

---

## CITY COUNCIL SPECIAL MEETING AGENDA

---

Notice is hereby given that the Rockport City Council will hold a special meeting on Tuesday, June 7, 2016, at 1:30 p.m. The meeting will be held at Rockport City Hall, 622 E. Market, Rockport, Texas. The matters to be discussed and acted upon are as follows:

### Opening Agenda

1. Call meeting to order.

### Regular Agenda

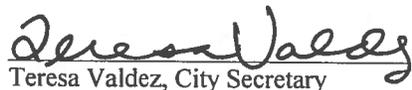
2. Hear and deliberate on request for grant funds from the General Fund Account from the Rockport Volunteer Fire Department.
3. Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the following entities:
  - A. Aransas County Council on Aging - Bountiful Bowl Pottery Fair
  - B. Aransas County Independent School District Education Foundation
  - C. Friends of the Fulton Mansion - Fulton Mansion State Historic Site
  - D. Friends of the History Center – Tour of Historic Homes
  - E. Rockport Center for the Arts
  - F. Rockport-Fulton Chamber of Commerce
    - i. Marketing
    - ii. HummerBird Celebration
    - iii. Seafair
    - iv. Veterans Memorial Wall Traveling Exhibit
  - G. Rockport Rotary Club - Rockport Film Festival
  - H. Rockport Yacht Club - Nautical Flea Market
  - I. Texas Maritime Museum
4. Adjournment.

### Special Accommodations

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at (361) 729-2213, ext. 225 or FAX (361) 790-5966 or email [citysec@cityofrockport.com](mailto:citysec@cityofrockport.com) for further information. Braille is not available. The City of Rockport reserves the right to convene into executive session under Government Code 551.071-551.074 and 551.086.

### Certification

I certify that the above notice of meeting was posted on the bulletin board at City Hall, 622 E. Market Street, Rockport, Texas on Friday, June 3, 2016, by 5:00 p.m. and on the City's website at [www.cityofrockport.com](http://www.cityofrockport.com). I further certify that the following News Media were properly notified of this meeting as stated above: *The Rockport Pilot*, *Coastal Bend Herald*, and *Corpus Christi Caller Times*.

  
Teresa Valdez, City Secretary

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM: 2**

Hear and deliberate on request for grant funds from the General Fund Account from Rockport Volunteer Fire Department.

**SUBMITTED BY:** Fire Chief Danny Cox, Jr., Rockport Volunteer Fire Department

**APPROVED FOR AGENDA:** PKC

---

**BACKGROUND:** See attached 2016-2017 Tax Funding Request.

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.

# Rockport Volunteer Fire Department

2016 – 2017 GENERAL FUND REQUEST TO CITY COUNCIL

JUNE 7, 2016

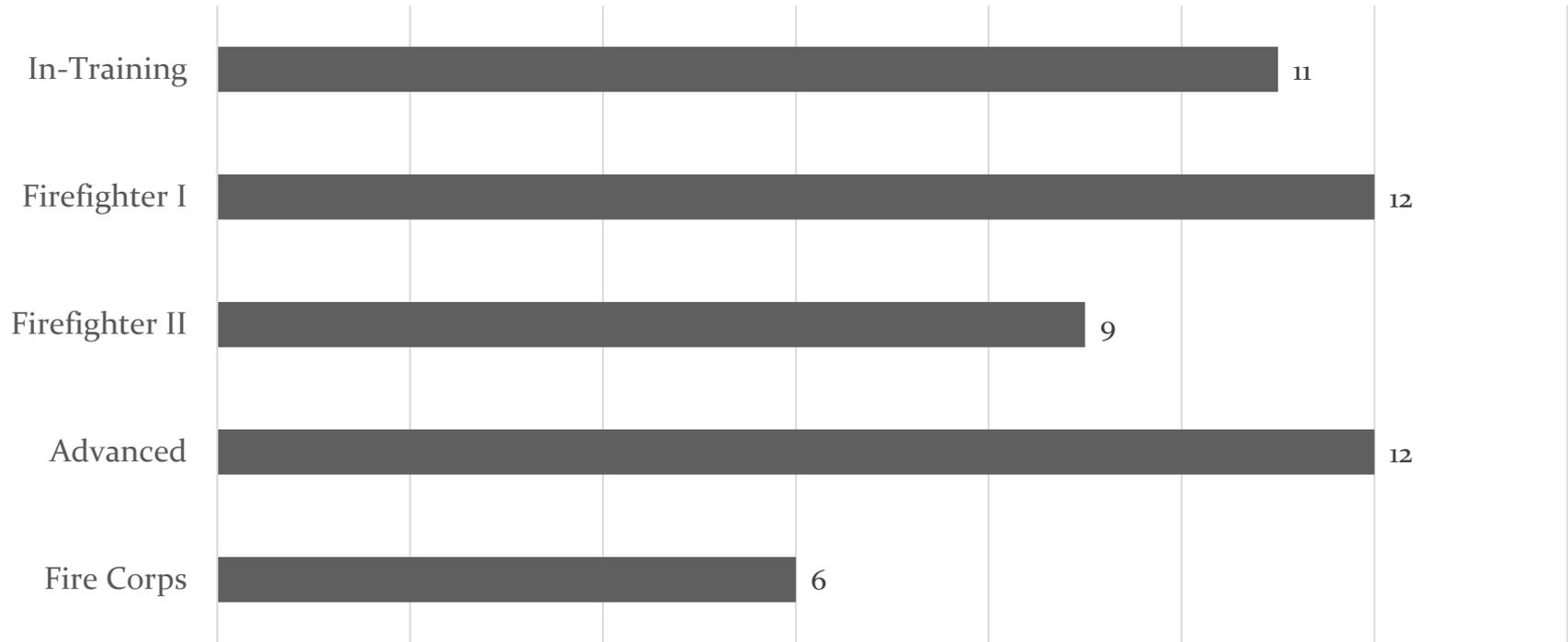


# Agenda

1. Personnel Update
2. Apparatus Inventory
3. Response Summary – 2015 & 2016 YTD
4. Hours Required
5. Proposed '16/'17 Funding



# Personnel Update



Current Active Members = 50



# Apparatus Inventory

Type	Qty
Pumper	4
Brush Truck	4
Wreckers	2
Aerial Ladder	1
Fast Attack	1

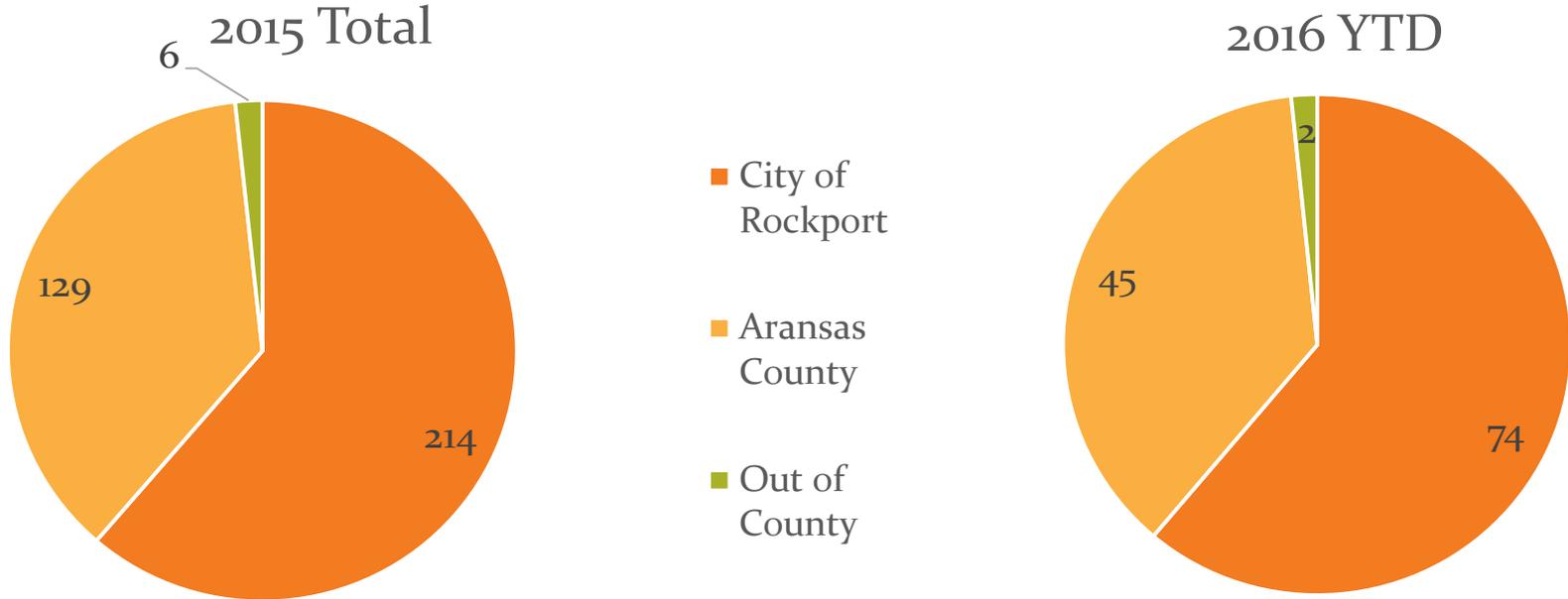
Type	Qty
Pumper Tanker	1
Rescue	1
Rehab Truck	1
Incident Command	1

**TOTAL**

**16**



# Response Summary



Over 61% of calls occurred within the City of Rockport within prior 16 months



# 2015 Volunteer Hour Overview

Activity	Hours
Firefighter Training	4850
Emergency Responses	1520
Community Service	1300
Fire Prevention Education	1250
Maintenance	750
Officer Meetings & Trainings	400
Administrative	250
Total Hours	10,320

**In 2015, total volunteer hours equal 430 days!**



# 2017 Proposed Operating Budget

	2016	2017 PROPOSED
<b>INCOME</b>		
City of Rockport	\$89,700	\$93,737
Other Income	\$80,000	\$83,600
Total Income	\$169,700	\$177,337
<b>EXPENSES</b>		
Gas and Oil	\$17,850	\$18,653
Truck R&M	\$39,900	\$41,696
Bunker Gear Maintenance	\$1,365	\$1,426
Texas A&M Training	\$3,990	\$4,170
Insurance	\$36,225	\$37,855
Utilities	\$24,150	\$25,237
Office Expense	\$3,990	\$4,170
Fire Equipment/Radio Maintenance	\$23,625	\$24,688
State Certification	\$2,625	\$2,743
Other	\$15,980	\$16,699
<b>TOTALS</b>	<b>\$169,700</b>	<b>\$177,337</b>



**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM:** 3.A.

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from Aransas County Council on Aging.

**SUBMITTED BY:** Mary Ellen Nies, Aransas County Council on Aging

**APPROVED FOR AGENDA:** PKC

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

<b>FUNDING HISTORY</b>				
FY 12-13	FY 13-14	FY 14-15	FY 15-16	Requested FY 16-17
\$ 1,000	\$ 1,500	\$ 1,500	\$1,500	\$ 1,500

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.

**ARANSAS COUNTY COUNCIL ON AGING**  
**912 S. CHURCH STREET ROCKPORT, TEXAS 78382**  
**361-729-5352 (FAX) 361-729-4826**

May 3, 2016

Mayor C.J. Wax  
 Council Members  
 City Manager  
 622 East Market Street  
 Rockport, TX 78382

**RECEIVED**  
 MAY 03 2016  
 CITY SECRETARY

**Re: Request for Hotel/Motel Funds in support of Advertising for Bountiful Bowl/Rockport Clay Expo 2017**

The Aransas County Council on Aging, The Rockport Center for the Arts and The Downtown Merchants will once again collaborate to create a weekend of pottery events under the banner of **Rockport Clay Expo** to be held February 4&5, 2017. Events will include the following:

- Bountiful Bowl Pottery Fair, a one day fair held at the High School Commons which attracts around 1000 attendees and features 35+ potters;
- Several hands-on events on both Saturday and Sunday which involve people actually working on clay projects with guest potters and educators;
- Clay Art Exhibition and Reception at Rockport Center for the Arts;
- Downtown Gallery and Merchants exhibits of clay artists and special events and receptions.

The combined goals of the cooperating organizations are as follows:

- Partner with one another and the community to support pottery as an art form;
- Draw art lovers from all over Texas to shop, eat, tour and enjoy Rockport/Fulton for the weekend;
- Raise money to support ACCOA programs for the elderly.

To accomplish these goals, ACCOA requests \$1500 in Hotel/Motel Tax funding for advertising. Our marketing plan includes radio, print, internet, signage and direct mail and the budget is included in this packet. **We request that you accept this written request in lieu of our presentation to the board.** Thank you for supporting our efforts.

Sincerely,

*Mary Ellen Nies*

Mary Ellen Nies, Executive Director

---

 APPLICATION
 

---

Date: 5/3/16  
 Name of Organization: ARANSAS COUNTY COUNCIL ON AGING  
 Address: 912 S. CHURCH ST.  
 City, State, Zip: ROCKPORT TX 78382  
 Contact Name: MARY ELLEN NIES  
 Contact Phone Number: 361-729-5352  
 Web Site Address for Event or Sponsoring Entity: www.bountifulbowl.org  
 Is your organization: Non-Profit:  Private/For Profit:   
 Tax ID#: 74-1796095 Entity's Creation Date: 1977  
 Purpose of your organization: TO IMPROVE THE LIVES OF THOSE OVER 60 IN ARANSAS COUNTY.  
 Name of Event or Project: ROCKPORT CLAY EXPO / BOUNTIFUL BOWL POTTERY FAIR  
 Date of Event or Project: FEB. 4 - 5 2017  
 Primary Location of Event or Project: HIGH SCHOOL, ART CENTER, GALLERY  
 Amount Requested: \$1500  
 How will the funds be used: TO PAY FOR PRINTED BROCHURES AND FLYERS WHICH ARE DISTRIBUTED THROUGHOUT TEXAS TO ADVERTISE THE EVENT  
 Primary Purpose of Funded Activity/Facility: TO PROMOTE TEXAS POTTERS & POTTERY; RAISE FUNDS FOR HOME-DELIVERED MEALS; PROMOTE THE ARTS IN ROCKPORT - FULTON

**Percentage of Hotel Tax Support of Related Costs:**

- Percentage of Total **Event Costs** covered by Hotel Occupancy Tax
- Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.
- Percentage of **Staff Costs** covered by Hotel Occupancy Tax for the Funded Event.

**Check which categories apply to funding request and amount requested under each category:**

**1. Convention Center or Visitor Information Center:** 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. Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; \$ \_\_\_\_\_

**3. Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; \$ \_\_\_\_\_

**4. Promotion of the Arts that Directly Promote Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_

**5. Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

**6. Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? 800

How many of the participants are expected to be from another city or county? 50%

How many of the participants are expected to use Rockport hotels, motels or bed & breakfasts? 20%

**Questions for All Funding Requests:**

How many years have you held this Event or Project: 14

Expected Attendance: 800

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts: at least 100

How many nights will they stay: 2-3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: LA QUINTA FULTON INN

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Hotel Rooms Used
2-15	1500	
2-14	1500	
2-13	1500	
2-12	1500	
2-11	1500	
2-10	1500	

How will you measure the impact of your event on area hotel activity? ATTENDANCE AT THE VARIOUS VENUES

Please list other organizations, government entities and grants that have offered financial support to your project: WE SOLICIT BUSINESS SPONSORSHIPS AND HTM FUNDS FROM ROCKPORT & FULTON

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising: \$ \_\_\_\_\_  Newspaper \$ \_\_\_\_\_  Radio \$ \_\_\_\_\_

TV \$ FREE  Press Releases to Media \$ FREE

Direct Mailing to out of town recipients \$ \_\_\_\_\_  Other \$ \_\_\_\_\_

What areas do you reach with your advertising and promotions? INTERNET WEBSITE  
INTERNET ADVERTISING  
WE REACH ALL AREAS OF TEXAS AND THE  
COASTAL STATES

What number of individuals will your proposed marketing reach who are located in another city or county? THOUSANDS

**B.B. 2017 Marketing Plan**

**South Jetty**

Jackie 361-749-5131

3000 flyers deliver to them Friday, January 17 for insertion in the  
Thursday, January 30 Issue

\$255

**Herald**

Michelle 729-1828

4000 flyers Call her to pick up no later than January 20 for the  
Thursday, January 30 Issue

\$160

**Rockport Pilot**

Kevin 729-9900 Call for pick-up 4000 flyers by January 21 for insertion in  
Wed. January 29 Issue

\$225

\$323.90

**Victoria Advocate**

**Sign Shop**

\$30

**Festivals of Texas**

\$18.00

**Flyer Printing**

\$1695

**Brochure Printing**

\$1718

**A-Z Raffle Tickets**

\$154.86

[Azprinting@aol.com](mailto:Azprinting@aol.com)

513-733-3900

**Wonderful Women's Network**

\$300

Alicia 361-205-4055

\$130

**On the Water Lifestyle.com**

\$70

**Postage**

**Total \$5179.25**

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM:** 3.B.

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the Aransas County Independent School District Education Foundation.

**SUBMITTED BY:** Suzanne Ransleben, Aransas County I.S.D. Education Foundation

**APPROVED FOR AGENDA:** PKC

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

<b>FUNDING HISTORY</b>				
<b>FY 12-13</b>	<b>FY 13-14</b>	<b>FY 14-15</b>	<b>FY 15-16</b>	<b>Requested FY 16-17</b>
\$ 4,711	\$ 5,000	\$ 5,000	\$ 2,500	\$ 5,000

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.

APPLICATION

Date: May 23, 2016

Name of Organization: ACISD Education Foundation, Inc.

Address: PO Box 195

City, State, Zip: Rockport, TX 78381

Contact Name: Suzanne Ransleben

Contact Phone Number: 361-729-6934

Web Site Address for Event or Sponsoring Entity: acedfoundation.org

Is your organization: Non-Profit:  Private/For Profit:

Tax ID#: 74-2998660 Entity's Creation Date: January 2001

Purpose of your organization: advancing educational excellence  
in ACISD schools

Name of Event or Project: 5th Annual Rockport-Fulton Shopping Town.

Date of Event or Project: Oct. 1, 2016

Primary Location of Event or Project: Rockport shops, restaurants & hotels

Amount Requested: \$5000

How will the funds be used: advertising for the event

Primary Purpose of Funded Activity/Facility: to fund grants for education,  
provide tourists for hotels, motels, restaurants & shops

**Percentage of Hotel Tax Support of Related Costs:**

- 30 Percentage of Total **Event Costs** covered by Hotel Occupancy Tax  
~~0~~ Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.  
~~0~~ Percentage of **Staff Costs** covered by Hotel Occupancy Tax for the Funded Event.

**Check which categories apply to funding request and amount requested under each category:**

- 1. Convention Center or Visitor Information Center:** 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. Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; \$ \_\_\_\_\_
- 3. Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; \$ \_\_\_\_\_
- 4. Promotion of the Arts that Directly Promote Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_
- 5. Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_
- 6. Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? 150

How many of the participants are expected to be from another city or county? 40%

How many of the participants are expected to use Rockport hotels, motels or bed & breakfasts? 30%

**Questions for All Funding Requests:**

How many years have you held this Event or Project: 4 years

Expected Attendance: 200+

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts: 30%

How many nights will they stay: 1 to 2

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Namptow Inn / La Quinta, Holiday Inn (10 rooms) Pelican Bay Resort, Lighthouse Inn & Suites

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Hotel Rooms Used
OCT/2012	\$5000	12
OCT/2013	\$5000	13
OCT/2014	\$5000	18
OCT/2015	\$2500	10

How will you measure the impact of your event on area hotel activity? Shopper Questionnaires, Registration forms, hotel polling

Please list other organizations, government entities and grants that have offered financial support to your project: HEB, individual donors, in-kind donors, Town of Fulton

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Paid Advertising: \$ 3000     Newspaper \$ 5000     Radio \$ 0
- TV \$ 0     Press Releases to Media \$ 0
- Direct Mailing to out of town recipients \$ 0     Other \$ 75

What areas do you reach with your advertising and promotions? Houston, Austin, San Antonio and statewide web/social media advertising

What number of individuals will your proposed marketing reach who are located in another city or county? hundreds of thousands - Reader/subscribers of major news agencies

## Advertising and Promotion Campaign

### August, September, and October Press Releases

Austin American Statesman	Brownsville Herald
Corpus Christi Caller Times	Houston Chronicle
San Antonio Express	Rockport Pilot
The Bend Magazine	Victoria Advocate
Karnes Countywide Newspaper	Johnson City Press
New Braunfels Herald	R-F Chamber Distribution list

### Social Network Marketing

**\$ 3,075.00 total**

Facebook (see Rockport Shopping Tournament)	
Mail Chimp	
Email blasts to potential shoppers from participating stores	
Wonderful Women's Network	\$ 1,000.00
Participating store websites (which will also be linked to the Facebook and Ed. Foundation websites)	
Twitter	
Education Foundation website/social media campaign	\$ 2,000.00
*See <a href="http://www.acedfoundation.org">www.acedfoundation.org</a> and <a href="http://www.shoprockportfulton.com">www.shoprockportfulton.com</a>	
(Hosting and update for Shopping Tournament AP and Foundation registration website)	
Chamber of Commerce on event marketing – newsletter insert mail out	\$ 75.00
Plus promotion through Chamber social media outlets, website, email blasts, community calendar, event press announcements to media outlets across the state and at chamber functions	

### August - September

**\$5,000.00 total**

San Antonio Express News		\$2,600.00
(b/w ¼ page ad)	2 Sunday edition @ \$800 each	
	2 Friday edition @ \$500 each	
The Houston Chronicle		\$2,400.00
(b/w ¼ page ad)	4 ads @\$600	

### Other Advertising Targets

Guest spots at local organizations (Rotary, Lion's Club, women's clubs, etc.)
Mail outs to patrons of Education Foundation and participating stores

## 2016 Education Foundation Shopping Tournament Agenda

**Friday Night Kick Off Party September 30, 2016**

Meet at Poor Man's Country Club - build team and store spirit for the event –  
5:30 – 10:00PM

**Saturday Shopping Tournament Events October 1, 2016 ALL DAY**  
Tee Time Breakfast (Rockport-Fulton High School Commons)

Registrant Check-in and Breakfast (8:30)

1. Sherry - Welcome (introduce the Emeralds at 8:45 AM)
  - Welcome and thank you for being a part of our Rockport-Fulton Shopping Tournament.
  - How many of you are from out of town?
  - Is there anyone who hasn't been to Rockport before?
2. Sherry - Thanks you:
  - Laci Johnson and her Culinary Arts students
  - Larry Doonan photography
  - TOURNAMENT CO-CHAIRS: Paula Dean and Sherry Myers
  - Thank Suzanne

REMIND ALL TEAMS TO HAVE THEIR PHOTOS MADE

3. Suzanne - Go Over Contents of the Registration Packets
  - Score Cards
    - ✓ Explain scoring
    - ✓ Note shoppers must shop in both Rockport and Fulton
    - ✓ Print each team member's name clearly and keep tabs of what they spend in each store
    - ✓ Coveted Shoppers' Choice Award – 1-2-3- winning shops
  - Purpose of receipt envelopes (in case your scorecard is lost)
  - Purpose of labels (for use at drop off stations)

- Lanyards – these identify you as a shopper – please wear them prominently so shop owners and bus drivers can identify that you are part of the tournament.
  - Flyer with list of restaurants
  - Map –Paws and Taws – shortly after 5 pm closing of all shops
4. Suzanne - Prizes – show prizes if possible
    - (3 prizes) 1-2-3 Team that spends the most
    - (3 prizes) 1-2-3 Individual who spends the most
    - (3 prizes) 1-2-3 Team Spirit (chosen by stores)
    - Special Awards
  5. Suzanne - Door prizes from the shops / store drawings – must be present to win! (explain that stores will have their own drawings – awarded at Closing)
  6. Suzanne – stores will be serving foods and beverages
  7. Introduce Foundation President
    - Short blurb about Why are we shopping – show video
  8. Sherry - Closing Comments (see you at the awards ceremony at the 19<sup>th</sup> hole – Paws and Taws)
  9. Shoppers draw for shotgun start and leave for stores

**10:00 AM – 5:00 PM Shop in as many stores as possible (24 total)**

### **Agenda for 19<sup>th</sup> Hole Closing Ceremony (Paws and Taws)**

10. Pick up Score Cards as shoppers enter the building
11. Collect ballots from stores to choose the Spirit Award
  - Welcome – Sherry - Explain that each team needs to pick up photos
12. Paula introduce Suzanne (as Exec. Director)
  - Heart-felt pitch and *From the Heart* envelopes
13. Awards presentation
  - Begin with shop awards – call up shop owners to draw from their drawing boxes and make award
14. Sherry and Suzanne – WHEN TALLIES ARE DONE, award rest of prizes
  - (3 prizes) 1-2-3 Shoppers choice awards for stores
  - (3 prizes) 1-2-3 Team that spends the most

- (3 prizes) 1-2-3 Individual who spends the most
- (3 prizes) 1-2-3 Team Spirit (chosen by stores)
- Team that shops in the most stores
- Team that spends the most in the blue highlighted stores
- Farthest from the hole (whoever travelled the furthest)

#### 15. Closing Comments (Suzanne)

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM: 3.C.**

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the Friends of Fulton Mansion State Historic Site.

