OCCUPANCY
TAX

HOT TAX



STATE REQUIREMENTS

Part 1: Heads in Beds

Every expenditure of Hotel taxes must put “heads in beds”. Meaning every funded project must attract overnight tourists to the city’s hotels, motels, and short-term rentals, thus promoting the city’s hotel industry.

STATE REQUIREMENTS

Part 2: Categories

1. Convention Center/Visitor Center
2. Furnishing of facilities, personnel Convention Center/Visitor Center
3. Advertising and promotional programs to attract tourist
4. Encouragement, promotion, improvement of arts (not more than 30% of total in take)
5. Historical restoration/activities (not more than 15% of total in take)
6. Sporting events
7. Signage directing the tourists

CHANGES TO FY2025-2026

In order to build up the Tourism Program the following changes were agreed to:

- No administrative fees/management fees for non-profit organizations (except for the ROCC and Visitor Center)
- Application can include a presentation of all activities the recipients did, but the quarterly reports provided to City Council in the Agenda packets will be the reports and receipts.
- Fund only non-profit organizations, CVB and City eligible expenses
- All advertising category will go to CVB

Funding of events - is to help start.

APPLICANTS AND FUNDING REQUESTS

TOTAL AMOUNT REQUESTED FROM
NON-PROFITS ORGANIZATIONS
\$881,179.00

ACTS Aviation Non-Profit Fund

Event: Warbirds Over South Texas
Event Dates: November 14-16, 2025

Advertising	\$2,000.00
Encouragement of the arts	\$5,000.00
Historical restoration/activities	\$30,000.00
Signage for direction to event	\$5,000.00
Total	\$42,000.00

Texas Maritime Museum Association, Inc.

Event: Texas Maritime Museum 2025-2026
Event Dates: 7-1-2025 to 6-30-2026

Historical restoration/activities	\$75,000.00
Total	\$75,000.00

Texas Maritime Museum Association, Inc.

Event: 29th Annual Wine Fest
Event Dates: May 23, 2026

Encouragement of the arts	\$30,000.00
Total	\$30,000.00

Christmas on the Beach

Event: Christmas on the Beach

Event Dates: Dec. 7, 2025 to Jan. 4, 2026

Encouragement of the arts	\$4,175.00
Signage directional	\$225.00
Total	\$4,400.00

Rockport Cultural Arts District

Event: Rockport Fine Arts Celebration
Event Dates: May 22 -25, 2026

Advertising	\$2,000.00
Encouragement of the arts	\$64,500.00
Historical/activities	\$12,000.00
Signage directional	\$500.00
Total	\$79,000.00

Rockport Cultural Arts District

Event: District Lights

Event Dates: Oct. 25, 2025-Jan. 5, 2026

Encouragement of the arts	\$93,000.00
Historical/activities	\$500.00
Signage directional	\$1,500.00
Total	\$95,000.00

Rockport Cultural Arts District

Event: Heritage Programs

Event Dates: Oct. 1, 2025-Sept. 30, 2026

Encouragement of the arts	\$7,300.00
Historical/activities	\$23,700.00
Signage directional	\$1,800.00
Total	\$32,800.00

Rockport Cultural Arts District

Event: Mural Fest 2026

Event Dates: August 10-15, 2026

Encouragement of the arts	\$43,785.00
Historical/activities	\$13,715.00
Total	\$57,500.00

Rockport The Rockport Little Theatre

Event: 4-Events-31 Shows

Event Dates: Nov. 2025, Mar. 2026, June 2026, and Sept. 2026

Encouragement of the arts \$38,000.00

Rockport Conference Center (ROCC)

Event: Annual Operations & Maintenance
and Personnel

Event Dates: Oct. 1, 2025 to Sept. 30, 2026

Operation and Maintenance of Convention Center facility	\$19,000.00
Facilities, personnel	\$103,500.00
Advertising	\$5,000.00
	Total
	\$127,500.00

Rockport Center for the Arts

Event: Annual Arts Programs, Music Series,
Art and Culinary Classes

Event Dates: Oct. 1, 2025 to Sept. 30, 2026

Encouragement of the arts	\$250,000.00
Total	\$250,000.00

Rockport-Fulton Chamber of Commerce

Event: SeaFair

Event Dates: Oct. 2-5, 2025

Advertising	\$15,000.00
Encouragement of the Arts	\$10,000.00
Total	\$25,000.00

Friends of Fulton Mansion

Event: Annual Events

Event Dates: Oct. 2-5, 2025

Encouragement of the Arts	\$14,976.00
Historical/activities	\$5,000.00
Total	\$19,976.00

Aransas County Council of Aging

Event: Bountiful Bowl

Event Dates: Feb. 13-14, 2026

Advertising	\$2,500.00
Total	\$2,500.00

RECOMMENDATIONS