**SUBMITTED BY:** Marsha Hendrix, Friends of Fulton Mansion State Historic Site

**APPROVED FOR AGENDA:**

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

<b>FUNDING HISTORY</b>				
FY 12-13	FY 13-14	FY 14-15	FY 15-16	Requested FY 16-17
\$ 59,000	\$ 85,000	\$ 85,000	\$ 25,000	\$ 30,000

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.

<b>APPLICATION</b>
--------------------

---

*Organization Information*

---

Date: May 23, 2016

Name of Organization: Friends of Fulton Mansion State Historic Site

Physical Address: 317 Fulton Beach Road, Rockport

Mailing Address: PO Box 1859, Fulton, TX 78358

Contact Name: Marsha Hendrix

Contact Phone Number: 361-729-0386 ext. 26

Web Site Address for Event or Sponsoring Entity: [www.visitfultonmansion.com](http://www.visitfultonmansion.com)

Is your organization: Non-Profit: Yes

Tax ID# 74-2591329

Entity's Creation Date: April 2, 1998

Purpose of your organization: To support the operations, maintenance, and education programs of the Fulton Mansion.

Name of Event or Project: Front-line operational support for Fulton Mansion tours and History and Education Center

Date of Event or Project: Year-round

Primary Location of Event or Project: Fulton Mansion Education and History Center

Amount Requested: \$30,000

How will funds be used: \$10,000 for the operations of the Center to include weekend and summer "Visitor Service Interns" to support visitor needs, \$20,000 for additional visitor services support and tour guides in the Mansion.

Primary Purpose of Funded Activity/Facility: HOT funds will be used to provide tour guides and customer service support to the visitors who have more options and areas to explore when they visit the site. Visits to the Fulton Mansion now include the Education and History Center, audio tours of the gardens and architecture, basement exhibits, and self-guided tour options to see the house. Visitation during 2016 has exceeded expectations and guests have extended their time in the area to enjoy all the site has to offer.

RECEIVED

MAY 24 2016

ADMIN. ASST.

### Percentage of Hotel Tax Support of Related Costs

- \_\_\_ Note Percentage of Total **Event Costs** covered by Hotel Occupancy Tax
- \_\_\_ Note Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event
- 10% Note Percentage of **Staff Costs** covered by Hotel Occupancy Tax for the Funded Event.

**Check which categories apply to funding request and amount requested under each category:**

- 1. Convention Center or Visitor Information Center:** acquisition of sites for and the construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both \$ \_\_\_\_\_
- 2. Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; \$ \_\_\_\_\_
- 3. Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; \$ \_\_\_\_\_
- 4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_
- 5. Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums; \$ 30,000 \_\_\_\_\_
- 6. Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** Expenses including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity. \$ \_\_\_\_\_
- How many individuals are expected to participate: \_\_\_\_\_
- How many of the participants are expected to be from another city or county? \_\_\_\_\_
- How many of the participants are expected to use Rockport hotels, motels or bed & breakfasts? \_\_\_\_\_

**Questions for All Funding Requests:**

**How many years have you held this Event or Project:** The Mansion has been open for 32 years, and the Education and History Center have been open for 4 years.

**Expected Attendance:** 30,000

**How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts?** Based on guest register, 49% of those who visited stayed in an area hotel.

**How many nights will they stay:** Data showed an average of 4 nights per visit.

**Did you reserve a room block for this event in an area hotel and if so, for how many rooms and which hotels:** no rooms are reserved

**Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:**

Month/Year Held	Assistance Amount	Hotel Rooms Used
2013-14	\$ 85,000	47% of visitors
2014-15	\$ 85,000	42% of visitors
2015-16	\$ 25,000	53% of visitors

**How will you measure the impact of your event on area hotel activity?**

We collect this information on our guest register which asks "Are you staying in an area hotel? If so, how many days?"

**Please list other organizations, government entities and grants that have offered financial support to your project:** HOT funding is received from the Town of Fulton and Aransas County.

**Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:**

Paid Advertising:  \$10,000 to visit Fulton Mansion plus what the Texas Historical Commission does at the state level

Newspaper:  \$4,500

Radio:  PSAs \$0

TV:  Free news coverage \$0

Press Releases to Media:  \$0

Direct mailing to out of town recipients:  \$200

Other: Tourist Guide Books - \$2000; Phone Book Yellow Pages \$1,150; Area promotional materials \$650, Web sites: no direct costs, Social media – \$400

**What areas do you reach with your advertising and promotion:**

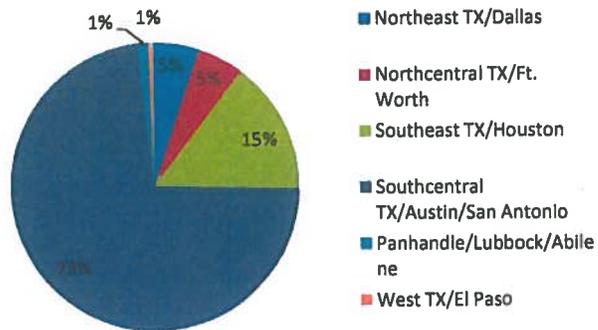
Local, Texas and national markets

**What number of individuals will your proposed marketing reach that are located in another city or county?** Over 70% of our annual visitation comes from outside our region. 64% of our advertising is local; however, the THC marketing department supplements our statewide advertising efforts.

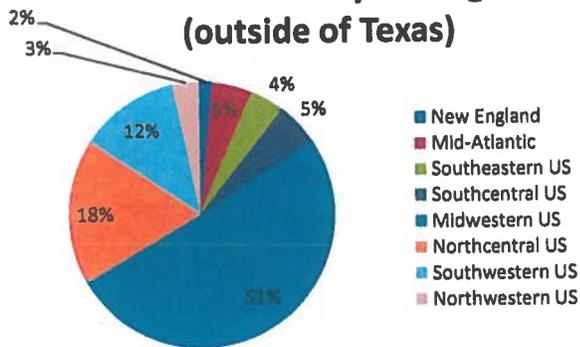
Visitation Tracking during Fiscal Year 2016 shows:

- 77% of visitors were not local
- 74% of visitors were from Texas
- 24% of visitors were from other states
- 2% of visitors were international

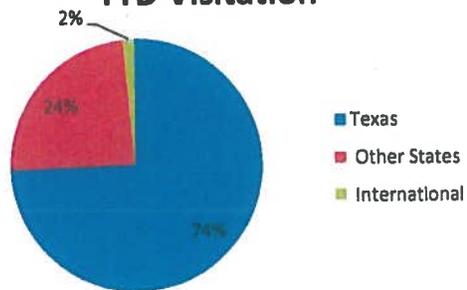
### YTD Visitation by Texas Region



### YTD Visitation by US Region (outside of Texas)



### YTD Visitation



## **Supplemental Material**

### **Marketing Plan for Fulton Mansion Education and History Center Visitation**

#### **Goals**

1. To advertise the Fulton Mansion is open
2. To inform visitors of events, tours options, and activities available at the Mansion
3. To encourage groups to come to Aransas County
4. To become a destination wedding venue

#### **Audience**

1. Overnight visitors, especially San Antonio and Austin residents
2. Residents from surrounding areas
3. Local residents
4. Event and Wedding Planners

#### **Communication**

News Releases

Cable TV ads

Featured Stories and Interviews

Texas Historical Commission magazine

Flyers and rack cards around town and at area Visitors' Centers

Social Media including the Texas Historical Commission outlets

Texas Tropical Trails media outlets

Area maps, newspaper supplemental pieces and guides

**Supplemental Material**  
**Schedule of Fulton Mansion Activities and Events**

The Fulton Mansion State Historic Site is open 307 days of the year.

Mansion Midday Matinees - Sept 12, Oct 10, Nov 14

Tropical Christmas Festival – Dec 3

Caroling at the Mansion – Dec 10

Parlor Chats – Jan 25, Feb 22, March 28

Easter Egg Hunt – April 15

New spring event to be determined

Music at the Mansion – June 14, July 12, Aug 9

Weddings and private events as scheduled

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM: 3.D.**

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from Friends of the History Center.

**SUBMITTED BY:** Kam Wagert, Chair of Tour Committee

**APPROVED FOR AGENDA:**

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

<b>FUNDING HISTORY</b>				
FY 12-13	FY 13-14	FY 14-15	FY 15-16	Requested FY 16-17
\$ 0	\$ 0	\$ 0	\$ 0	\$ 2,500

**FISCAL ANALYSIS:**

**STAFF RECOMMENDATION:** Not an action item.

---

**APPLICATION**

---

**Date:** \_May 20, 2016\_

**Name of Organization:** Friends of the History Center,  
ROCKPORT- TOUR OF HISTORIC HOMES\_

**Address: mailing:**\_P.O. Box 106, Fulton TX 78358

**physical:** 801 E. Cedar St., Rockport TX 78382

**Contact Name:** Kam Wagert, Chair of Tour committee\_

**Contact Phone Number:** \_361 729-5725\_

**Web Site Address for Event or Sponsoring Entity:** \_www.aransashistorycenter.org\_

**Is your organization:** Non-Profit:  Private/For Profit:

**Tax ID#:** \_90-0797070\_ **Entity's Creation Date:** \_2012\_

**Purpose of your organization:** \_Mission statement: To ensure that the history of Aransas County is preserved, showcased and celebrated through unique venues.

**Name of Event or Project:** \_\_TOUR OF HISTORIC HOMES\_\_

**Date of Event or Project:** \_Dec. 3 & 4, 2016\_

**Primary Location of Event or Project:** \_seven venues throughout Rockport and Fulton – History Center at 801 E. Cedar St.\_

**Amount Requested:** \_\_\$2,500\_\_

**How will the funds be used:** \_\_paid advertising in metropolitan areas (Houston, Austin), the valley and state-wide

**Primary Purpose of Funded Activity/Facility:** \_highlight historic homes and buildings in the area; provide information about the historic structure and history related to the families; raise funds to support the History Center

**Percentage of Hotel Tax Support of Related Costs:**

- 30% Percentage of Total **Event Costs** covered by Hotel Occupancy Tax
- 0 Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.
- 0 Percentage of **Staff Costs** covered by Hotel Occupancy Tax for the Funded Event.

**Check which categories apply to funding request and amount requested under each category:**

- 1. Convention Center or Visitor Information Center:** 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. Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; \$ \_\_\_\_\_
- 3. Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; \$ \_\_\_\_\_
- 4. Promotion of the Arts that Directly Promote Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_
- 5. Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ 2,500
- 6. Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? 630

How many of the participants are expected to be from another city or county? 60% 378

How many of the participants are expected to use Rockport hotels, motels or bed & breakfasts? 40

**Questions for All Funding Requests:**

**How many years have you held this Event or Project:**   9  

**Expected Attendance:**  630 

**How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts:**  40 

**How many nights will they stay:**  one or two 

**Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:**  no 

**Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:**

Month/Year Held	Assistance Amount	Hotel Rooms Used
Nine years	0	? have not collected data

**How will you measure the impact of your event on area  survey/questionnaire  at two homes to collect zip codes and ask if they stayed overnight**

**Please list other organizations, government entities and grants that have offered financial support to your project:**  will request from Town of Fulton 

**Please check all promotional efforts your organization is coordinating <without additional advertising> and the amount financially committed to each media outlet:**

Paid Advertising: \$ 1,000  including Newspaper \$ 500  Radio \$   donation by member  

TV \$ 0  Press Releases to Media \$ 0

Direct Mailing to out of town \$   individuals mail postcards  Other \$  

**What areas do you reach with your advertising and promotions? (without proposed advertising) Notices and articles – Rockport-Fulton, Corpus Christi, Victoria, Refugio; <with proposed advertising: Houston, Austin, state-wide>**

**What number of individuals will your proposed marketing reach who are located in another city or county?**  thousands

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM:** 3.E.

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the Rockport Center for the Arts.

**SUBMITTED BY:** Luis Puron, Executive Director, Rockport Center for the Arts

**APPROVED FOR AGENDA:** PKC

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

**FUNDING HISTORY**

FY 12-13	FY 13-14	FY 14-15	FY 15-16*	Requested FY 16-17
\$ 72,941	\$ 74,300	\$ 84,000	\$ 109,700	\$ 124,500

\*Includes Rockport Film Festival \$2,500 FY '15-'16 request

**FISCAL ANALYSIS:**

**STAFF RECOMMENDATION:** Not an action item.



R O C K P O R T  
C E N T E R *for the* A R T S

May 24, 2016

Honorable Mayor C. J. Wax  
City of Rockport  
622 E. Market St.  
Rockport, Texas 78382

Dear Mayor Wax:

Please accept the attached proposal from Rockport Center for the Arts which includes both highlights of activities over 2015-2016, as well as a documentation for our financial request for the upcoming fiscal year 2016-2017.

As you will see in the enclosed proposal the 2015-2016 year demonstrated incredible strides for the Art Center in terms of attendance and expansion in demographics to market areas that were specifically targeted in advertising and public relations campaigns. We hosted the prestigious "Rising Eyes of Texas" juried exhibit early this year with the highest attendance on record primarily by visitors from outside 70+ miles. We have opened four new exhibits in 2016. We hosted the Art Educators Conference and the Tour of Homes. We made great strides in increasing attendance to the Tour and increasing visitors from 70+ miles for the event. We recently dedicated a new sculpture acquisition and have started to promote the Sculpture Garden as a unique attraction in our area. We are presently preparing for the Art Auction and the 47<sup>th</sup> Annual Rockport Art Festival, which we expect will break attendance records due to a very aggressive PR campaign. We expect 2016-2017 to be an incredible year of growth and opportunity for the City of Rockport and for the Art Center. In the Fall of 2017 we look forward to bring the prestigious *Birds in Art* exhibit from Wisconsin to our community. Marketing for this exhibit which will last over 2 months will attract tourism to our area.

The Art Center continues to program arts, education and cultural events which serve our community and draw tourists from Texas and beyond. We plan to increase our investment in advertising in 2016-2017 to reap the rewards in increased attendance from visitors to our area from beyond 70 miles.

Rockport Center for the Arts is very grateful for the strong support that the City of Rockport provides. We are proud to be a major attraction in Rockport, and will continue to work hard to exceed your expectations.

Fond regards,

Luis Purón  
Executive Director

**City of Rockport  
Hotel/Motel Occupancy Tax Use Funding Application**

Date: **May 24, 2016**

Name of Organization: **Rockport Center for the Arts  
(Incorporated as Rockport Art Association, Inc.)**

Address: **902 Navigation Circle**

City, State, Zip: **Rockport, Texas 78382**

Contact Name: **Luis Purón**

Contact Phone Number: **361-729-5519**

Web Site Address for Event  
or Sponsoring Entity: [www.rockportartcenter.com](http://www.rockportartcenter.com)

Is your organization: **Non-Profit- Yes**

Tax ID#: **74-1652612-1**

Entity's Creation Date: **1969**

Purpose of your organization:

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

**Our Caption: Explore. Discover. Express.**

**Our Promises:**

**To provide a facility that is free and open to the public six days a week, year-round.**

**To provide free summer art education programming to local area students and school year weekend art education activities for families.**

**To provide a space where cultural enrichment is available to the community and visitors alike.**

**To conduct activities that foster, attract, and promote cultural tourism.**

**To sustain a sculpture garden that serves as an attraction for the community and tourists.**

Name of Event or Project: **Entire year of arts and cultural activities, special events and attractions.**

Date of Event of Project: **Year-round- See schedule of special events & major gallery exhibitions in presentation.**

Primary Location of Event  
or Project:

**902 Navigation Circle, 78382 and Rockport  
Festival Grounds**

Amount Requested:

**\$124,500**

How will the funds be used:

**To fund a year-round PR and advertising campaign, Art Festival, Tour of Homes, Expenses for Gallery Exhibitions Operation of Art Workshops & Classes, and Expenses to sustain the Sculpture Garden attraction.**

Primary Purpose of Funded  
Activity/Facility:

**To be a positive creative resource to the coastal bend region through twelve months of art activities which include major events, ongoing gallery exhibits, art classes & workshops, a sculpture garden with work by nationally & internationally renowned sculptors, and partnering with other organizations to bring increasing numbers of tourists to our region throughout the twelve month calendar year.**

Percentage of Hotel Tax  
Support of Related Costs:

**15%**

**Note Percentage of Total Event Costs covered by Hotel  
Occupancy Tax**

**(Given the State HOT law, Rockport Center for the Arts as a non-profit arts organization, is funded for all arts activities that are provided throughout the year, and this is the % of total expenses supported by the City of Rockport's HOT grant request).**

\_\_\_\_ Percentage of Total Facility Costs covered by Hotel  
Occupancy Tax

\_\_\_\_ Percentage of Staff Costs covered by Hotel Occupancy Tax  
for Funded Event

Check which categories apply to funding request and amount requested under each category (3 and 4):

1. **Convention Center or Visitor Information Center.**
2. **Registration of Convention Delegates.**
3. **Advertising, Solicitations, Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

4. **Promotion of the Arts that Directly Promote Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms.
5. **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry.**
6. **Sporting Event Expenses that Substantially Increase Economic Activity at hotels.**

#### Questions for All Funding Requests:

How many years have you held this Event or Project: **Rockport Center for the Arts has been a 501c3 status non-profit organization for 47 years. Some of our special events have been Rockport tourism activities for many years: April's Rockport Tour of Homes (27 years); July's Rockport Art Festival (47 years); and November's Rockport Film Festival (10 years).**

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts?

**The number of people using local accommodations varies by event. We track the geographic distribution of the attendees to all major events, and we collect zip code data from visitors to the Art Center. Visitors to the Sculpture Garden which are difficult to track because it is a self-guided, outdoor activity is in the thousands.**

- **Over 10,130 people attended the Rockport Art Festival in July 2015, 53% were visitors from 70+ miles.**
- **Almost 1,300 people attended the Rockport Film Festival in November 2015,**
- **Almost 900 people visited each of 6 homes in the Rockport Tour of Homes in April 2016 and 40% of them were visitors from 70+ miles.**

**Visitor attendance to the Art Center is up substantially over the same period last year, 22,541 people visited the Art Center from June 2015 through May 24, 2016.**

**From April to June 2015, 5,601 people visited the art center, 63% were tourists from 70+ miles.**

**From July to September 2015, 6,187 people visited the art center, 76% were tourists from 70+ miles.**

**From October to December 2015, 4,343 people visited the art center, 67% were tourists from 70+ miles.**

**From January to March 2016, 5,561 people visited the art center, 80% were visitors from 70+ miles.**

How many nights will they stay: **It is estimated that one to three nights during major events, and one to two nights for exhibition openings and other activities.**

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: **We do not reserve special room block rates, nor do we make efforts to partner with local hotels to offer special deals related to certain events.**

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used: **This grant applies to the entire twelve month period, not a single event.**

How will you measure the impact of your event on area hotel activity: **During the largest event, July's Rockport Art Festival we survey the artists that come from different parts of the southern United States to inquire about length of stay, location of lodging used during their visit, and average economic impact of their specific sales and their expenditures in local eateries and shops.**

Please list other organizations, government entities and grants that have offered financial support to your project: These are other government entities, foundations, individuals and organizations where specific funding is being requested for the annual period of 2016-2017.

#### Government

1. County of Aransas	\$15,200
2. Town of Fulton	\$8,000
3. Texas Commission on the Arts	\$9,700
4. State of Texas- Office of the Governor, Texas Film Commission	\$1,000

#### Foundations

1. The Margaret Sue Rust Foundation	\$ 8,500
2. Coastal Bend Community Foundation	\$7,500
3. The Barrow Foundation	\$15,000
4. Wells Fargo Foundation	\$2,500
5. The Smallenberger Foundation	\$15,000
6. The Heintschel Foundation	\$2,500
7. The Nystrom Family Foundation	\$12,500
8. Communities Foundations of Texas	\$1,600
9. The O'Connor & Hewitt Foundation	\$1,000

#### Corporations & Businesses

Various	\$50,700
---------	----------

#### Ongoing Scholarships, Traveling Exhibits and Visiting Programs

Various	\$28,500
---------	----------

This does not include the tens of thousands of dollars that individual donors invest in Rockport Center for the Arts annually through event underwriting sponsorships and unrestricted support.

Please list all promotional efforts used by Rockport Center for the Arts and financial commitments to each media outlet:

**Television Advertising**  
**PSA Spots**  
**Radio Advertising**  
**Sponsored Radio Content**  
**Sponsored Online Content**  
**Banner Advertising**  
**Magazine Advertising**  
**Newspaper Advertising**  
**Newspaper Inserts**  
**Directed Press Releases**  
**Social Media Boosts to Select Markets**  
**Direct Mailing**

FY2016 budgeted and estimated expenditures on advertising and public relations for specific programs:

**Current Art Center Budget approved October of last year, 2015:**

<b>Rockport Art Festival</b>	<b>\$20,700</b>
<b>Rockport Tour of Homes</b>	<b>\$ 6,800</b>
<b>Rockport Film Festival</b>	<b>\$ 3,400</b>
<b>Gallery Exhibitions</b>	<b>\$ 7,000</b>
<b>Sculpture Garden</b>	<b>\$ 1,200</b>
<b>General</b>	<b>\$ 2,000</b>
<b>Education</b>	<b>\$ 1,200</b>
<b>Total</b>	<b>\$42,300</b>

Over the various media types, here are percentages expensed per media category FY 2015 over \$35,000 in advertising:

<b>TV</b>	<b>40%</b>
<b>Radio</b>	<b>13%</b>
<b>Online</b>	<b>11%</b>
<b>Print</b>	<b>30%</b>
<b>Social Media</b>	<b>1%</b>
<b>PR</b>	<b>5%</b>

What areas do you reach with your advertising and promotion?

**The areas, outside of the coastal bend, that are targeted for Tour of Homes, Art Auction & Art Festival, Rockport Film Festival, and various exhibitions are, in order of importance:**

**San Antonio**

**Houston**  
**Austin**  
**Hill Country**  
**Dallas-Fort Worth**  
**Rio Grande Valley**

What number of individuals will your proposed marketing reach who are located in another city or county?

**An estimate 2.3 million impressions are estimated for the 47<sup>th</sup> Annual Rockport Art Festival (2016) PR campaign alone. See presentation details.**



## Rockport Center for the Arts

Hotel Occupancy Tax Funding Request for Fiscal Year 2016 - 2017

*Explore. Discover. Express.*

*47 years in operation*

### OUR MISSION

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

### OUR PROMISES

*To provide a facility that is free and open to the public six days a week, year-round.*

*To provide free year-round art education programming to local area students.*

*To provide a space where cultural enrichment is available to the community and visitors alike.*

*To conduct activities that attract cultural tourism.*

### OUR INVESTMENT IN CULTURAL TOURISM FOR THE CITY OF ROCKPORT

*During the past 12 months, Rockport Center for the Arts hosted and promoted exhibits, special events and attractions in 11 months that directly affected tourism to Rockport. The Art Center has made a significant investment in advertising and public relations for three more months as compared to the last fiscal year.*

## Rockport Center for the Arts Marketing Plan, 2016-2017

### TEAM APPROACH

A professional and seasoned public relations team with tourism oriented results:

<b>Media Buyer:</b>	Olvey Media Consulting
<b>Public Relations:</b>	Deb Perry Communications Jay Sanchez Video Elena Rodriguez Luis Purón
<b>Talent:</b>	Kathryn Childers James Vargas

### A GLOBAL CAMPAIGN

Publicity campaign and media buy leverage strategy designed for an annual campaign.

### PUBLICITY DESIGN AROUND CURRENT TOURISM AND ECONOMIC DRIVERS

The millennial generation continues to grow.

Young immigrants are expanding their ranks.

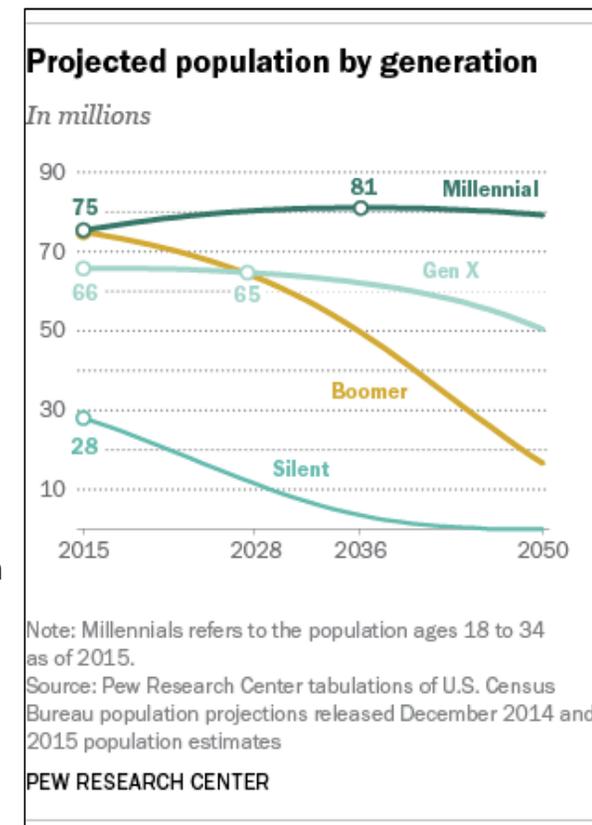
Millennials surpassed Baby Boomers as the nation's largest living generation, according to population estimates released by the U.S. Census Bureau (Spring 2016).

The oldest "millennial" was born in 1981 (age mid 30s).

Millennial population is projected to peak in 2036 at 81.1 million.

**Millennials make up 20% of world's 940 million tourists, and generating \$165 Billion USD annually to the travel industry.** (United Nations World Tourism Organization)

**Millennials are looking to enrich their lives through cultural travel, 75% of them looking for travel experiences where they can learn something new.** (UN World Tourism Organization)



Rockport Center for the Arts  
*A Millennial Oriented Approach  
to Build the Future Cultural Tourist for Rockport*

**According to Chase Card Services  
millennials are a more social demographic**

- **57%** interested in meeting new people on their travels
- **44%** turning to social media to seek reviews and advice for travel
- **73%** admitting that they post to social media at least once a day while travelling
- Most seeking **authentic** experiences



## Rockport Center for the Arts

### Special Events to Promote Tourism from 70+ Miles

#### Attendance to Special Events and to the Art Center June 2015 – May 2016

	Jan	Feb	Mar	April	May*
	2016	2016	2016	2016	2016
<b>Events and Attractions Promoted to Attract Tourism from 70+ Miles</b>	Art Educator Days Conference	Clay Expo Exhibition	Juried Statewide Exhibition	Kick-Off Party & 27th Annual Rockport Tour of Homes	Chadbourne Sculpture Dedication
<b>Attendance to Special Events (n)</b>	41	377	301	1153	248
<b>% From 70+ Miles</b>	79%	73%	86%	Not available	Not available

Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	2015	2015	2015	2015	2015	2015
2015 Rockport Poster Artist Exhibition	Art Auction Party & 46th Annual Rockport Art Festival		Hummer Bird Reception	Artist-in-Residence Program	9th Annual Rockport Film Festival	Sculpture Garden Promotion
235	10,733		213	178	1293	Unable to Count
73%	84%	73%	66%	65%	83%	46%

<b>Attendance at the Art Center (n)</b>	1421	1899	2241	2816	1529
<b>Main Gallery Exhibits</b>	Currents	V. Chin	Rising Eyes of Texas Exhibit	Kay Barnebey	Danville Chadbourne

2105	2806	1633	1748	1460	1679	1204
Chance Yarbrough	Chance Yarbrough	Merit Artists	Anita Diebel	Bob Lockhart	Bob Lockhart	Currents

\*As of May 24



## Rockport Center for the Arts

**Attendance to Special Events**

**14,772**

**Attendance at the Art Center**

**22,541**

**Total**

**37,313**

**June 2015 - May 2016**

**Highlights of Attractions, Events and Exhibits to Promote Tourism from 70+ Miles**

## July 2015

### 46<sup>th</sup> Annual Rockport Art Festival, Special Events designed to attract Tourism

**ROCKPORT ART FESTIVAL** **July 4-5**  
 ROCKPORT, TX  
**2-Day VIP Pass \$10** SAT 10-6, \$7  
 SUN 10-5, \$6  
supplies limited! Kids 12 & under \$1

*Over 120 Artists | Live Music & Food | A/C Party Tent | Kids' Activities*

*© Chance Yarbrough*

**rockportartcenter.com**  
 Rockport Center for the Arts | 902 Navigation Circle | Rockport, TX 78382 | 361.729.5519

Helping Here:

### Total Attendance to the Art Festival 2015:

10,133

Local, Major Metropolitan and Other Event Attendance	July 4 and 5th, 2015
<b>Local</b>	
Aransas County	15.4%
Corpus Christi	19.7%
Victoria	2.6%
Rural Areas	9.0%
<b>Total</b>	<b>46.7%</b>
<b>Visitors from Major Metropolitan areas in Texas</b>	
Austin	7.4%
Dallas, Ft. Worth	2.9%
Houston	10.1%
San Antonio	12.2%
<b>Total Texas Major Metro</b>	<b>32.6%</b>
<b>Visitors from Texas' Rural Areas</b>	<b>16.3%</b>
<b>Visitors from Outside of Texas</b>	<b>4.4%</b>
<b>Total</b>	<b>53.3%</b>
<b>Zip codes recorded that are outside 70 miles from Rockport-Fulton:</b>	<b>53.3%</b>
<b>Zip Codes Recorded from Local Area (inside 70 miles):</b>	<b>46.7%</b>
<b>Total US States Represented in Attendance Records:</b>	<b>42*</b>
<b>Other Countries:</b>	<b>1, Mexico</b>

November 2015  
A 3-Day Special Event  
*9<sup>th</sup> Annual Rockport Film Festival*

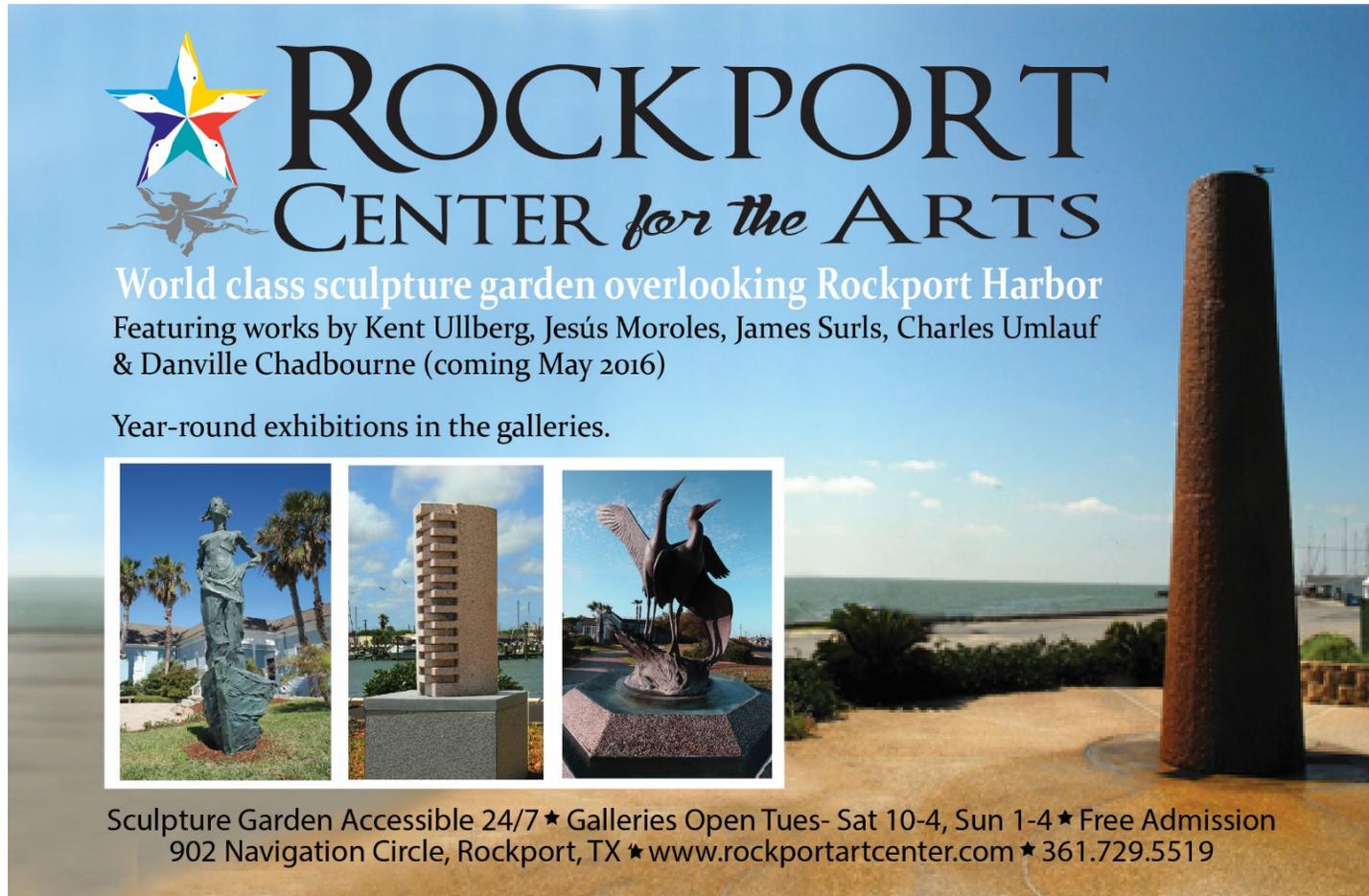


A collaborative project between the [Rockport Rotary Club](#) and [Rockport Center for the Arts](#)  
A **3-day** media event at **4 venues** with a total of **37 films** from around the world.

*International in scope, local in flavor...*

December 2015 – January 2016

*Print Ad Media Buy Targeting the San Antonio Market to Draw Tourism for Sculpture Garden Attraction*



**ROCKPORT**  
**CENTER *for the* ARTS**

World class sculpture garden overlooking Rockport Harbor  
 Featuring works by Kent Ullberg, Jesús Moroles, James Surls, Charles Umlauf  
 & Danville Chadbourne (coming May 2016)

Year-round exhibitions in the galleries.

Sculpture Garden Accessible 24/7 ★ Galleries Open Tues- Sat 10-4, Sun 1-4 ★ Free Admission  
 902 Navigation Circle, Rockport, TX ★ [www.rockportartcenter.com](http://www.rockportartcenter.com) ★ 361.729.5519



**Presence:** more than **200 newsstands, San Antonio and the Hill Country**

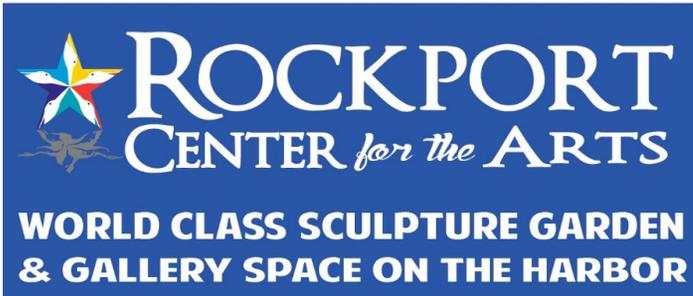
**Circulation Readers: 28,300, 3.05 readers per copy 86,300 total**

December 2015 - January 2016  
 Direct Advertising via Email to 10,000 Subscribers  
 Targeting the San Antonio Market to Draw Tourism for the Sculpture Garden Attraction



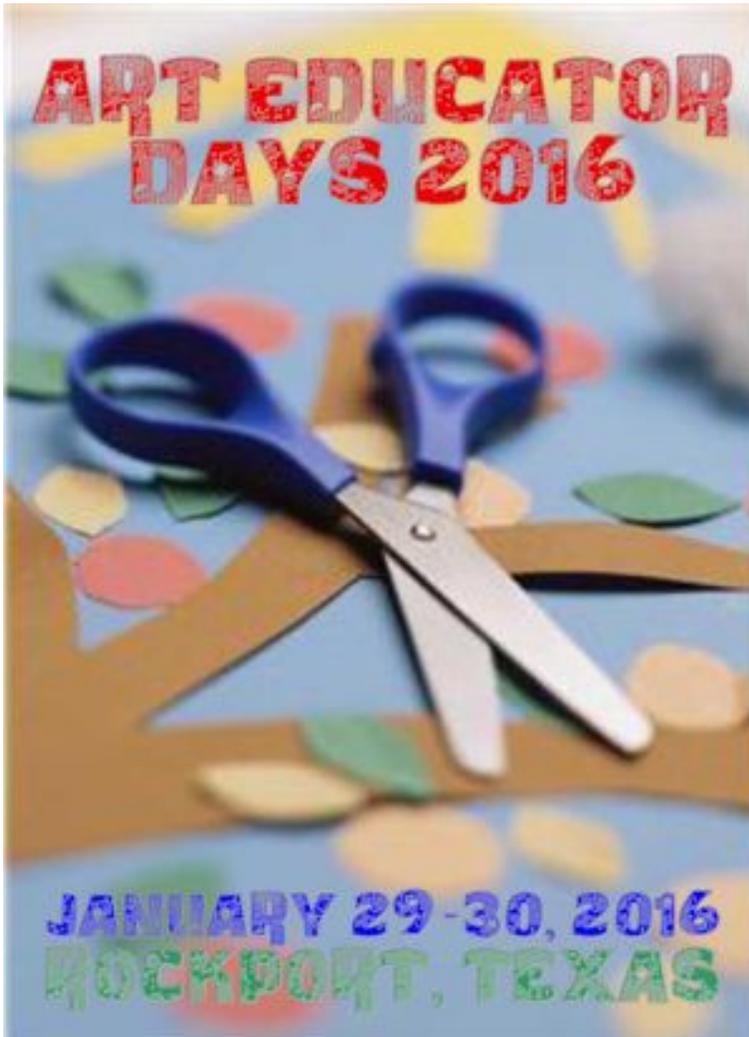
### The Best Kept Secret on the Texas Coast !

With a permanent collection with works by Jesús Moroles, Kent Ullberg, James Surls, Charles Umlauf and others, Rockport Center for the Arts' Sculpture Garden is a sight to behold. In addition the Art Center's galleries host nine exhibits per year. Free and open to the public, six days a week, year-round.



902 Navigation Cir., Rockport, TX 78382  
 361-729-5519  
[www.rockportartcenter.com](http://www.rockportartcenter.com)

January 2016  
*Art Educator Days Conference, 2016*



*Reaching out across the State through Art Education to provide continuing education units and training*

The annual **Art Educator Days** two-day conference encourages fellow art educators from **across the State of Texas to come and stay in Rockport** to explore new ideas & strategies for the classroom, develop new skills, exchange effective lesson plans and build relationships within the field.

*Share ideas  
 Participate in hands-on activities  
 Network*

This year, **41 art educators** participated in the program from the following **15 school districts**:

Aransas County ISD, Boling ISD, Bay City ISD, Corpus Christi ISD, Diocese of Corpus Christi, Diocese of Victoria, Edinburg Consolidated ISD, Ingleside ISD, Karnes City ISD, Laredo ISD, London ISD, Round Rock ISD, San Antonio ISD, Tuloso-Midway ISD, Victoria ISD

February 2016  
*Clay Expo Exhibition*  
*A partnership with Aransas County Council on Aging*

## V. CHIN

**TWO DAY CLAY EXPO BRINGS THE BEST IN CERAMICS TO ROCKPORT, INCLUDING SEABROOK ARTIST V. CHIN FOR MAIDEN SHOW AND DEMOSNTRATION.**

Born in Thailand, Chin moved to Japan at an early age. He graduated from the Kyoto Institute of Technology and trained as an apprentice with prominent Japanese ceramic artists before moving to the United States in the 1980s.

***2016 Clay Expo "Best of Show."***



March 2016  
 9<sup>th</sup> Annual Juried Statewide University Exhibition  
 Statewide Promotion of Exhibit, through *Glasstire*



**Thirty-three artists** representing **sixteen universities** from across the State of Texas were chosen for a show in the Main Gallery. The **highest attendance on record (301)** since this exhibition is attended by students, their family, friends and faculty.

April 2016

27<sup>th</sup> Annual Rockport Tour of Homes

A 3-Day Special Event including the Kick-Off Party & Kay Barnebey Solo Show



Attendance to the Kick-Off Party: **235**

Tour of Homes Visitor Demographics

Average attendance per home: **883**

Visitors from 70+ Miles: **39.8%**

Local Visitors: 60.2%

Visitors from Austin: 5.4%

Visitors from Dallas, Ft. Worth: 1.1%

Visitors from **Houston**: **13%**

Visitors from **San Antonio**: **10%**

Major Texas Metropolitan Visitors: 29.5%

Visitors from Rural Texas 70+ Miles: 5%

Visitors from Outside Texas: 5.3%

**20% Increase in Attendance vs. 2015**

**Most robust markets: Houston and San Antonio**

**April 2016**  
*27<sup>th</sup> Annual Rockport Tour of Homes*  
*An Aggressive PR and Media Campaign*



**MEDIA SPONSORSHIP PACKAGE INCLUDED:**

- Road Trippin' segment featuring your location in "Daytime At Nine" (aired March 30<sup>th</sup>, 2016 from 9a-10a on Fox San Antonio)
- Road Trippin' segment featuring your location in "San Antonio Living" (aired March 23<sup>rd</sup>, 2016 from 10a-11a on NBC 4 San Antonio)
- All participants will be showcased on the Road Trippin' pages on FoxSanAntonio.com and News4SanAntonio.com from your air date until the end of the year.
- Link to website from the Road Trippin' page(s)

**VIDEO AVAILABLE:**

<http://news4sanantonio.com/sa-living/featured-on-living/roadtrippin-rockport-center-for-the-arts>

**PR Campaign Strategic Goals:**

- More Attractive TV PSA with Wider Distribution
- More Radio Presence
- Social Media Boosts to Directed Markets
- Increase visitors from 70+ miles
- Return Tour attendance to 2013 levels
- Increase Social Media Presence through Boosts
- Increase Facebook Likes

**Strategy Results:**

- Attendance matched 2013, one of the best year's for the Tour
- 5.3% increase in attendance from 70+ miles vs. 2015
- 70+ miles visitors matched 2012 best year ever for the Tour
- 6% increase in attendance from the Houston market vs. 2015
- 2% increase in attendance from the San Antonio market vs. 2015
- 6% increase in visitors from major metropolitan
- 300 more Facebook likes in less than one month

# April 2016

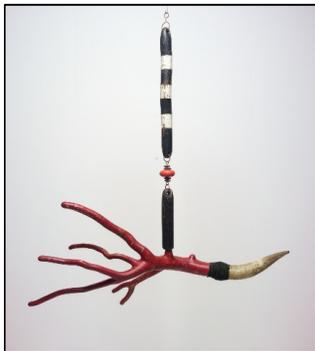
## 27<sup>th</sup> Annual Rockport Tour of Homes

### An Aggressive PR and Media Campaign



May 2016

*Dedication of Sculptural Acquisition and Chadbourne Solo Exhibit*  
*Statewide Promotion of Dedication and Exhibit, targeting San Antonio through Glasstire*



Ad title	Ad type	Start Date	End Date	# Impressions
Danville Chadbourne	Sponsored Article	5/9/2016	Permanent	
	Sunday Newsletter insertion	5/15/2016		2,685
Danville Chadbourne	Website Medium Rectangle by website location:	5/9/2016	5/15/2016	
	Homepage			9,172
	Classifieds			7,873
	Events			885
Danville Chadbourne	Social Media Outreach			
	Twitter	5/9/2016	5/9/2016	6,400
	Facebook	5/9/2016	5/9/2016	254
<i>Glasstire</i>	Twitter	5/14/2016	5/14/2016	6,400
	Facebook	5/13/2016	5/13/2016	198
	Total Impressions Made			33,867



## Rockport Center for the Arts

Highlights of UPCOMING Attractions, Events and Exhibits  
to Promote Tourism from 70+ Miles

June 2016

*Upcoming Visual Arts Programming, 47<sup>th</sup> Annual Rockport Art Festival Poster Artist*



**BLAZEK**

Beaumont artist,  
Joey Blazek

July 2016

Upcoming Special Event Designed to Attract Tourism, 47<sup>th</sup> Annual Rockport Art Festival

**ROCKPORT ART FESTIVAL**  **July 2-3**  
ROCKPORT, TX  
2-Day VIP Pass \$10 SAT 10-6, \$7  
SUN 10-5, \$6  
supplies limited! Kids 12 & under \$1

*Over 120 Artists | Live Music & Food | A/C Party Tent | Kids Activities*



© Joey Blazek

[rockportartcenter.com](http://rockportartcenter.com)  
Rockport Center for the Arts | 902 Navigation Circle | Rockport, TX 78382 | 361.729.5519

Texas Commission on the Arts  
Established by Chapter 1306, Texas Government Code

**1st Community Bank**  
MEMBER FDIC

**SOUTH TEXAS MONEY MANAGEMENT LTD.**  
HELPING INDIVIDUALS INDIVIDUALLY™

Helping Here:  
**HEB**  
**American Bank**  
Trust and Asset Management

**IBC BANK**  
HOUSTON

**ELING Coastal**  
COMMERCIAL BANKING

**Frost**  
BANKING INVESTMENTS INSURANCE

**NavyArmy**  
COMMUNITY CHOICE UNION

**GSM INSURORS**  
A PARTNER OF THE INSURORS GROUP

**PROSPERITY BANK**

## 47<sup>th</sup> Annual Rockport Art Festival

### Projected Media Buy

Market	Outlet	Station	Budget	Start Date	Sponsor Logos	Ads & Bonus Added Value	Number of spots	Geographical Reach	Total Impressions/People Reached
San Antonio Houston Austin	Digital	Home page and arts page	\$7,500	6-Jun	Online Banner Ads	Video pre-roll and banner ads 300x250/728x90	Rotation	SA, Austin, Houston DMA + 10 counties	600,000
Houston	Radio + Streaming	Sunny 99.1 Radio	\$2,500	6-Jun	On Radio Ads	Live On Air Ticket Give-a-way + matching PSAs	110x	Houston DMA + 11 counties	323,900
Corpus Christi	Radio	iheart Media, BIG 93.9 FM	\$2,000	6-Jun	On Radio Ads	Live On air Ticket Give-a-ways + matching PSAs	150x	Corpus Christi DMA + 13 counties	52,000
San Antonio	TV	KSAT, ABC	\$4,000	6-Jun	TV Ad	Run on Schedule matching PSAs and bonus ads	50	San Antonio Designated Market Area (DMA) + 6 counties	881,050
Corpus Christi	TV	Time Warner Cable	\$1,700	6-Jun	TV Ad	With Matching PSAs on Hallmark, Travel, & FOOD	150x	Corpus Christi DMA + 13 counties	75,000
Corpus Christi	TV	Corpus KRIS TV & KZTV TV	\$2,500	6-Jun	TV Ad	Matching PSA's on CW, KDF, KAJA	70x	Corpus Christi DMA + 13 counties	186,453
Corpus Christi	TV	KIII Channel 3	\$2,500	6-Jun	TV Ad	matching PSA's on COZI, MeTV,	50x	Corpus Christi DMA 13 counties	190,420
		<b>Total Budget / Impressions</b>	<b>\$22,700</b>						<b>2,308,823</b>



September - November 2017  
*Upcoming Visual Arts Programming, Birds in Art 2016  
 Traveling Exhibit from the Woodson Museum in Wisconsin  
 Designed to Attract Tourism*



Since **1976**, the **Leigh Yawkey Woodson Art Museum in Wisconsin** has organized *Birds in Art* annually, seeking to present the very best contemporary artistic interpretations of birds and related subject matter. Two- and three-dimensional artworks in all media other than crafts and photography are eligible. Approximately **100 works are selected by a jury review**.

Following the close of the annual *Birds in Art* exhibition at the Leigh Yawkey Woodson Art Museum each fall, 60 of the 100+ artworks embark on a national tour: 1) **Museum of York County** in Rock Hill, South Carolina; 2) **Wichita Falls Museum of Art** at Midwestern State University in Wichita Falls, Texas; 3) **Roger Tory Peterson Institute of Natural History** in Jamestown, New York; 4) **Rockport Center for the Arts** in Rockport, Texas; and 5) **Fullerton Arboretum** in Fullerton, California.

Rockport Center for the Arts plans to make a significant investment in PR and marketing to promote this internationally recognized exhibit. Rockport is the Southernmost point for this traveling exhibition that has the potential to energize art lovers from across the State of Texas to visit our region.

The exhibit **lasts 60+ days** and is the perfect tie in exhibition for the **Hummerbird Celebration**.

A significant advertising investment is planned in **Texas Monthly Magazine** and **Southwest Art** to promote the exhibit and Rockport as a cultural destination at a state and national level.



**Rockport Center for the Arts**  
**Marketing Budget Proposal for the City of Rockport**  
**Hotel Occupancy Tax Funding Request for Fiscal Year 2016 - 2017**

<b>Activity</b>	<b>Budget Request</b>
<b>Advertising</b>	\$29,000
<b>2017 Rockport Tour of Homes</b>	\$9,500
<b>2017 Rockport Art Festival</b>	\$29,000
<b>Exhibitions</b>	\$30,000
<b>Workshops and Classes</b>	\$14,000
<b>Sculpture Garden</b>	\$13,000
<b>Total Request</b>	<b>\$124,500</b>



**Rockport Center for the Arts**  
**Hotel Occupancy Tax Funding Request for Fiscal Year 2016 - 2017**

***As the Art Center gets ready to embark in a significant direction of growth, support from the City of Rockport through the HOT grant makes sustained quality arts programming a reality for our community and for cultural tourism.***

**Thank you for your support**  
**City of Rockport**

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM:** 3.F.i

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the Rockport-Fulton Chamber of Commerce for Marketing.

**SUBMITTED BY:** Diane Probst & Sandy Jumper, Rockport-Fulton Chamber of Commerce

**APPROVED FOR AGENDA:** PKC

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

<b>FUNDING HISTORY</b>				
FY 12-13	FY 13-14	FY 14-15	FY 15-16	Requested FY 16-17
\$ 297,000	\$ 298,000	\$ 310,000	\$ 320,000	\$ 330,000

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.

**APPLICATION**

Date: 5-24-16

Name of Organization: ROCKPORT-FULTON CHAMBER OF COMMERCE

Address: 319 BROADWAY

City, State, Zip: ROCKPORT TX 78382

Contact Name: DIANE PROBST PRES/CEO SANDY JUMPER DIR. OF TOURISM

Contact Phone Number: 361-729-6445 361-463-1585 (cell)

Web Site Address for Event or Sponsoring Entity: WWW.ROCKPORT-FULTON.ORG

Is your organization: Non-Profit:  Private/For Profit:

Tax ID#: 74-1066091 Entity's Creation Date: Chartered March 1952

Purpose of your organization: TO WORK IN PARTNERSHIP WITH BUSINESSES, INDIVIDUALS AND ORGANIZATIONS WITH GOVERNMENTAL ENTITIES TO PROMOTE COMMERCE AND TOURISM WHILE MAINTAINING AND ENHANCING THE ENVIRONMENT WE LIVE IN,

Name of Event or Project: PROMOTION OF THE ROCKPORT-FULTON AREA

Date of Event or Project: 2016.17 YEAR

Primary Location of Event or Project: ROCKPORT-FULTON CHAMBER OF COMMERCE

Amount Requested: \$ 330,000.00

How will the funds be used: PROMOTION OF THE AREA TO ATTRACT OVERNIGHT VISITORS BY PURCHASING MEDIA, ESTABLISHING PROGRAMS, COLLABORATING WITH LOCAL ATTRACTIONS AND FACILITIES, AND PUBLIC RELATIONS.

Primary Purpose of Funded Activity/Facility: TO BRING MORE VISITORS TO OUR COMMUNITIES TO STAY OVERNIGHT AND INCREASE HOT FUNDS,

**Percentage of Hotel Tax Support of Related Costs:**

- \_\_\_\_\_ Percentage of Total **Event Costs** covered by Hotel Occupancy Tax
- \_\_\_\_\_ Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.
- \_\_\_\_\_ Percentage of **Staff Costs** covered by Hotel Occupancy Tax for the Funded Event.

**Check which categories apply to funding request and amount requested under each category:**

- 1. Convention Center or Visitor Information Center:** 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. Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; \$ \_\_\_\_\_
- 3. Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; \$ \_\_\_\_\_
- 4. Promotion of the Arts that Directly Promote Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_
- 5. Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_
- 6. Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Rockport hotels, motels or bed & breakfasts? \_\_\_\_\_

**Questions for All Funding Requests:**

How many years have you held this Event or Project: SINCE 1986

Expected Attendance: n/a

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts: n/a

How many nights will they stay: n/a

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: n/a

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Hotel Rooms Used
	<u>n/a</u>	

How will you measure the impact of your event on area hotel activity? HOT Joy Reports from Comptroller, Visitor Tracking Study

Please list other organizations, government entities and grants that have offered financial support to your project: Town of Fulton and Anson County

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Paid Advertising: \$345,000.00  Newspaper \$ \_\_\_\_\_  Radio \$ \_\_\_\_\_
- TV \$ \_\_\_\_\_  Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ \_\_\_\_\_  Other \$ See attached Media Selection

What areas do you reach with your advertising and promotions? Major Metro areas in Texas and beyond, Midwest States, internationally across the nation.

What number of individuals will your proposed marketing reach who are located in another city or county? Millions

# 2016-17 Marketing Plan



Tourism Development Council

**Rockport  
Fulton**  
Chamber of Commerce

Like us on Facebook 

## Table of Contents

Executive Summary .....	3
Highlights of the Year .....	4
Letter from President/CEO .....	5
Update of Year from Director of Tourism & Events .....	6
Recap of Visitor Center Activity .....	7
Tourism Development Council Overview .....	8
Situation Analysis .....	9
MBA Award Challenge .....	10
Target Market.....	11
Competitive & Environmental Assessment .....	12
Vision & Mission.....	13
Goals & Objectives .....	14
Budget.....	16
Appendix	
I.    Venue Tax Chart	
II.   Hotel Occupancy Performance	
III.  Sample Ads	

### Students reveal new insights

During a Youth Leadership Session on Tourism at the Chamber, many things were revealed to us through “young minds” but one stood out in particular was adding more palm trees in the ads and billboards. This is just one photo we are using describing what the students revealed to us.



## Executive Summary

The 2016-17 Marketing Plan is a strategic document designed to outline the process used to advertise and promote the Rockport-Fulton area.

The process begins in late spring of each year where our media buying team, marketing research consultant and our creative artist collaborate on best performances and what worked and didn't work.

The Tourism Development Council (TDC) then during its annual Marketing Workshop is presented with an overview of the year in terms of marketing and advertising. At this workshop, approximately 20 to 30 members of TDC, elected officials, and the media buyers, marketing research consultant and creative team members gather. They review highlights of the year with Chamber staff. They hold a goal setting session to prioritize a strategy for the coming year and beyond.

The Chamber staff works with the media buying team and the marketing research firm to draw conclusions, perfect the creative artwork, and study visitor behaviors and trends.

HOTEL TAX FIGURES  
GENERATED FOR ARANSAS  
COUNTY, ROCKPORT AND  
FULTON COLLECTIVELY  
TOTALS TO MORE THAN \$1.5  
MILLION

The total media budget for the combined marketing plan totals to \$475,000.00. It includes advertising purchases for radio, TV, print, online, outdoor (billboards) and some direct mail. It also includes a public relations program and ongoing marketing research programs. Lots of decisions are made in terms of Social Media.

The plan is approved by the TDC in May and submitted for approval to the Rockport-Fulton Chamber of Commerce Board of Directors in June. A presentation requesting the plan to be approved and funded is given to each entity receiving the hotel occupancy tax: City of Rockport, Town of Fulton and Aransas County.

The plan is set in motion for the fiscal year beginning October 1 and ending September 30.

The Rockport-Fulton Chamber of Commerce is privileged and honored to coordinate the combined marketing effort for the Rockport-Fulton area. The hotel occupancy tax was implemented in the early 1980s. Since that time, the funds have grown to more than \$1.5 million. The Chamber began receiving these hotel occupancy tax funds, for marketing and promoting the community, in 1983. This has allowed the marketing and promotion plan to expand from a single newspaper ad to an International Marketing Campaign.

As you review this plan, you will find an overview of the TDC, the year's goals and objectives listing what we would like to achieve - a situation analysis, our target market and strategy, a budget for the year, an implementation plan and evaluation and control metrics. In the Appendix section, we have included pertinent charts and graphs of marketing research and samples of creative ads we feel are important and complete the plan.



*Spring Fling Outdoor Writers Event held each April continues to yield very good articles featuring the Rockport-Fulton area in the news. This year, the media was interested in the evolution of Cedar Bayou and information on Aransas Pathways.*

# Highlights

1 New Website check out [www.rockport-fulton.org](http://www.rockport-fulton.org)



2 Daytripper TV Segment featuring Rockport-Fulton and all the connecting relating

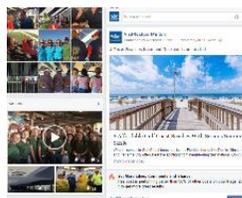
social media



3 Festivals and Events... always something for everyone!



4 Growth and Interaction on Social Media



5 Strong PR Messaging and Branding across diverse Texas Markets



6 Great Advertising -Billboards, Magazines, TV, Radio, Newspapers, online, and more...



7 Aransas Pathways continued expansion of projects.



8 Making all of the Best of...lists



# It takes a team: Tourism, our economic engine, is a collaborate effort by so many people

By Diane Probst, CCE  
President/CEO

USA Today readers said it best naming our community #4 on the Best Coastal Small Town List.

Social Media has been a big part of this past year allowing us to reach so many more people through avenues and algorithms never heard of before.

We continue to get phenomenal news coverage throughout the year keeping our community in the forefront. When I say “we” I am speaking of the many, many people in the community working to increase bringing more visitors, improving our tourism product and keeping the public informed about what there is to do in our community. This joint effort is amazing and something I think everyone is very proud.



*Diane Probst, CCE*

Here are dynamic figures defining the impact of tourism on the Rockport-Fulton area:

- Tourism is the largest employer in Aransas County employing some 1,300 people. The next largest would be the school district at just under 550 employees.
- Spending from visitors in Rockport, Fulton and the County totals to \$100.3 million annually, a 5.9% change since 1990, when tourism spending was \$26.9 million. In the late 1980s and the early 1990s, the local entities began collecting the hotel occupancy tax at the request of the Chamber. The entities have contracted with the Chamber for the marketing and promotion of the area as a joint promotion effort since that time period. The marketing and promotion fund began with a bank loan at \$30,000. The Marketing Plan budget now is \$475,000.00.
- In 2015, Aransas County, Rockport and Fulton collected nearly \$2 Million in local tax receipts due to tourism and \$5 Million in state tax receipts.
- Aransas County ranks in the top 25% of counties in Texas in terms of tourism impact.
- Venue tax collections, the 2% portion of the tax on overnight stays voted by the general public in 2011 to spend on the recreation projects of Aransas Pathways, are on a steady increase. This collection is a good measurement for determining our marketing efforts are working because it is a flat tax collected by all properties equally. It should exceed the ½ million mark this year. This is remarkable since early projections showed the figure at \$300,000.

We continue to put forth our best efforts in training our staff in the area of Visitor Center, our tourism department and staying abreast of legislative changes as they relate to tourism. It takes teamwork and I congratulate our staff for raising the standard. Our dedication and devotion to this community is shown in our delivery.

Our Tourism Development Council continues to meet six times a year reviewing the marketing and promotion strategy of the area. The Marketing Workshop continues to be the highlight of the year as we focus on upcoming projects and promotions.

As you review the material in this marketing and promotion plan, it is our hope you get a real sense of how the promotion of our community is “Working together ... with a common goal... increase the number of visitors staying overnight.”

---

“Everyone is working together with a common goal... increase the number of visitors staying overnight.”

---

SANDY JUMPER  
Director of Tourism & Events

Dear Citizens and Visitors,

It seems like yesterday we were developing the 2015-16 Marketing Plan and here we are moving on to 2016-17. It is a fast paced world, technology is changing daily, and we have to keep up! We are accepting the challenge. Our new website is almost totally finished. We are very proud of it. We have a large presence on social media channels, please be sure to check them out. Our main Facebook page is VisitRockportFulton, our twitter is CharmofTxCoast and Instagram is RockportFulton.



Sandy Jumper

Once again Rockport-national publicity. We were named #4 Best Coastal Small Town in

We continue to remain on Budget Travel's *Cooldest Small Town in America*, (we made the list in 2014) and we are now listed as #16 in the Best 100 of the decade. We continue to advertise in newspaper publications, magazines, billboards and online ads. The Tourism Email program has a reach of over 30,000. Social Media continues to grow. Facebook Advertising in Austin, Houston and San Antonio, allow us to reach an otherwise unattainable audience. We promote our local hotels, restaurants and attractions and events through appearances on *Great Day Houston* and *Great Day San Antonio*, Austin Cable Channels. And *What's Rockin in Rockport-Fulton* live radio show in New Braunfels.

Fulton has received were named #4 Best USA Today's 10Best.

We hold monthly meetings with staff or leaders of our Attractions. Many of our Attractions have received national accolades. Aransas National Wildlife Refuge was named #1 for Best Birding sites in USA Today's 10Best. Our annual Spring Fling media event was a success, we have already received quality articles and coverage as well as 2 radio 30 minute spots (Roy Holley and Herman Brune). *DayTripper*, a PBS based program which has aired throughout the state has brought in guests who learned about us from the show. *Road Trippin'* from Fox San Antonio recently filmed a segment here. Our *Little Bay Sea Queens* will be traveling to San Antonio on June 18, for the Golden Anniversary of the "KLRN" auction which features our area with hours of live coverage.

My personal goal is to continue education and skill development within the tourism industry. This is essential in order to stay competitive in the field. I want to say how much I appreciate the Chamber for making this possible, and for helping all of our staff with professional development opportunities.

I want say special thanks to Jatin Bhakta and our wonderful TDC team for amazing leadership. Also thank you to Helen Thompson Media, Prost Marketing, and our dedicated staff. As always, I want to thank our three governmental entities: Aransas County, City of Rockport, and Town of Fulton, for allowing us the Hotel Occupancy Tax to enable us to fund our advertising efforts. It has been my pleasure, once again, to work with an outstanding team!

## Hello Visitors and Residents,

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. We have averaged over 19,000 visitors per year over the past five years.

This year has been an incredible year for response inquiries from advertising in publications such as Texas Monthly, See Texas First Newspaper Inserts, Southern Living Magazine, Tour Texas and Go Texas online inquiries. As I receive these addresses via electronic mail, I quickly put together packets to send to them. In 2015, this bulk mail distribution total exceeded 21,000 pieces.



*Bob Strait*

Visitors coming to the building continue to be amazed at what a beautiful addition it is to our area. The landscaping is geared to attracting various species of birds, especially hummingbirds. Our visitors constantly comment on our surrounding plants in the yard and they find a very friendly greeting waiting for them when they enter the building.

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 in appreciation for their time and dedication.

Once inside the Visitor Center, guests spend time looking at the map room with its beautiful bird mural, our history timeline and the viewing panels. We often get comments about how much it is like a museum, we have had people in here for a long time just taking in all the information. To expand on that interest we have brought back our Historical Driving Tour.



*New awnings assist in finding the Visitor Center*

Our gift shop continues to grow with the addition of more local products and other unique items. We are constantly on the lookout for items that will reflect our wonderful coastal home as well as promote our member businesses. Come by and say "howdy" and see this jewel for yourself.

The Chamber continues to send me to the Travel Counselors Conference where I met up with Visitor Center Coordinators and Managers across this great state. I am grateful for the chance to be able to learn what other communities are showing for their visitors in their Visitor Centers.

**BOB STRAIT**  
*Visitor Center Coordinator*

### Activity in the Visitor Center *Jan-Dec. 2015*

Visitor Emails  
12,125

Walk-ins 15,641

Relocation  
Packets 183

Goodie Bags  
1,139

Phone Inquiries  
557

Bulk Mail pcs.  
21,309

## Tourism Development Council Overview

The Tourism Development Council (TDC) is an 18-member 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:

Jatin Bhakta, Chairman

Dawn Huff, Vice Chairman

Bubba Casterline, Aransas County Commissioner

Barbara Gurtner, Rockport City Councilman

Larry Pahmiyer, Town of Fulton

Kevin Carruth, Rockport City Manager

Karen Mella, Past Chairman of the Board

Tiffanie Hoover, Chairman of the Board

Brian Olsen, Individual

Yvette White, Rockport Birding & Kayak Adventures

Rick McKinney, Prosperity Bank

Debra Corpora, Aransas Bird & Nature Club

Donna Townsend, Sugar Shack/Legends/Magnolias

Pam Stranahan, Friends of the History Center

Craig Griffin, Inn at Fulton, TG's, Charlotte Plummers

Tammy Finstad, Walmart

Paula Dean, DJD Consulting



Members of the Rockport-Fulton Chamber of Commerce Tourism Development Council met to review the media selections for the 2016-17 year.

The group heard presentations on best media in use for promotion in the state of Texas, focus group results, visitor tracking information and hotel occupancy numbers during slow periods.

To determine slow periods, a series of studies are reviewed based upon the hotel tax collections. The Venue Tax is becoming a great indicator of what is working since it is an overall tax throughout the County, City of Rockport and Town of Fulton.

The group met for its annual workshop at the end of March at the Rockport Country Club with 22 members and media representatives present.



## Situation Analysis

The Rockport-Fulton Chamber of Commerce 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 taxpayer dollars – 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. The Venue Tax is funding the Aquarium Education Center and Aransas Pathways Projects.

We fluctuate around 1,500 hotel/motel/condo/B&B rooms. If these rooms were full one half of the year (182 days), that would mean  $(1,500 \times 2.5$  [less than state avg. of people in a group]  $= 3,750$  @182 days (annual occupancies are averaging a little more than 50 percent) approximately 700,000 additional people are driving to our community and staying in our establishments. You could say that on weekends we have an additional 4,000 to 5,000 staying in our hotels/motels/condos. However, this does not take into account our visitors that come to our homes year round or visit relatives or use a relative's home or condo for the weekend.

During January, February and March, RV Park occupancies reach 95 %. We have approximately 4,000 RV spaces (hookups) so that means  $(4,000 \times 2 = 8,000)$  we have approximately 8,000 Winter Texans adding to our population during the winter months peak periods. You can estimate that with the addition of the Winter Texans in our community, our population within the city of Rockport doubles in our first quarter of the year.

Our community entertains over 100,000 people each year through events alone.

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, Aquarium at Rockport Harbor, 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, Paws & Taws Fulton Convention Center, Fulton Schoolhouse Museum, Rialto Theatre, piers, and harbors and the newly forming Aransas Pathways - where some 120 sites are coming on board for additional recreation and activities 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.



USA Today readers voted Rockport as the #4 Best Coastal Small Town in the USA and the Aransas National Wildlife Refuge as the #1 Birding Site in the USA.

Collateral materials include:

- General brochure/New Welcome piece
- 51 things to do list
- Pathways Map/Rack Card
- Lamar “Across the bridge” brochure
- Event Listings
- Fishing Guide List
- Birding Boat Tour Sheet
- Restaurant listing
- Visitor Map

Trade Show participation includes: Houston - San Antonio – McAllen and the Coastal Bend Region. Those shows are: Plan Your Meetings Trade Show with meeting planners, International Travel Fair in McAllen and the Coastal Bend Travel Fair at various locations in the region.

Professional affiliations include:

- Texas Assoc. of Convention and Visitors Bureaus
- Texas Travel Industry Association
- Texas Hotel and Lodging Association
- Texas Department of Economic Development – Tourism Division
- Texas Department of Transportation – Tourism Division
- Texas Coastal Bend Regional Tourism Council (*Sandy Jumper is serving as President this year*)
- Texas Parks & Wildlife / Great Texas Birding Classic / Paddling Trails Program
- Texas Tropical Trails
- Texas Independence Trails
- Texas Chamber of Commerce Executives/Texas Assoc. of Business
- US Chamber of Commerce



(Pictured L to r, Chairman of the Board Tiffanie Hoover, James Pickett, Deputy Gavin Harrison, Denise Fisher, Kathy Powers, Murray Leeper at the May Chamber Tourism Luncheon)

### **MBA Challenge Award Winners for 2016**

The MBA Challenge is an initiative developed to help bring corporate, association, training and executive meetings to the Rockport-Fulton area Sunday through Thursday. The strategy is to entice members of the community to bring “their” groups in. The honorees pictured in the photo did an excellent job.

- American Legion – hosting their Dept. of TX Spring Convention.
- Gavin Harrison of the Sheriff’s department for hosting training sessions resulting in some 400 overnight stays
- Denise Fisher – Coastal Bend Aggie Moms brought in the Texas Federation of Texas A&M’s Mother’s Club
- Rockport Duplicate Bridge brought in the Flip-Flop Bridge Tournament here.
- Rockport Lions Club brought in the International Association of Lions Clubs District 2-A3.

**Target Market** - It is unrealistic to think we can attract everyone to our community. We have defined our target market through ongoing marketing research with Prost Marketing. Defining our target market has helped decide where to commit resources and what kinds of promotional methods and messages to use. Our defined target market is the following:

- 1.) Targeted priority travel areas
    - Feeder Markets (San Antonio, Houston, Austin/New Braunfels)
    - Special Interest Categories (General/families with kids, fishing, birding, art, and history)
  - 2.) Targeted (Primary) Adults 45+, college plus educated with household income levels of \$100K+
  - 3.) Targeted (Secondary) Adults 25-54 with some college education and household income levels of \$75K.
- \* Source: Prost Marketing, San Antonio, Texas*



Monarch Butterfly news at the Castro Birding Site.



Local attraction staff get together monthly for collaboration.



TV Stations of Great Day San Antonio and Great Day Houston have come to know what our area offers as Rockport and Fulton are regular features. Little Bay Sea Queens garner us airtime on KLRN Auction

## Competitive & Environmental Assessment

### Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

This offers us a realistic assessment of our destination's total picture. Strength is an asset that can be used to improve our competitive position. A weakness is just the opposite – a resource or capability that may cause us to have a less competitive position, which can adversely affect tourism. Opportunities are developed from our positive circumstances. Threats are viewed as problems that focus on our weaknesses and create a potential negative situation. A competitive and environmental assessment is a factual analysis that is both objective and subjective.

This analysis includes looking at our competition, looking at ourselves as a community, and looking ahead to the next five years.

A focus group met at the Chamber to perform a SWOT (strengths, weaknesses, opportunities and threats) Performance Analysis of our community.

Those on the SWOT Team were Kathy Douglass of the Texas Maritime Museum, Ryan Picarrazzi of the City of Rockport, Joey Manahan of Rockport- Fulton High School, Collin Thompson, graduate of University of North Texas employed at Daily Grind, Phil Stranahan - Aransas Pathways, Cyndy Tourilla, Coastal Paradise RV Resort, Jatin Bhakta - Hampton, LaQuinta and Fairfield, Dawn Huff - Miss Kitty's Fishing Getaways, Sandy Jumper - Director of Tourism & Events and facilitator Diane Probst, President/CEO of the Rockport-Fulton Chamber of Commerce.

The results were as follows:

**S**trengths included the usual great variety of outdoor activities, coastal friendly community, artistic, events, safe, venues, climate, pride, charm, family oriented, and overall maintenance upkeep of parks, facilities and amenities.

**W**eaknesses included no convention facility with breakout rooms, weak affordable housing market, poor labor pool, not enough youth activities, hard to communicate, no place for the youth to hang out, not enough higher paying jobs, petty theft and no available 24-hour medical facility.

**O**pportunities included that we are fairly unknown when you look at the big picture, great place to do business, more marketing to promote the history in our community, more marketing of Aransas Pathways and filling vacant buildings.

Lastly, **T**hreats identified were weather (i.e. Hurricane, flooding, wind, etc.), Oil spills, bacteria in the water, Red tide, advanced technology leaving us behind the times and our infrastructure.

## Vision & Mission Statement

The vision of the Tourism Development Council (TDC) is to be a vibrant tourist destination where natural beauty abounds.

The mission of the TDC is to provide the City of Rockport, Town of Fulton and Aransas County and its residents with a coordinated, professional advertising and promotional program to make Aransas County and the Rockport-Fulton area a premier travel destination.

The primary objective of TDC is to create maximum hotel occupancy within our community through a marketing program aimed at attracting and securing overnight visitors who will impact the economy of the Rockport-Fulton area.

Through our tourism efforts, we can stimulate trade and commerce and help diversify the economy. This sustains jobs and improves the quality of life for the residents of the Rockport-Fulton area.



This Lone Star Car Club drove into town staying overnight in downtown Fulton during the week. This is just one of the many groups we are all working on to bring in during the week.



Graduates of Hospitality Training for Miss Kitty's Fishing Getaways



History Session with Regional Tourism Council

## Goals & Objectives

During the annual Rockport-Fulton Chamber of Commerce “Tourism Marketing Workshop”, elected officials, members of the Tourism Development Council, media buyers of Helen Thompson Media and our marketing research – Deb Prost Marketing of San Antonio reviewed past performance, data, future promotion possibilities and set goals for the coming year.

Prior to the goal setting process, a presentation of four research data studies completed over the course of several years was reviewed. This helped bring forward a more clear and thorough picture for better overall decision making. The sessions then focused on the media buys for the coming year as prepared by Helen Thompson Media out of San Antonio. The buys included new ventures with online media with a focus on “GeoFollow” of targeted demographical clientele interested in visiting our area, print, broadcast TV in major markets including live interviews on radio and TV shows. The last hour and a half focused on goal setting. The top goals identified by the group, their strategies and tactics are listed below:

### **Goal #1 - Become a more customer friendly community**

Strategy: Continue to make an impact on customer service in our community by offering Hospitality Training and speakers that focus on Customer Friendly Service.

Tactics:

- a. Ask the nine trained instructors to do a class a quarter
- b. Establish a Committee of the Tourism Development Council to devise an incentive to get people excited about spreading the word on the Hospitality training program.
- c. Bring in a national speaker that focuses on Customer Service at a major Chamber event.
- d. Perform the training session at the High School sometime during the year.

### **Goal #2 - Increase overnight stays during the week by attracting mid-week business**

Strategy: Determine a method for encouraging corporate travelers to stay in Rockport, Fulton and Aransas County during the week whether it be traveling for business, attending a meeting or training session or strategic planning retreat.

Tactics:

- a. Place several ads in meeting business generation magazines.
- b. Encourage local people to participate in the MBA Award Challenge (Meeting Business Awards) by sending press release to local newspaper and posting challenge on Social Media every quarter.
- c. Hold a FAM “familization” tour for meeting planners to attend and be introduced to what our area offers.
- d. Do one live TV broadcast in San Antonio, two in Austin and one in Houston focusing on attracting the meeting business during the week and what we offer.

### **Goal #3 - Increase off-season/shoulder months by adding or expanding events**

Strategy: Determine a method to increase April/May and September - December leisure travel by adding new events or expanding the events already in place.

Tactics:

- a. Establish a Committee to take a look at the event year and propose a plan to fill in the gaps. (i.e. Veterans Wall in May, AIM for the Coast Run to continue)
- b. Send press release to the local newspaper asking for non-profit organizations to plan their next big events during the slow seasons.
- c. Make an announcement about seasonal gaps at luncheons and events to make people aware of what we are trying to do.
- d. Encourage events to put packages together so that they are incorporating more potential overnight stays during their events.

### **Goal #4 - Explore the possibility of a mid-size to large event exhibition center**

Strategy: Study what it would take to pull together a structure such as this, how large would it need to be and how could it be funded.

Tactics:

- a. Establish a Committee to identify and define necessary components.
- b. Research existing things
- c. Research cost for large space
- d. Explore the possibilities and funding source and present a plan during the January Tourism Development Council meeting and determine next steps.

The overall goal of the emphasizing the awareness of Aransas Pathways is an important task of the Chamber through our appointment on that Council and has been incorporated into the annual program of work. This has been accomplished through making our websites mobile responsive, keeping our Facebook, YouTube, calendars and Twitter Pages active with current information and an outside bulletin board at the Visitor Center listing current activities.

## Media Selections

The media is selected with assistance from Chamber staff through the expert leadership from Helen Thompson Media Team.

A full report of the media selected and placement is a separate attachment or available upon request.

## Evaluation and metrics

The tools used to measure the success of the marketing efforts are in the appendix section of this plan. Prost Marketing has provided excellent support to this organization since 2004. Although website analytics, visitor center numbers, inquiries, emails, reader responses, ad responses, surveys and others are used in the measurement process, the main areas of measurement for the 2014-15 year are:

- Venue Tax
- Hotel Occupancy Numbers



Heroes Cup Fishing Tournament is an outstanding way for us to impact an activity during the week. Nearly 30 active military who have been wounded while serving our country are treated to a three-day experience of fun, fishing and relaxation each September.

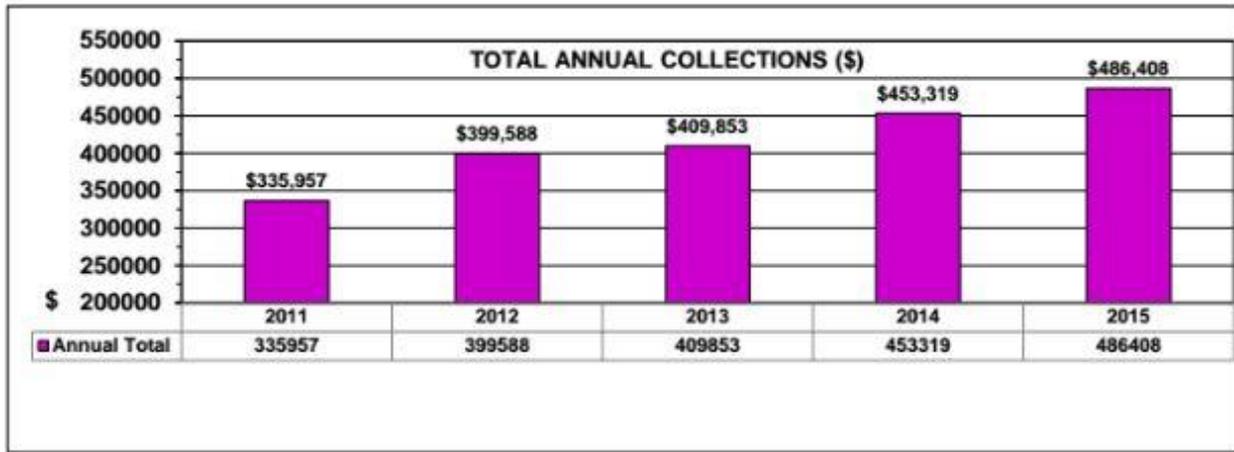
## 2016-17 Proposed Budget

<b>Revenues</b>						
Rockport	330,000.00					
Fulton	90,000.00					
County	55,000.00					
	<b>\$475,000.00</b>					
<b>Expenses</b>						
Accounting	2,800.00		Annual Audit			
Administrative Services	80,100.00		Chamber Admin – less than 20% of budget			
Advertising & Promotion	345,000.00		See detail on Media Selection Sheet			
Contract Services	1,500.00		Miscellaneous			
Conference Fees	3,850.00		Staff conferences related to tourism			
Dues & Subscriptions	2,000.00		State and regional organization partners			
Event Funding Assistance	3,000.00		Spring Fling Media Event			
Food, Beverage & Meals	2,500.00		Groups, Greeters, Sponsorships, etc.			
Maintenance & Repairs	4,000.00		Repair equip., Ipad sign in			
Mileage & Travel	4,200.00		Trade Shows, staff conferences, etc.			
Postage & Freight	7,000.00		Reader Response Bulk Mailings			
Printing & Publication	11,000.00		Gen. Brochure, 51 TT, Bags, Map Pads			
Prizes, Gifts & Awards	500.00		Basket Promotion Items, MBA Challenge			
Rentals & Fees	1,250.00		Booth Rentals, Meeting Coordinators			
Supplies	2,800.00		Promotion giveaway items, banners, etc.			
Telephone	2,500.00		800#, Tourism lines, Internet Service			
Web Site Maintenance	1,000.00		Development of New site, monthly updates, etc. for first year			
	<b>\$475,000.00</b>					

# ARANSAS COUNTY VENUE TAX COLLECTIONS (\$)

The Aransas County Venue Tax collections increased 19% from 2011 to 2012, then about 3% from 2012 to 2013, and double digit 11% from 2013 to 2014. The increase from 2014 to 2015 was 7.3%.

Including December of 2010, the aggregate total collected since inception is \$2,100,357.



SOURCE: Aransas County Treasurer Data



The Aransas County Venue Tax is the additional 2% tax on each overnight stay bringing the grand total of tax on a room to 15%.

When projecting out the current data, it appears the tax is well on track to reach the one half million mark this year. The new hotel (Fairfield Inn & Suites) will impact the tax totals. Total collections for 2015 were \$486 thousand, an 8 % increase from 2014. The current year to date collections (Jan – April 2016) reflect a 10% increase vs. same period last year. If the trend remains, the estimated 2016 total is \$500,000.

The Venue Tax has become a significant indicator of activity and measurement for the marketing plan. Since the same tax amount is charged on overnight rentals of 30 days or less in all of Aransas County, Rockport and Fulton, it provides a more direct representation of overall tourism activity.

*\*Source: Aransas County Treasurer. Tax collections are posted as they are received into the County as opposed to the month they are collected by the property.*

*\*The Venue Tax is funding the Aquarium Education Center and the Aransas Pathways Project.*

## Venue Tax is a true measurement of steady growth.



### Venue Tax Collections

	2010	2011	2012	2013	2014	2015	2016
Jan		15,810.47	9,471.50	13,196.53	15,311.70	19,291.73	20,517.67
Feb		5,253.80	12,843.22	12,830.11	12,590.82	17,056.41	14,862.15
Mar		20,624.90	13,831.76	17,316.30	18,818.84	18,700.25	24,882.69
Apr		24,206.13	29,934.45	36,180.10	29,830.84	34,822.25	39,051.27
May		18,380.32	25,625.53	24,592.78	30,768.79	34,601.22	
June		36,467.68	32,401.32	37,118.69	38,652.09	39,416.11	
July		48,190.23	52,308.62	63,499.81	76,201.40	71,101.27	
Aug		57,247.12	67,579.72	73,353.36	71,034.49	84,116.81	
Sept		39,008.13	44,761.13	49,175.78	67,686.89	60,881.23	
Oct		34,124.23	35,217.47	38,688.90	37,990.46	43,508.17	
Nov		21,745.94	53,038.35	24,229.07	34,795.96	27,465.03	
Dec	15,232.35	14,898.07	22,574.66	19,671.22	19,637.16	35,447.43	
	15,232.35	335,957.02	399,587.73	409,852.65	453,319.44	486,407.91	99,313.78
Accumulated Total Since Inception			2,199,670.88				

**In 2015, Aransas County collected nearly \$500,000 in Venue Tax, voted by the local taxpayers, to fund Aransas Pathways**

- **History sites, Birding sites, Kayaking launch areas  
And Hike and Bike Trails**



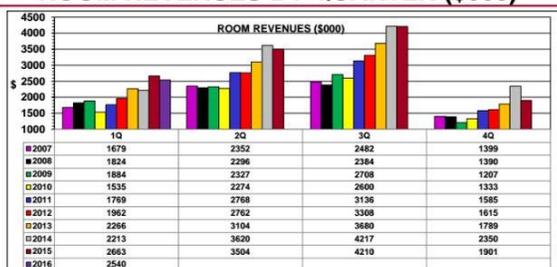
McAllen International Travel Expo in January.



Road Trippin' TV Crew at Castro Birding Site

Appendix II- Hotel Annual Occupancy Percentage

**ROCKPORT-FULTON:  
8 SELECTED PROPERTIES  
ROOM REVENUES BY QUARTER (\$000)**



SOURCE: Source Strategies Interpolation of Texas State Comptroller Data

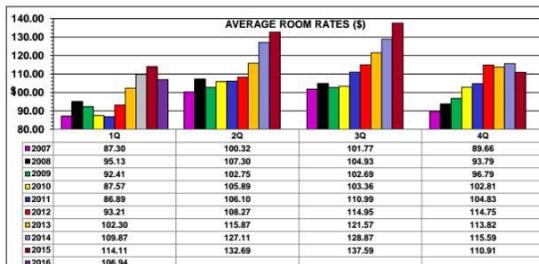
- Holiday Inn Express
- America's Best Value Inn
- Hampton Inn
- Lighthouse Inn
- Inn at Fulton Harbor
- Pelican Bay Resort
- Econolodge/Best Western
- La Quinta (Added 2Q 2014)



9



**ROCKPORT-FULTON:  
8 SELECTED PROPERTIES  
AVERAGE ROOM RATES BY QUARTER (\$)**



SOURCE: Source Strategies Interpolation of Texas State Comptroller Data

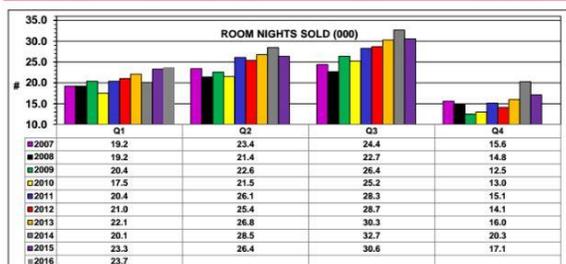
- Holiday Inn Express
- America's Best Value Inn
- Hampton Inn
- Lighthouse Inn
- Inn at Fulton Harbor
- Pelican Bay Resort
- Econolodge/Best Western
- La Quinta (Added 2Q 2014)



10



**ROCKPORT-FULTON:  
8 SELECTED PROPERTIES  
ROOM NIGHTS SOLD BY QUARTER (000)**



SOURCE: Source Strategies Interpolation of Texas State Comptroller Data

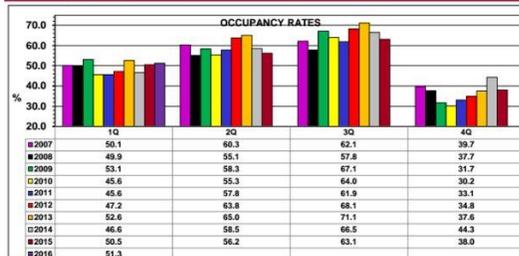
- Holiday Inn Express
- America's Best Value Inn
- Hampton Inn
- Lighthouse Inn
- Inn at Fulton Harbor
- Pelican Bay Resort
- Econolodge/Best Western
- La Quinta (Added 2Q 2014)



11



**ROCKPORT-FULTON:  
8 SELECTED PROPERTIES  
OCCUPANCY RATES BY QUARTER**



SOURCE: Source Strategies Interpolation of Texas State Comptroller Data

- Holiday Inn Express
- America's Best Value Inn
- Hampton Inn
- Lighthouse Inn
- Inn at Fulton Harbor
- Pelican Bay Resort
- Econolodge/Best Western
- La Quinta (Added 2Q 2014)



12



The above graphs are conclusion slides from our 2015 Hotel and Lodging Data Study. The above information was compiled by Prost Marketing from State Comptroller Data obtained through Source Strategies. A full report is available upon request.

- First chart- "Occupancy Rates by Quarter"
- Second chart- "Room Nights Sold by Quarter"
- Third chart- "Average Room Rates by Quarter"
- Fourth chart- "Room Revenues by Quarter"

**For the key bellwether properties, Room Revenues were steady from 2014 to 2015. Annual Occupancy Rate is at 52.2%. Among the eight properties, 97,500 rooms were sold last year.**

Appendix III – Sample Ads

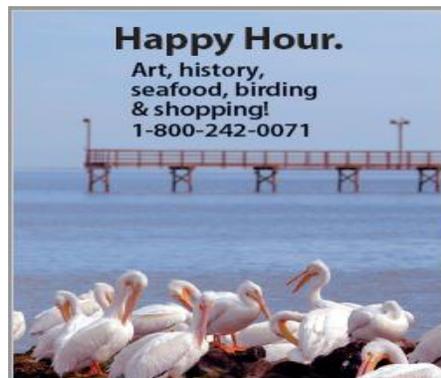
Count on great birding.



A birdwatcher's delight. Fresh seafood, shopping, museums, and more. Visit [www.rockport-fulton.org](http://www.rockport-fulton.org)  
 @ visitrockportfulton  
 1-800-242-0071

**Rockport Fulton**  
 Charm of the Texas Coast

Happy Hour.  
 Art, history, seafood, birding & shopping!  
 1-800-242-0071



**Rockport Fulton**  
 Charm of the Texas Coast  
[www.rockport-fulton.org](http://www.rockport-fulton.org)  
 Photo by Maria Nesbit

Not Your Average Meeting Place.



Charming waterfront meeting facilities within walking distance of shops, dining, and attractions.



Check out the meeting facilities Rockport-Fulton has to offer.  
 1-800-242-0071 [www.rockport-fulton.org](http://www.rockport-fulton.org)  
 @ visitrockportfulton



**Rockport Fulton**  
 Charm of the Texas Coast



Coastal Cuisine in every season

Birding, boating, shopping, & art  
[www.rockport-fulton.org](http://www.rockport-fulton.org)  
 @ visitrockportfulton  
 1-800-242-0071

**Rockport Fulton**  
 Charm of the Texas Coast

Catch your breakfast.




More food, festivals & fun.  
[www.rockport-fulton.org](http://www.rockport-fulton.org)  
 @ visitrockportfulton  
 1-800-242-0071  
 Photo by Phil Seaman

**Rockport Fulton**  
 Charm of the Texas Coast

More Fish. More Fun.




More food, festivals & fun.  
[www.rockport-fulton.org](http://www.rockport-fulton.org)  
 @ visitrockportfulton  
 1-800-242-0071  
 Photo by Dawn Huff

**Rockport Fulton**  
 Charm of the Texas Coast

#RockportFulton



Coastal cuisine, birding, boating, shopping, art and more...visit us at [www.rockport-fulton.org](http://www.rockport-fulton.org)  
 @ visitrockportfulton  
 1-800-242-0071

**Rockport Fulton**  
 Charm of the Texas Coast



**Rockport  
Fulton**  
Charm of the Texas Coast

**Rockport-Fulton Chamber of Commerce**

319 Broadway

Rockport, TX 78382

361-729-6445

[www.rockport-fulton.org](http://www.rockport-fulton.org)

[tourism@1rockport.org](mailto:tourism@1rockport.org)

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM:** 3.F.ii.

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the Rockport-Fulton Chamber of Commerce Hummerbird Committee.

**SUBMITTED BY:** Diane Probst and Sandy Jumper, Rockport-Fulton Chamber of Commerce

**APPROVED FOR AGENDA:** PKC

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

<b>FUNDING HISTORY</b>				
FY 12-13	FY 13-14	FY 14-15	FY 15-16	Requested FY 16-17
\$ 2,000	\$ 0	\$ 1,500	\$ 1,500	\$ 1,500

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.

Received  
City Secretary  
May 24, 2016

## APPLICATION

### Organization Information

Date: 5-24-2016

Name of Organization: Rockport-Fulton Chamber of Commerce

Address: 319 Broadway

City, State, Zip: Rockport, TX 78382

Contact Name: Sandy Jumper

Contact Phone Number: 361-729-6445

Web Site Address for Event or Sponsoring Entity: www.Rockport-Fulton.org and HummerBird is www.rockporthummingbird.com

Is your organization: Non-Profit: YES

Tax ID#: 74-1066091

Entity's Creation Date: Charter 1952, HummerBird Celebration created 1988

Purpose of your organization: To impact the economy and support the community

Name of Event or Project: HummerBird Celebration

Date of Event or Project: September 15-18 2016

Primary Location of Event or Project: Rockport-Fulton High School and Middle School

Amount Requested: \$1500

How will the funds be used: Advertising in Birding Publications.

Primary Purpose of Funded Activity/Facility: Impact the economy in a slow period and bring awareness of our natural resources-namely the Hummingbird migration.

## Percentage of Hotel Tax Support of Related Costs

5% Note Percentage of Total **Event Costs** covered by Hotel Occupancy Tax.

-0- Note Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.

-0- Note Percentage of **Staff Costs** covered by Hotel Occupancy Tax for the Funded Event

---

Check which categories apply to funding request and amount requested under each category:

1. Convention Center or Visitor Information Center: construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

---

2. Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

---

3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity

---

4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;

---

5. Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

---

Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.

---

### **Sporting Related Event Funding:**

If the event is a sporting related function/facility: How many individuals are expected to participate? N/A

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? N/A

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?  
N/A

### **Questions for All Funding Requests:**

How many years have you held this Event or Project? 25 Years

Expected Attendance: 5,200

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts? 75% of Attendees

How many nights will they stay? 2-3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City/Gov. Entity	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>Rockport</u>	<u>September 2007</u>	<u>\$1,500</u>	<u>Approximately each day 800</u>
<u>Rockport</u>	<u>September 2008</u>	<u>\$1,500</u>	<u>Approximately each day 900</u>
<u>Rockport</u>	<u>September 2009</u>	<u>\$1,500</u>	<u>Approximately each day 1000</u>
<u>Rockport</u>	<u>September 2010</u>	<u>\$1,500</u>	<u>Approximately each day 1000</u>
<u>Rockport</u>	<u>September 2011</u>	<u>\$1500</u>	<u>Approximately each day 1000</u>
<u>Rockport</u>	<u>September 2012</u>	<u>\$1500</u>	<u>Approximately each day 1000</u>
<u>Rockport</u>	<u>September 2013</u>	<u>\$1500</u>	<u>Approximately each day 1000</u>

How will you measure the impact of your event on area hotel activity? Will poll hotels via phone call to determine occupancy. Will survey attendees.

Please list other organization, government entities and grants that have offered financial support to your project: N/A

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising: See Attached

Press Releases to Media: \$100

Direct Mailing to out of town recipients \$1,000

Other (list): Dissemination of Press Releases to San Antonio, Houston, Austin and Dallas /Fort Worth

What areas do you reach with your advertising and promotion: Corpus Christi, Houston, Austin, Dallas/Fort Worth, San Antonio and Victoria. We also reach birding enthusiasts across the nation.

What number of individuals will your proposed marketing reach that are located in another city or county? Please see Attached

<b>Hummerbird Advertising 9/15 -9/18</b>			
Magazine	date/months	price	size
Cornell Lab of Ornithology/All about Birds Newsletter	August	\$727	1/4 page
Birdwatching Magazine	August	\$857	1/6 page
Birdwatchingdaily.com	August	\$500	300x250
Birdwatchersdigest	July/August issue	\$950	1/4 page
<i>digital ad included in digital issue of magazine no cost</i>			
Texas Ornithological Society	July or August	\$500	full page
Kill TV	August	\$850	30 days
Google Ad words	August	\$1,000	30 days
Rockport Pilot special section for the HummerBird Celebration	August	\$600	??
		<b>\$5,984</b>	

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

**AGENDA ITEM:** 3.F.iii.

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the Rockport-Fulton Chamber of Commerce Seafair Committee.

**SUBMITTED BY:** Diane Probst & Sandy Jumper, Rockport-Fulton Chamber of Commerce

**APPROVED FOR AGENDA:** PKC

---

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

<b>FUNDING HISTORY</b>				
<b>FY 12-13</b>	<b>FY 13-14</b>	<b>FY 14-15</b>	<b>FY 15-16</b>	<b>Requested FY 16-17</b>
\$ 1,000	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.

APPLICATION

*Organization Information*

Date: 5-24-2016

Name of Organization: Rockport-Fulton Chamber of Commerce

Address: 319 Broadway

City, State, Zip: Rockport, TX 78382

Contact Name: Sandy Jumper

Contact Phone Number: 361-729-6445

Web Site Address for Event or Sponsoring Entity: www.Rockport-Fulton.org and Seafair is www.rockportseafair.com

Is your organization: Non-Profit: YES

Tax ID#: 74-1066091

Entity's Creation Date: Charter 1952, Rockport Seafair was created in 1974

Purpose of your organization: To impact the economy and support the community

Name of Event or Project: Seafair

Date of Event or Project: October 6-9 2016

Primary Location of Event or Project: Navigation Festival Grounds

Amount Requested: \$1500

How will the funds be used: Advertising in San Antonio, Houston, Austin and Dallas/Fort Worth markets.

Primary Purpose of Funded Activity/Facility: Impact the economy in a slow period and provide a venue for Non-Profit organizations to fundraise.

## Percentage of Hotel Tax Support of Related Costs

**1.5%** Note Percentage of Total **Event Costs** covered by Hotel Occupancy Tax.

**-0-** Note Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.

**-0-** Note Percentage of **Staff Costs** covered by Hotel Occupancy Tax for the Funded Event

---

Check which categories apply to funding request and amount requested under each category:

**1.** Convention Center or Visitor Information Center: construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

---

**2.** Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

---

**3.** Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity

---

**4.** Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;

---

**5.** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

---

Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.

---

### **Sporting Related Event Funding:**

If the event is a sporting related function/facility: How many individuals are expected to participate?

---

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county?

---

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?

---

### **Questions for All Funding Requests:**

How many years have you held this Event or Project? 41 Years

Expected Attendance: 15,000

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts? 1/3 of Attendees

How many nights will they stay? 2-3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City/Gov. Entity	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>Rockport</u>	<u>October 2007</u>	<u>\$1,500</u>	<u>Approximately 500-600</u>
<u>Rockport</u>	<u>October 2008</u>	<u>\$1,500</u>	<u>Approximately 500-600</u>
<u>Rockport</u>	<u>October 2009</u>	<u>\$1,500</u>	<u>Approximately 500-600</u>
<u>Rockport</u>	<u>October 2010</u>	<u>\$1,500</u>	<u>Approximately 600-800</u>
<u>Rockport</u>	<u>October 2011</u>	<u>\$1,500</u>	<u>Approximately 600-800</u>
<u>Rockport</u>	<u>October 2012</u>	<u>\$1,000</u>	<u>Approximately 600-800</u>
<u>Rockport</u>	<u>October 2013</u>	<u>\$1,500</u>	<u>Approximately 600-800</u>
<u>Rockport</u>	<u>October 2014</u>	<u>\$1,500</u>	<u>Approximately 600-800</u>
<u>Rockport</u>	<u>October 2015</u>	<u>\$1,500</u>	<u>Approximately 600-800</u>

How will you measure the impact of your event on area hotel activity? Will poll hotels via phone call will survey attendees

Please list other organization, government entities and grants that have offered financial support to your project: N/A

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising: \$12,000 Newspaper: \$2,000 Radio: \$500 TV: \$2,000

Press Releases to Media: \$6,000

Direct Mailing to out of town recipients \$1,000

Other (list): Dissemination of Press Releases to San Antonio, Houston, Austin and Dallas /Fort Worth

What areas do you reach with your advertising and promotion: Corpus Christi, Houston, Austin, Dallas/Fort Worth, San Antonio and Victoria

What number of individuals will your proposed marketing reach that are located in another city or county? Over 1 Million

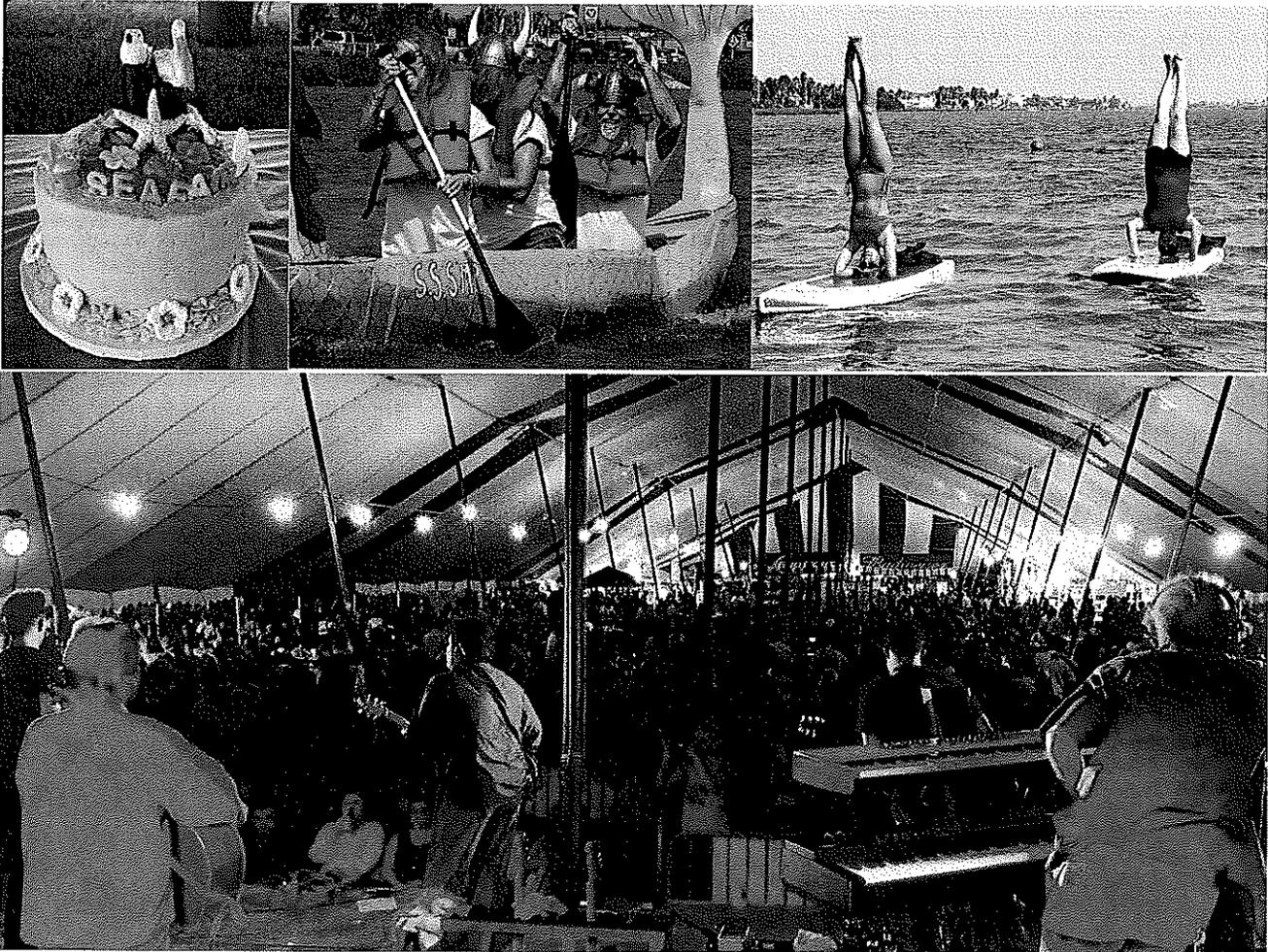
We just want to express our appreciation to you for your continued Seafair Sponsorship. The 2015 event was a second best ever! Thank you for your generosity and support. Below is a report of the 2015 event: Plans are in process for 2016!

- 40 Market Vendors 1/3 of which came in from out of town
- 51 Arts & Crafts Vendors and more than ½ were from out of town.
- 12 Food Vendors, 3 boat dealers
- 31 Sponsors
- More than 50 entries in the Just Desserts & Salsa Contests.
- Cardboard Boat Race had 5 entrants. US Coast Guard made sure of safety.
- Opening Ceremonies went off as good as can be expected when the flyby and the Patriot Guard cancel on you hours before with issues beyond their control.
- Gumbo Contest had 12 entrants.
- Car Show lined the street on Sunday.
- The SUP Race had a fair number of attendees.
- First Aid did an excellent job.
- Battle of the Bands had 8 competing bands.
- Chili Cook-off had 19 contestants.
- Wakeboard Competition had 7 contestants. Great for a first time event.
- 14 entertainment acts where only three were local.
- Children's area's clown was very good. Activities galore.
- Largest parade ever.
- There were over 200 volunteers working at the gates, ticket booths and contests.
- Texas Country Showdown had 5 contestants with all of them from out of town.
- There were approximately 16,000 in attendance this year for the three-day period - a 7 percent increase over last year.
- We estimate 1/3 of the attendance to be from out of town and who stayed in our hotel rooms.
- Carnival did well adding the Thursday night.
- 18 Security Guards worked just over 150 hours.
- Non-profit groups received contributions for work performed such as the RFHS Project Graduation and the RFHS Choir.

People came from smaller cities such as Seguin, New Braunfels, La Vernia, Kennedy, Karnes City, Beeville, Victoria, Cuero, Refugio, Port Lavaca, Corpus Christi, Alice, Kingsville, Goliad, Three Rivers, George West, Temple, Tyler. San Antonio and the surrounding area is well represented in the crowd. We also have reports of more and more people coming from the Dallas, Fort-Worth, Austin and Valley areas. Over 75 cities were represented on our survey sheets.

ROCKPORT-FULTON

# SeaFair 2015



**THANK YOU for making this possible!!!!**

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

**AGENDA ITEM:** 3.F.vi.

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the Rockport-Fulton Chamber of Commerce for the Veterans Memorial Wall Traveling Exhibit.

**SUBMITTED BY:** Diane Probst & Sandy Jumper, Rockport-Fulton Chamber of Commerce

**APPROVED FOR AGENDA:** PKC

---

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

<b>FUNDING HISTORY</b>				
<b>FY 12-13</b>	<b>FY 13-14</b>	<b>FY 14-15</b>	<b>FY 15-16</b>	<b>Requested FY 16-17</b>
\$ 0	\$ 0	\$ 0	\$ 0	\$ 1,500

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.

---

**APPLICATION**

---

Date: 5-24-16

Name of Organization: ROCKPORT-FULTON CHAMBER

Address: 319 BROADWAY

City, State, Zip: ROCKPORT, TX 78382

Contact Name: DIANE PROBST

Contact Phone Number: 361-729-6445

Web Site Address for Event or Sponsoring Entity: WWW.ROCKPORT-FULTON.ORG

Is your organization: Non-Profit:  Private/For Profit:

Tax ID#: 74-1066091 Entity's Creation Date: MARCH 1952

Purpose of your organization: PROMOTION OF TOURISM TO INCREASE OVERNIGHT STAYS IN OUR HOTELS AND TOURISTS TO TOWN.

Name of Event or Project: VETERAN'S MEMORIAL WALL TRAVELING EXHIBIT

Date of Event or Project: APRIL 2017

Primary Location of Event or Project: FESTIVAL GROUNDS

Amount Requested: \$1,500.00

How will the funds be used: PROMOTION OF OUR COMMUNITY TO THE FAMILIES AND INDIVIDUALS INTERESTED IN SUPPORTING OUR VETERANS.

Primary Purpose of Funded Activity/Facility: TO CREATE A NEAT EVENT DURING A SLOW ECONOMIC PERIOD

**Percentage of Hotel Tax Support of Related Costs:**

- 100% Percentage of Total **Event Costs** covered by Hotel Occupancy Tax  
 \_\_\_\_\_ Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.  
 \_\_\_\_\_ Percentage of **Staff Costs** covered by Hotel Occupancy Tax for the Funded Event.

**Check which categories apply to funding request and amount requested under each category:**

- 1. Convention Center or Visitor Information Center:** 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. Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; \$ \_\_\_\_\_
- 3. Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; \$ \_\_\_\_\_
- 4. Promotion of the Arts that Directly Promote Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_
- 5. Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_
- 6. Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Rockport hotels, motels or bed & breakfasts? \_\_\_\_\_

**Questions for All Funding Requests:**

How many years have you held this Event or Project: Once before in October 2000

Expected Attendance: 5,000 over the 4-day period

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts: 25%

How many nights will they stay: One night

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: n/a

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Hotel Rooms Used
	<u>n/a</u>	

How will you measure the impact of your event on area hotel activity? We will call the hotels and rental units/owners/managers to determine how many overnight stays were generated.

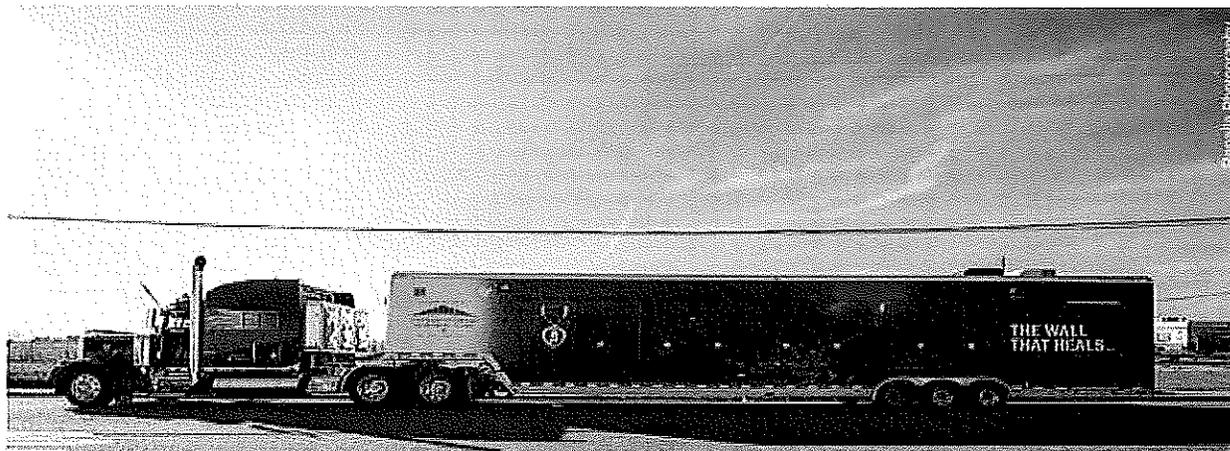
Please list other organizations, government entities and grants that have offered financial support to your project: ACND with use of Festival grounds

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Paid Advertising: \$ 1,500.00     Newspaper \$ \_\_\_\_\_     Radio \$ \_\_\_\_\_
- TV \$ \_\_\_\_\_     Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ \_\_\_\_\_     Other \$ \_\_\_\_\_

What areas do you reach with your advertising and promotions? San Antonio, Austin and Houston

What number of individuals will your proposed marketing reach who are located in another city or county? 1/2 million



The Wall replica and a mobile Education Center spread The Wall's healing legacy to hundreds of thousands, but we can't do it without your help! VVMF needs drivers and/or trucking companies to volunteer to haul The Wall to a single event or to multiple locations. **LEARN**



Location : Festival grounds to display The Wall and Education center trailer

Three preferred site dates in March/April (Arrival Wed out Sunday)

- 24 hour monitoring
- Volunteer Training on Wednesday
  - Veterans Groups
- Coastal Bend Troop Support
- Memorial Service, Bands each night

Cost: \$7,500.00 plus ancillary costs to total \$10,000.00 for project.

City of Gonzalez did this recently and it was very well done. We plan to create this type of event here during this slow period.

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM: 3.G.**

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the Rockport Rotary Club - Rockport Center for the Arts.

**SUBMITTED BY:** Elena Rodriguez, Rockport Center for the Arts

**APPROVED FOR AGENDA:** PKC

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

<b>FUNDING HISTORY</b>				
FY 12-13	FY 13-14	FY 14-15	FY 15-16*	Requested FY 16-17
\$ 1,000	\$ 2,000	\$ 2,000	\$ 2,500	\$ 2,000

\*Part of Rockport Center of the Arts FY '15-'16 request

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.



R O C K P O R T  
C E N T E R *for the* A R T S

May 24, 2016

Honorable Mayor C. J. Wax  
City of Rockport  
622 E. Market St.  
Rockport, Texas 78382

Dear Mayor Wax:

Please accept the attached proposal from Rockport Center for the Arts for the 10<sup>th</sup> Annual Rockport Film Festival.

As you will see in the enclosed report, we have re-strategized our Film Festival marketing campaign in 2015 in order to attract more visitors from outside the 70+ miles. We are continuing to re-evaluate our strategies to improve upon them each year. In 2016 our plans include reserving a hotel block at the Lighthouse Inn, promoting the Festival through sponsored content in regional cultural magazines in our targeted markets, and airing professionally made TV spots and radio reaching over 70+ miles away.

The Rockport Film Festival is proud to celebrate its 10<sup>th</sup> year this year. We have increased our attendance regularly, and we are confident that 2016 will be better than ever.

Rockport Center for the Arts, Rockport Rotary, and the Rockport Film Festival are very grateful for the strong support that the City of Rockport provides. We are proud to be a major event in Rockport, and will continue to work hard to exceed your expectations.

Fond regards,

Elena Rodriguez  
Creative and Managing Director

**City of Rockport  
Hotel/Motel Occupancy Tax Use Funding Application**

Date: **May 24, 2016**

Name of Organization: **Rockport Center for the Arts  
(Incorporated as Rockport Art Association, Inc.)**

Address: **902 Navigation Circle**

City, State, Zip: **Rockport, Texas 78382**

Contact Name: **Elena Rodriguez**

Contact Phone Number: **361-729-5519**

Web Site Address for Event  
or Sponsoring Entity: [www.rockportfilmfest.com](http://www.rockportfilmfest.com) – event  
[www.rockportartcenter.com](http://www.rockportartcenter.com) -- entity

Is your organization: **Non-Profit- Yes**

Tax ID#: **74-1652612-1**

Event's Creation Date: **1969**

Purpose of your organization:

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

**Our Caption: Explore. Discover. Express.**

**Our Promises:**

**To provide a facility that is free and open to the public six days a week, year-round.**

**To provide free summer art education programming to local area students and school year weekend art education activities for families.**

**To provide a space where cultural enrichment is available to the community and visitors alike.**

**To conduct activities that foster, attract, and promote cultural tourism.**

**To sustain a sculpture garden that serves as an attraction for the community and tourists.**

Name of Event or Project: **10<sup>th</sup> Annual Rockport Film Festival**

Date of Event of Project: **November 3-5, 2016**

Primary Location of Event  
or Project:

**Cinema 4 Theater, 2702 Hwy 35 N, Rockport, TX  
Various locations around town**

Amount Requested:

**\$3000**

How will the funds be used:

**To promote the 10<sup>th</sup> Annual Rockport Film Festival in markets over 70 miles away, including San Antonio, Houston, Austin, Fredericksburg, New Braunfels, San Marcos**

Primary Purpose of Funded  
Activity/Facility:

**To bring the best of independent film to Rockport-Fulton, a community that does not have access to this art form. To support the work of independent filmmakers, especially those from Texas.**

Percentage of Hotel Tax

Support of Related Costs:

**No Event, Facility, or Staff costs will be covered by HOT funds. Funds will be used solely for marketing and promotion**

Check which categories apply to funding request and amount requested under each category:

- 1. **Convention Center or Visitor Information Center.**
- 2. **Registration of Convention Delegates.**
- 3. **Advertising, Solicitations, Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. \*\*
- 4. **Promotion of the Arts that Directly Promote Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms. \*\*
- 5. **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry.**
- 6. **Sporting Event Expenses that Substantially Increase Economic Activity at hotels.**

**\*\*All of our expenses encompass both #3 and #4. We are requesting \$3000 total.**

**Questions for All Funding Requests:**

How many years have you held this Event or Project: **The Annual Rockport Film Festival celebrates its 10<sup>th</sup> anniversary this year.**

Expected Attendance: **1200-1500**

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts?

**Almost 1,300 people attended the Rockport Film Festival in November 2015, and 20% were from outside 70 miles. We are continually reevaluating our marketing efforts to increase this number each year. We had 10% increase in attendance in 2015 over 2014.**

How many nights will they stay:

**Visitors will need to stay 3 nights to attend the full Festival.**

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

**Yes, we are partnering this year for the first time with the Lighthouse Inn. Since this is our first year, we will reserve a block of 10-20 rooms. The room block rate will be a huge part of our marketing efforts to promote the festival this year.**

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

**Data for hotels is not available. For the past three years, we have received the following in HOT funds.**

**2015 - \$2500**

**2014 - \$2000**

**2013 - \$2000**

How will you measure the impact of your event on area hotel activity:

**We always hand out survey forms and take zip codes at each screening. In 2016, we will be able to measure hotel activity through our block rate at the Lighthouse Inn.**

Please list other organizations, government entities and grants that have offered financial support to your project: These are other government entities, foundations, individuals and organizations where specific funding is being requested for the annual period of 2016-2017.

#### **Government**

- 1. Texas Commission on the Arts**
- 2. State of Texas- Office of the Governor,  
Texas Film Commission**

#### **Local Businesses**

- 1. My Coastal Home**
- 2. Coldwell Banker – the Ron Brown Company**

3. Hidden Treasures
4. Morgan Stanley
5. Prosperity Bank
6. Rockport Vision Care
7. WB Liquors
8. Wind Way Gallery

### Local Organizations

1. Rockport Rotary
2. Friends of the Fulton Mansion

Please list all promotional efforts used by Rockport Center for the Arts and financial commitments to each media outlet:

### **FY2016 budgeted and estimated expenditures on nonlocal advertising and publicity:**

#### Non-Local

Facebook	\$300
Radio	\$500
Online Sponsored Content	\$1200
Printing of Flyers	\$1000
Television	\$500
Theater Sign	\$600
Voiceover Talent	\$200
Public Relations	\$200
<b>Total</b>	<b>\$4500</b>

What areas do you reach with your advertising and promotion?

**San Antonio**

**Houston**

**Austin**

**Fredericksburg**

**New Braunfels**

**San Marcos**

What number of individuals will your proposed marketing reach who are located in another city or county?

**Facebook: 40,000**

**Radio impressions 32,000**

**Broadcast TV impressions 80,000**

**Cable TV impressions 50,000**

**Sponsored Content: 5,000**

**207,000+ total**

## Supplemental Materials

### **Proposed Marketing Plan**

#### **Television & Radio**

**Professional made TV and radio spots to air on multiple channels the month of October**

**Media Partnership with Time Warner Cable and KRISTV**

**Ticket giveaway on KEDT (Corpus Christi/Victoria radio) and KLRN (San Antonio TV)**

#### **Social Media**

**Boosted Facebook posts for all of October**

**Targeted e-blast campaigns through third party outlets**

#### **Sponsored Content**

**Regional culture magazines, such as The Bend, Hill Country Magazine, and/or Glasstire**

#### **Printed Materials**

**Schedule of films and flyers in all area hotels starting in October**

**Big sign on the outside of the theater one month before the event**

### **Schedule of Events**

**Red Carpet Party – Thursday, November 3. An opening party sponsored by local restaurants and an outdoor screening of our premiere film. For VIP Pass-holders, filmmakers, and ticket goers.**

**Screenings – All day Friday, November 4, & Saturday November 5, at Cinema 4, Rockport.**

**Social Gatherings – Two public social gatherings sponsored by local organizations. Free and open to the public. Attended by filmmakers and film-lovers.**

**Filmmaker Meet & Greet – Friday night party after the late night screening. For filmmakers and VIP pass-holders only.**

**Exhibit "A"**

<b>Category</b>	<b>Grant Amount</b>
Social media, radio, online ads, printing	\$3000
TOTAL	\$3000



Request for HOT Funds 2016

**10<sup>th</sup> Annual Rockport  
Film Festival**

# 2015 MARKETING STRATEGY



A new marketing strategy was implemented for the 2015 special event. It included sponsored content and a ticket giveaway on **MYSA.com** (San Antonio market), a free **Public Service Announcement** that ran on **KRIS-KAJA-KZTV-Time Warner** television (over **130 spots**) on **iHeart Media** radio, a **print ad insert** in the **Alice Echo News Journal**, **flyers with the schedule** at local hotels, and **signage** outside of the **Cinema 4** venue.

In prior years the marketing strategy included ticket giveaways on **KEDT** and **KLRN** (PBS Stations) and boosted **Facebook posts**. These were also part of the 2015 strategy.

# SUCCESS!

Our survey revealed that most people learned of the Rockport Film Festival through:

**Facebook (30k impressions),  
Television (130k impressions),  
Radio PSAs (32k impressions),  
KEDT & KLRN drives,  
and signage**



We had **record attendance**. A total of **1,293 people** attended screenings and events tied to the festival experience. That is a **10% increase** in overall attendance as compared to last year and an **18% increase in single ticket sales**. The **Red Carpet Party** was the best attended ever (**250**).

One **completely sold out** screening— a first in Rockport Film Festival history.

# ***2016 MARKETING STRATEGY***

- **Facebook** - boosted content
- **Media partnership** with **KRISTV & Time Warner Cable** and professionally made **TV & radio ads**
- **Sponsored content** in nonlocal, Texas arts & cultural magazines, including **e-blasts** and Facebook posts to their subscribers
- A new **16' x 16' sign** on the side of the theater
- **Flyers** with the screening schedule at local hotels

All of these efforts will start **30-days before the Film Festival**

# ***NEW ADDITIONS TO THE FILM FESTIVAL***



A big part of the Rockport Film Festival is **introducing filmmakers and film-lovers to the coastal charm of our community for this 3 day event**. Three new additions to the Rockport Film Festival will help achieve this:

- Block rate at the picturesque **Lighthouse Inn**
- **Filmmaker Meet & Greet**, exclusive to filmmakers and VIP Pass-holders
- **Hospitality Tent** outside of Cinema 4, where film-lovers can pass the time between films in an environment conducive to socializing.

# ***2016 BUDGET PROPOSAL***

<b>Category</b>	<b>Grant Amount</b>
<b>Social media, radio, online ads, printing</b>	<b>\$3000</b>
<b>TOTAL</b>	<b>\$3000</b>

# 10<sup>th</sup> Annual Rockport Film Festival Request for HOT Funds 2016



***THANK YOU, CITY OF ROCKPORT,  
FOR 10 YEARS OF SUPPORT!***

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM:** 3.H.

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the Rockport Yacht Club.

**SUBMITTED BY:** Bill Coxwell, Rockport Yacht Club

**APPROVED FOR AGENDA:** PKC

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

<b>FUNDING HISTORY</b>				
FY 12-13	FY 13-14	FY 14-15	FY 15-16	Requested FY 16-17
\$ 1,000	\$ 1,500	\$ 2,000	\$ 2,500	\$ 4,500

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.

# ROCKPORT YACHT CLUB

May 24, 2016

RECEIVED

MAY 24 2016

ADMIN. ASST.

City of Rockport  
Attn: City Secretary  
622 E. Market Street  
Rockport, TX 78382

Re: Hotel Occupancy Tax (HOT) Funding Request for the Rockport Nautical Flea Market 2017

Greeting to the Rockport City Council:

The Rockport Yacht Club's request for 2017 Hot Funds is attached. Your support during the past 15 years has been instrumental in ensuring the steady growth of this popular event. 2016 continued with 3,370 attendees (including vendors) with 1,215 visitors from more than 75 miles away. The Yacht Club, the local fund raising booths, and the vendors all reported better than anticipated results. It is our intention to continue to market our event throughout Texas and show our participants what Rockport's beautiful bays, beaches and picturesque stores & restaurants have to offer. We plan to increase our advertising budget by the judicious use of television spots and attendance at boat shows and community fests throughout the Coastal Bend. The emphasis will be on spending a fun weekend in Rockport, as well as attending the 16<sup>th</sup> Annual Nautical Flea Market. The Rockport Yacht Club strongly believes that our event will bring visitors back to our waterfront activities again & again. We also intend to increase our pool of local vendors by persuading more charities, service organizations, and religious organizations to use the Nautical Flea Market as a fundraising/sales venue. We appreciate the past support of our City Council and respectfully request your approval of this request.

Sincerely,



Bill Coxwell  
Commodore  
(361) 463-1193  
coxwell@sbcglobal.net

---

**APPLICATION**


---

Date: May 24, 2016Name of Organization: Rockport Yacht ClubAddress: 722 Navigation CircleCity, State, Zip: Rockport, TX 78382-2779Contact Name: Bill CoxwellContact Phone Number: 361-463-9086Web Site Address for Event or Sponsoring Entity: ryctx@sbcglobal.netIs your organization: Non-Profit: X Private/For Profit: \_\_\_\_\_Tax ID#: 19121577605 Entity's Creation Date: 1969Purpose of your organization: Promote boating safety, youth sailing school. Promote Rockport's water recreation activities, support a myriad of community events; member of the U.S. Sailing Assoc., Texas Sailing Assoc. and Yachting Clubs of America.Name of Event or Project: Nautical Flea Market (16<sup>th</sup> Annual)Date of Event or Project: May 6-7, 2017Primary Location of Event or Project: Rockport Harbor Marina + Festival GroundAmount Requested: \$4,500How will the funds be used: Advertising statewide in all media, i.e. television, Internet sites, mass mailing, posters, newspapers, signs, ect. Major increase in TV coverage including a professionally produced TV advertisement.Primary Purpose of Funded Activity/Facility: Fundraisers to support Rockport Yacht Club Community activities with emphasis on youth sailing outreach program & to sponsor statewide Regattas in Rockport. The event is an avenue for various charitable organizations, churches, museums, and the aquarium.

**Percentage of Hotel Tax Support of Related Costs:**

- 20% Percentage of Total **Event Costs** covered by Hotel Occupancy Tax
- 0 Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.
- 0 Percentage of **Staff Costs** covered by Hotel Occupancy Tax for the Funded Event.

**Check which categories apply to funding request and amount requested under each category:**

- 1. Convention Center or Visitor Information Center:** 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. Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; \$ \_\_\_\_\_
- 3. Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; \$ 5,700
- 4. Promotion of the Arts that Directly Promote Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_
- 5. Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_
- 6. Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Rockport hotels, motels or bed & breakfasts? \_\_\_\_\_

**Questions for All Funding Requests:**

How many years have you held this Event or Project: 15 years consecutively

Expected Attendance: 4,000

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts: 1,400 estimated

How many nights will they stay: 1-3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Hotel Rooms Used
May 2013	\$1,000.00	
May 2014	\$1,500.00	
May 2015	\$2,000.00	
May 2016	\$2,500.00	

How will you measure the impact of your event on area hotel activity? Ascertain the hometowns of all attendees and vendors. Count those that live more than 75 miles away.

Please list other organizations, government entities and grants that have offered financial support to your project: None

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Paid Advertising: \$5,700.     Newspaper \$ 1,400.     Radio \$ 1,500.
- TV \$ 2,000.     Press Releases to Media \$ 150.
- Direct Mailing to out of town recipients \$ 500.     Other \$ 150.

What areas do you reach with your advertising and promotions? Statewide with major focus on southern half of Texas particularly coastal areas plus San Antonio, Austin, Houston, and Galveston

What number of individuals will your proposed marketing reach who are located in another city or county? 2000 - 4000

**Schedule of Activities**  
**16<sup>th</sup> Annual Rockport Nautical Flea Market**  
**May 6 – 7, 2017**

Friday May 5, 2017	8am – 12pm	Facilities & Grounds Set Up
	12pm – 7pm	Vendor Set Up
	5pm – 8pm	Vendor Appreciation Dinner
Saturday May 6, 2017	7am – 10am	Vendor Set up
	10am – 5pm	Open to Public
Sunday May 7, 2017	10am – 4pm	Open to Public

# ROCKPORT YACHT CLUB

## **2017 NFM Marketing Plan**

- 1) Create new TV commercial (visit Rockport & Nautical Flea Market)
- 2) Mailings to all previous vendors
- 3) Visit or attend Texas markets, boat related shows (promote vendors from outside of the area – flyers & posters)
- 4) TV ads with new commercial
- 5) Mailings to all Texas yacht clubs
- 6) Utilize social media (fishing blogs, Facebook)
- 7) Newspaper advertising
- 8) Radio advertising

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 7, 2016**

---

**AGENDA ITEM: 3.I.**

Hear and deliberate on requests for grant funds from the Hotel Occupancy Tax Fund Account from the Texas Maritime Museum.

**SUBMITTED BY:** Kathy Roberts-Douglass, Texas Maritime Museum

**APPROVED FOR AGENDA:** PKC

---

**BACKGROUND:** See attached Application requesting grant funds from the Hotel Occupancy Tax Fund Account.

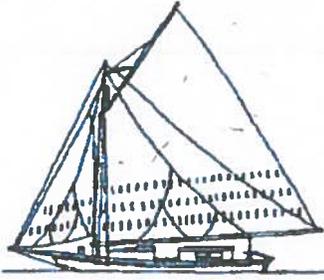
<b>FUNDING HISTORY</b>				
FY 12-13	FY 13-14	FY 14-15	FY 15-16	Requested FY 16-17
\$ 71,250	\$ 77,000	\$ 77,000	\$ 80,000	\$ 80,000

---

**FISCAL ANALYSIS:**

---

**STAFF RECOMMENDATION:** Not an action item.



# TEXAS MARITIME MUSEUM



1202 Navigation Circle - Rockport, Texas 78382 - (361) 729-1271 • Fax (361) 729-9938 • (866) 729-AHOY • E-mail:klrdouglass@gmail.com

May 19, 2016

Mayor Wax and Council Members  
City of Rockport, Texas  
622 E. Market Street  
Rockport Texas 78382

**2015-2016**  
**Board of Trustees**  
\*\*\*\*\*

Bruce Sherman  
President

Rose Williams  
Vice President

Garry Cate, CPA  
Treasurer

Sally Reynolds  
Secretary

Veronika Camehl

David Gibson, II

Jerry Lawson

Melinda Mills

Gayle Rogers

Jad Smith

Sam Spears

Duke Stevens

Dear Mayor and Council Members:

Please find attached the requested Hotel Occupancy Fund grant for 2016-2017.  
I will attend the workshop slated for Tuesday, June 7<sup>th</sup> @ 1:30 p.m.

After the 20<sup>th</sup> Annual Rockport Festival of Wine and Food concludes, we will process the zip codes from the festival and post to the EXCEL spreadsheet for further detail. Also, the hoteliers will have a complete report for us to submit for the grant as well.

Thank you in advance!

Sincerely,

Kathy Roberts-Douglass  
CEO

---

**APPLICATION**

---

**Date:** May 23, 2016

**Name of Organization:** Texas Maritime Museum

**Address:** 1202 Navigation Circle

**City, State, Zip:** Rockport, TX 78382

**Contact Name:** Kathy Roberts-Douglass

**Contact Phone Number:** 361-729-1271

**Web Site Address for Event or Sponsoring Entity:** www.texasmaritimemuseum.org;  
www.texasfestivalofwines.com (See attached demographics)

**Is your organization:** Non-Profit: X Private/For Profit: \_\_\_\_\_

**Tax ID#:** 74-2097680 **Entity's Creation Date:** 1980 (Seafair Concept); 1987  
(State Legislative Ordinance); July 1, 1989 Open to Public

**Purpose of your organization:** The mission of the Texas Maritime Museum is to excite & educate the  
public about Texas' Maritime history and artifacts. The Museum's purpose is to offer a variety of  
experiences to children and adults by collecting, preserving, and interpreting items of historical  
interest for educational purposes.

**Name of Event or Project:** 22 Annual Mah Jongg Tournament, 21st Annual Belle Ball, and  
21st Annual Festival of Wine & Food

**Date of Event or Project:** MJ Tournament Jan 28-29, 2017; Belle Ball December 2nd, 2016;  
Wine & Food Festival May 25th-28th, 2017

**Primary Location of Event or Project:** Texas Maritime Museum & Rockport Country Club

**Amount Requested:** \$80,000.00

**How will the funds be used:** Advertising, promotions, applicable operating expenses

(See attached budget)

---

**Primary Purpose of Funded Activity/Facility:** The continued development of tourism and  
assistance with costs associated with fundraising. The line item for fundraising is responsible  
for **55%** of the proposed budget. Museum Budget for 2016-2017 = \$458,180.00. Line item  
for fundraising is \$250,000.00.

**Percentage of Hotel Tax Support of Related Costs:**

- \_\_\_\_\_ . Percentage of Total **Event Costs** covered by Hotel Occupancy Tax
- \_\_\_\_\_ Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.
- \_\_\_\_\_ Percentage of **Staff Costs** covered by Hotel Occupancy Tax for the Funded Event.

**Check which categories apply to funding request and amount requested under each category:**

**1. Convention Center or Visitor Information Center:** 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. Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; \$ \_\_\_\_\_

**3. Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; \$ See attached budget

**4. Promotion of the Arts that Directly Promote Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ See attached budget

**5. Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ See attached budget

**6. Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? N/A

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Rockport hotels, motels or bed & breakfasts? \_\_\_\_\_

**Questions for All Funding Requests:**

**How many years have you held this Event or Project:** Mah Jongg - 22years; Belle Ball - 20 years

**Expected Attendance:** Mah Jongg - 152 attendees max, Festival of Wine & Food - 2500  
Belle Ball - 250 attendees max

**How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts:** Approximately 40-50% of attendees from Wine Festival/ 74% Mah Jongg (See report)

**How many nights will they stay:** Belle Ball 5% 2-3 nights per event

**Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:** Yes, for bands- Holiday Inn (9), Hoopes House filled/ booked for 2 years out for ease of walking, Lighthouse Inn, Hampton Inn, Motel 6, LaQuinta

**Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:**

Month/Year Held	Assistance Amount	Hotel Rooms Used
Last 19 Years	Forthcoming After Event	
Last year for Jan 2016	See attached Marketing Plan	
Mah Jongg	for 2016-2017	

**How will you measure the impact of your event on area hotel activity?** Zip codes received on an hourly basis, reviewed, tabulated in an Excel spreadsheet into a 12 page report (See attached report) Will be delivered to the Council no later than June 1st after the festival. We need the staff time to compile the reports for accuracy.

**Please list other organizations, government entities and grants that have offered financial support to your project:** See list

**Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:**

- Paid Advertising: \$ \_\_\_\_\_  Newspaper \$ \_\_\_\_\_  Radio \$ \_\_\_\_\_
  - TV \$ \_\_\_\_\_  Press Releases to Media \$ \_\_\_\_\_
  - Direct Mailing to out of town recipients \$ \_\_\_\_\_  Other \$ \_\_\_\_\_
- LogLine

**What areas do you reach with your advertising and promotions?**  
See coverage maps

**What number of individuals will your proposed marketing reach who are located in another city or county?** See coverage maps i.e. 1 million Austin/ Central Texas

**EXHIBIT A****BUDGET REQUEST - TMM**

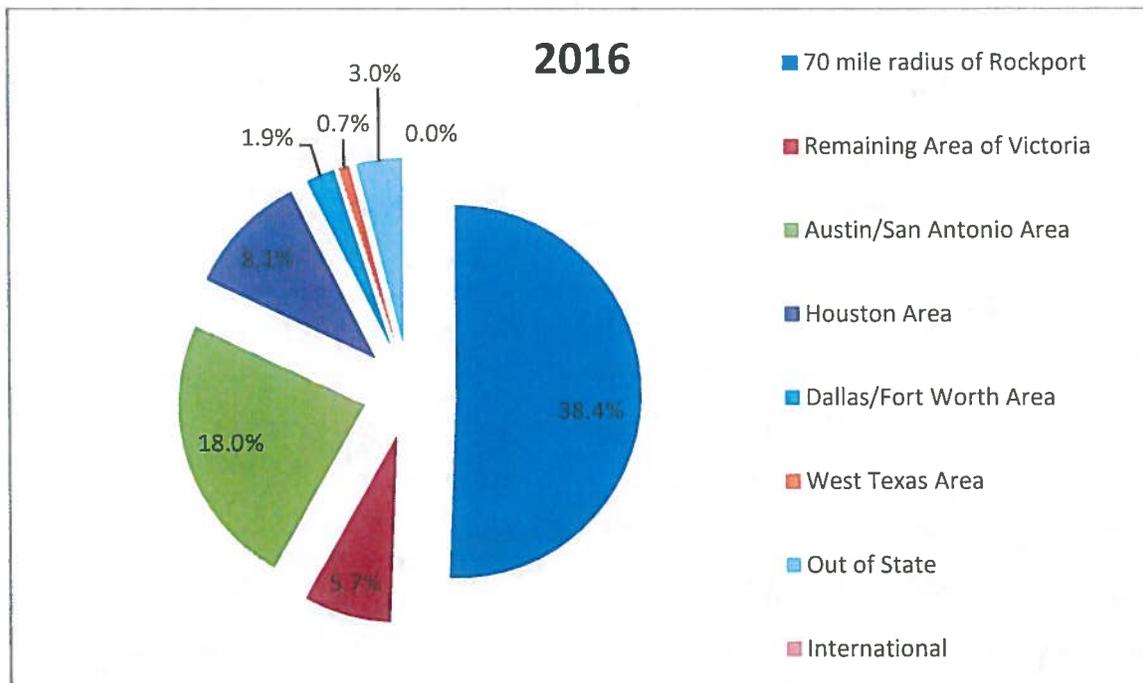
<b>CATEGORY</b>	<b>REQUESTED FOR YEAR 2016 - 2017</b>	<b>GRANTED</b>
Advertising	\$26,000.00	
Curatorial	\$5,000.00	
Salaries	\$29,000.00	
Education	\$7,000.00	
Office Supplies	\$7,000.00	
Website Maintenance	\$6,000.00	
Total	\$80,000.00	



## 2016 Festival of Wine and Food - Attendance

<b>70 mile radius (Rockport-Fulton &amp; Corpus Christi)</b>	<b>817</b>	<b>38.4%</b>
<b><u>70 + miles</u></b>		<b>54.7%</b>
Victoria Area	121	5.7 %
Austin/San Antonio Area	383	18.0 %
Houston Area	172	8.1 %
Dallas-Fort Worth Area	40	1.9 %
West Texas Area	15	0.7 %
Out of State Attendance	64	3.0 %
17 states represented outside of Texas. These include: Alabama, Arizona, California, Florida, Georgia, Indiana, Louisiana, Maryland, Mississippi, Missouri, New Mexico, Oklahoma, Pennsylvania, Tennessee, Utah, Washington, and Wisconsin.		
<b>Total Zip Codes Recorded</b>	<b>1980</b>	<b>93.1 %</b>
<b>Total Attendance:</b>	<b>2126</b>	

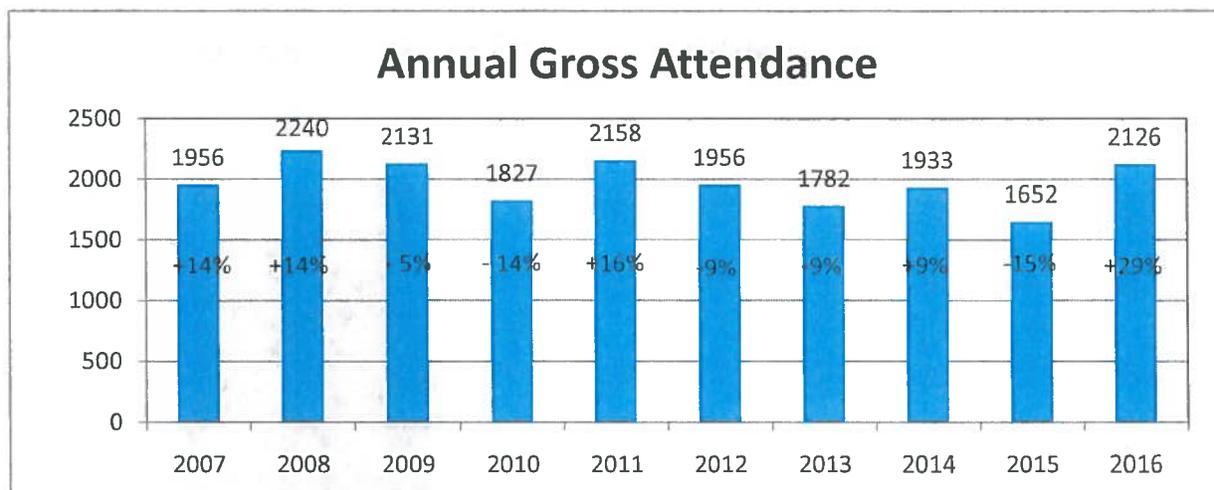
### 2016 Rockport Festival of Wine and Food Attendance



## Texas Maritime Museum's Rockport Festival of Wine and Food Attendance Data

### Annual Gross Attendance (Combined Data)

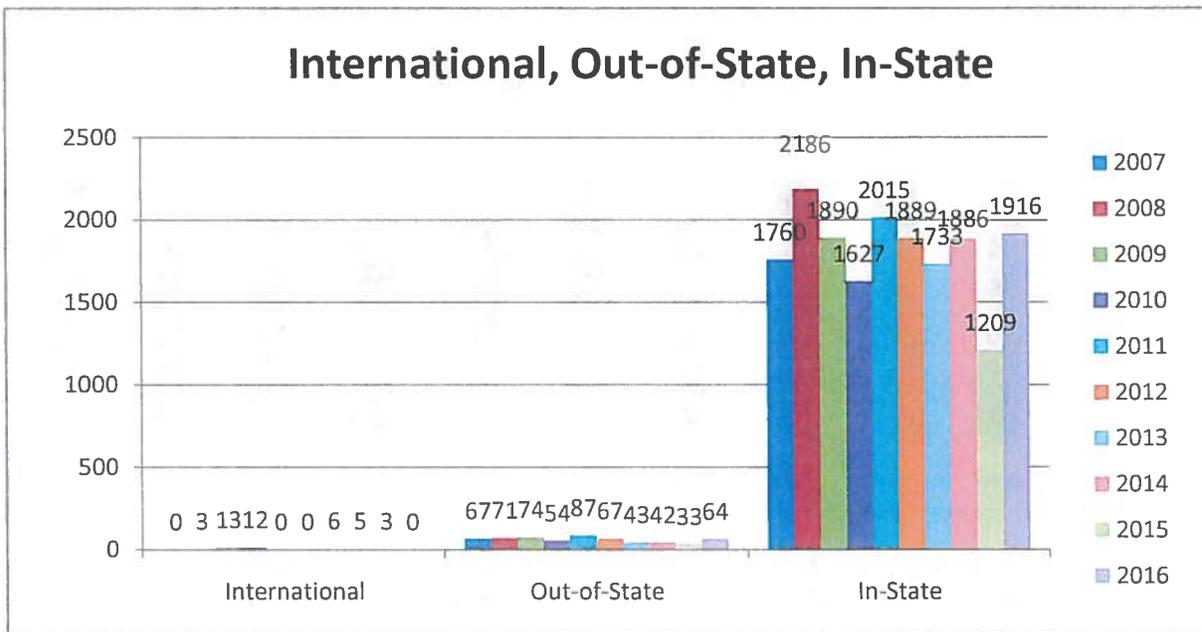
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
Attendance	1956	2240	2131	1827	2158	1956	1782	1933	1652	2126



- 2011** 16% increase from 2010; external factors affecting attendance were gas prices of \$3.70 a gallon and the continuing economic recession. The temperature was in the 90s, but the new UV resistant tents and a breeze both days helped keep the heat manageable.
- 2012** 9% decrease from 2011; external factors affecting attendance were temperatures in the mid 90s with very little breeze and no cloud cover making the early hours uncomfortable. Billboard between Rockport and Corpus Christi increased local attendance.
- 2013** 8.9% decrease from 2012; external factors affecting attendance were excessive rain in San Antonio of up to 10 inches with flash flooding on Saturday with inclement weather in both Austin and Victoria. It rained earlier in the day (around 11 am) on the grounds, but was clear for the festival. Sunday was sunny/partly cloudy with a high in upper 80s.
- 2014** 8.5 % increase from 2013; weather was clear and in the mid 80s.
- 2015** 14% decrease from 2014; external factors included inclement weather/strong storms 2 weeks leading to Memorial Weekend. Big tent raised on 5/9 only to be uprooted/collapsed on 5/12. The tent was removed and luckily replaced days before Patron Party the next week. Tornado warnings on 5/15 & 5/21. Flash flood alert 1pm saturday-7am Monday for Aransas, Bee, Calhoun, Dural, Goliad, Jim Wells, Keeberg, La Salle, Live Oak, McMullen, Nueces, Refugio, San Patricio, Victoria & Webb counties. Corpus Christi made national news for flooding on 5/21-22. Grounds were flooded with inches of standing water in areas where hay and a pump were employed. Festival hours were clear, sunny and hot, especially Sunday.
- 2016** 29% increase from 2015; external factors included good weather. Scattered clouds, high of 87 with 80% humidity by end of night Saturday. Sunday high of 88 with sunshine and 70-80% humidity again. Rain Saturday night/early morning so grounds were mushy at end of wine tent furthest from entrance. Gas prices were \$2.05/gal.

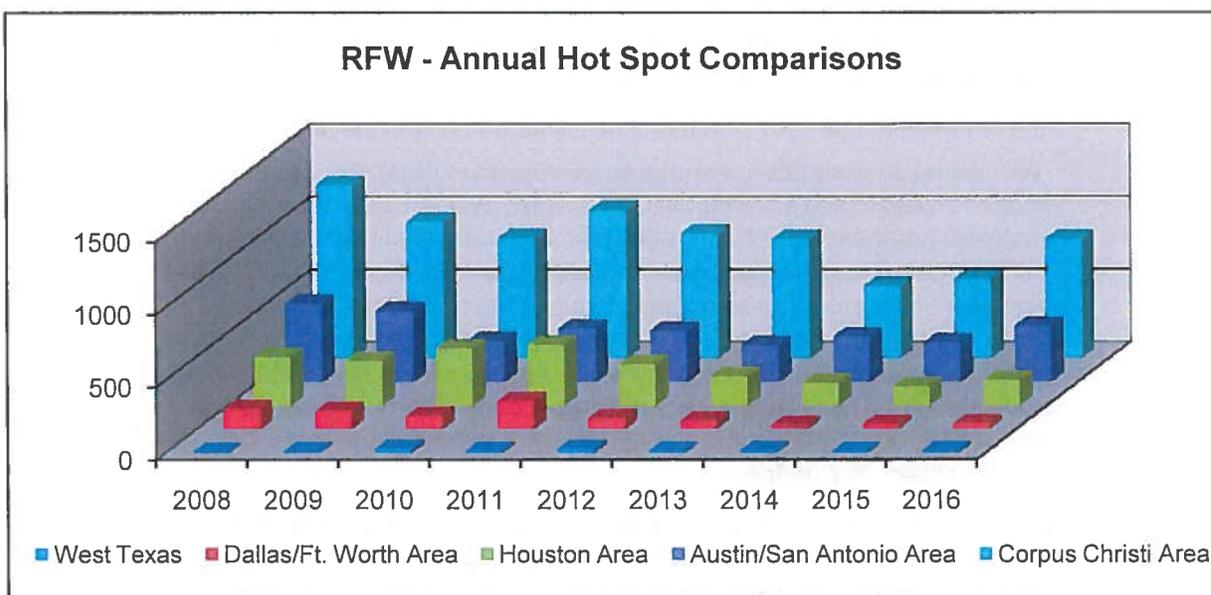
**Annual Wine Festival Attendance (Zip Code Data) - International, Out-of-State, In-State**

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
International	0	3	13	12	0	0	6	5	3	0
Out-of-State	67	71	74	54	87	67	43	42	33	64
In-State	1760	2186	1890	1627	2015	1889	1733	1886	1209	1916



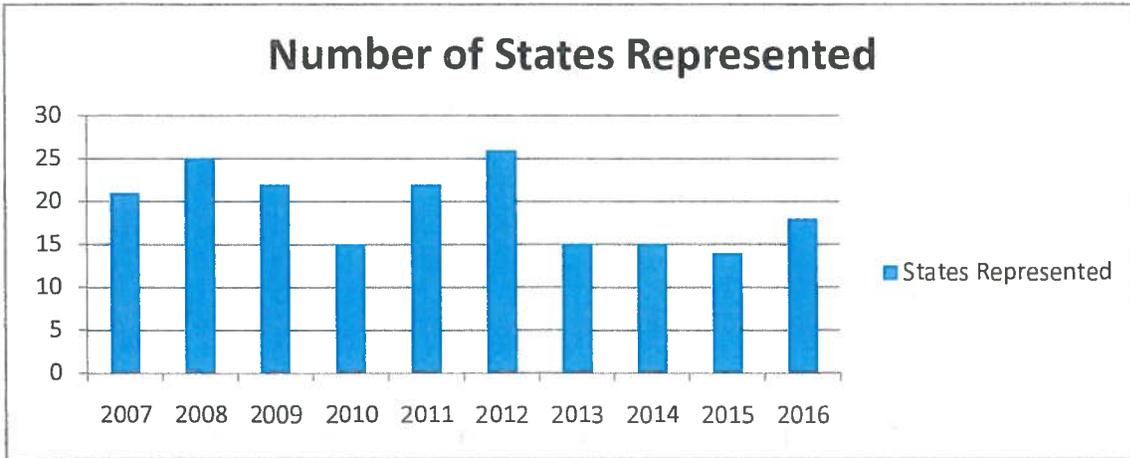
**Annual Hot Spot Comparisons (Zip Codes Data):**

	2008	2009	2010	2011	2012	2013	2014	2015	2016
West Texas	6	10	27	14	26	15	16	12	15
Dallas/Ft. Worth Area	136	124	93	194	80	56	30	35	40
Houston Area	335	309	396	418	284	201	156	133	172
Austin/San Antonio Area	540	492	283	368	353	254	312	270	383
Corpus Christi Area	1192	941	828	1020	860	821	497	547	817



**States Represented (Zip Code Data)**

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>States</b>	21	25	22	15	22	26	15	15	14	18

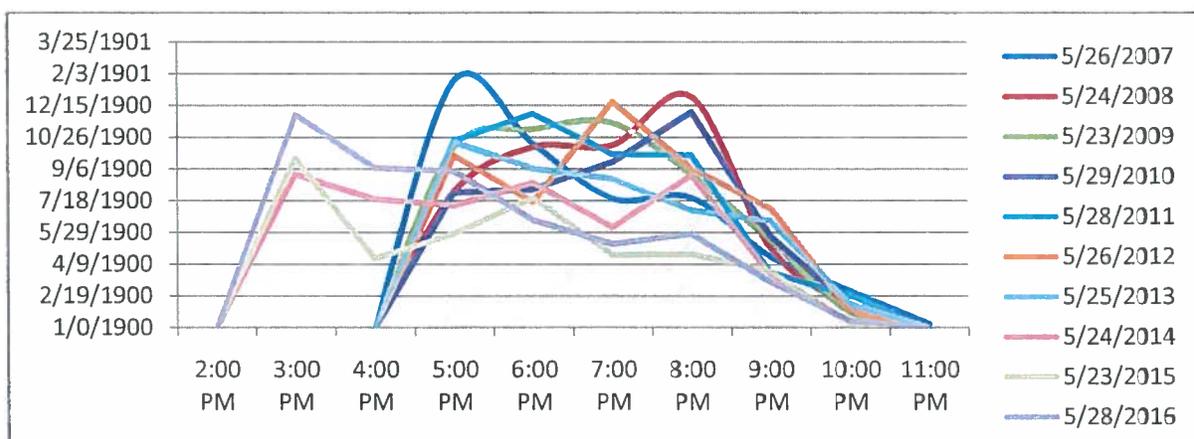


<b>States:</b>	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Alabama			1	1		1				1
Alaska						1	1			
Arizona	1	1			1					1
Arkansas	1		1			1	1		1	
California	1	1	1	1	1	1	1			1
Colorado	1	1	1	1		1	1	1	1	
Connecticut					1					
Delaware										
Florida										1
Georgia										1
Hawaii										
Idaho										
Illinois										
Indiana										1
Iowa	1									
Kansas	1		1			1		1	1	
Kentucky	1									
Louisiana		1	1	1	1	1	1	1	1	1
Maine	1	1								
Maryland						1		1		1
Massachusetts										
Michigan	1	1	1		1	1	1			
Minnesota										
Mississippi		1		1		1				1
Missouri		1			1			1	1	1
Montana	1		1							
Nebraska				1			1			
Nevada	1		1			1				
New Hampshire				1	1					
New Jersey		1					1	1	1	
New Mexico	1	1	1	1	1	1	1	1	1	1
New York	1	1	1		1	1				
North Carolina	1	1	1		1	1		1	1	
North Dakota										
Ohio	1	1				1	1			

Oklahoma	1	1	1	1	1	1	1	1	1	1	1
Oregon					1	1	1	1	1	1	
Pennsylvania		1				1					1
Rhode Island											
South Carolina		1			1						
South Dakota					1						
Tennessee		1	1			1		1			1
Texas	1	1	1	1	1	1	1	1	1	1	1
Utah		1						1			1
Vermont		1	1	1							
Virginia	1	1	1	1		1	1	1	1		
Washington	1		1	1	1						1
West Virginia						1					
Wisconsin						1				1	1
Wyoming						1					
Washington D.C.					1						
	<b>19</b>	<b>21</b>	<b>18</b>	<b>13</b>	<b>18</b>	<b>24</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>18</b>	

**Saturday Wine Festival Attendance (Combined Data):**

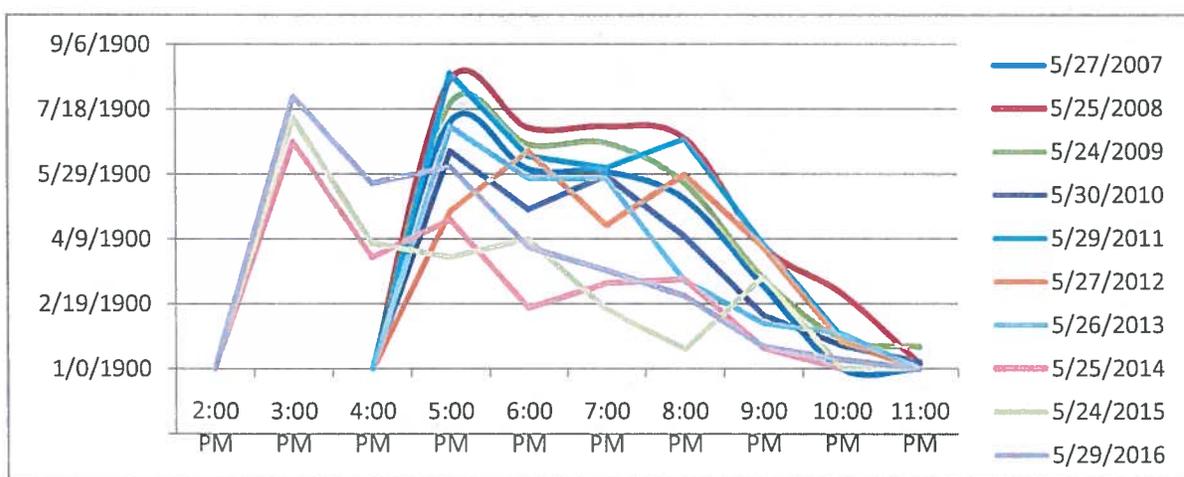
	5/26/2007	5/24/2008	5/23/2009	5/29/2010	5/28/2011	5/26/2012	5/25/2013	5/24/2014	5/23/2015	5/28/2016
2:00 PM									0	0
3:00 PM									242	267
4:00 PM	0	0	0	0	0	0	0	203	109	252
5:00 PM	389	215	284	213	294	272	293	193	148	247
6:00 PM	290	285	313	218	337	199	251	229	205	170
7:00 PM	204	288	323	261	273	357	235	159	115	132
8:00 PM	205	364	242	340	272	252	185	241	116	148
9:00 PM	113	126	138	144	87	188	169	84	89	72
10:00 PM	58	37	25	36	51	26	38	8	4	11
11:00 PM	6	0	2	2	0	0	0	0	0	0
	1265	1315	1327	1214	1314	1294	1171	1359	1053	1367



2007	Defined attendance spike when gate opens b/w 4 and 6 pm - possibly due to
2008	Defined attendance spike between 7 and 9 pm - possibly due to band (Two Tons of Steel).
2009	No defined spike - possibly due to lack of headlining band; Data indicates that the bands do significantly impact that attendance to RFW.
2010	
2011	
2012	Defined spike between 8 and 9 pm - possibly due to band (Carolynn
2013	Storms earlier in the day made for soggy grounds on site. Rain flash flooded the city of San Antonio with up to 10 inches in 24 hours (the city accounting for roughly 21% of our demographics in 2012). Victoria, TX experienced a tornado (an area making up over 6% of our 2012 demographics).
2014	Gates opened 2 hours earlier at 2:00 PM. Attendance was lower in later hours than previous years, but guests also seemed to come earlier and stay longer.
2015	Good numbers in first hour of festival and then second highest between 5-6 pm just before the Scott Taylor Band went on at 7 pm.
2016	Highest opening numbers since 2007. Continues to be the trend that visitors come at opening or soon after with the majority seeming to stay through both bands.

### Sunday Wine Festival Attendance (Clicker Data):

	5/27/2007	5/25/2008	5/24/2009	5/30/2010	5/29/2011	5/27/2012	5/26/2013	5/25/2014	5/24/2015	5/29/2016
2:00 PM								0	0	0
3:00 PM								175	194	210
4:00 PM	0	0	0	0	0	0	0	86	97	143
5:00 PM	190	222	204	168	228	122	187	115	86	156
6:00 PM	154	186	173	123	164	168	147	47	100	94
7:00 PM	152	187	174	149	155	111	147	66	46	76
8:00 PM	131	178	143	102	177	150	68	69	15	56
9:00 PM	64	95	70	41	96	94	35	16	71	17
10:00 PM	0	58	23	18	24	21	27	0	0	7
11:00 PM	0	4	17	5	0	0	0	0	0	0
	<b>691</b>	<b>930</b>	<b>804</b>	<b>606</b>	<b>844</b>	<b>666</b>	<b>611</b>	<b>574</b>	<b>609</b>	<b>759</b>

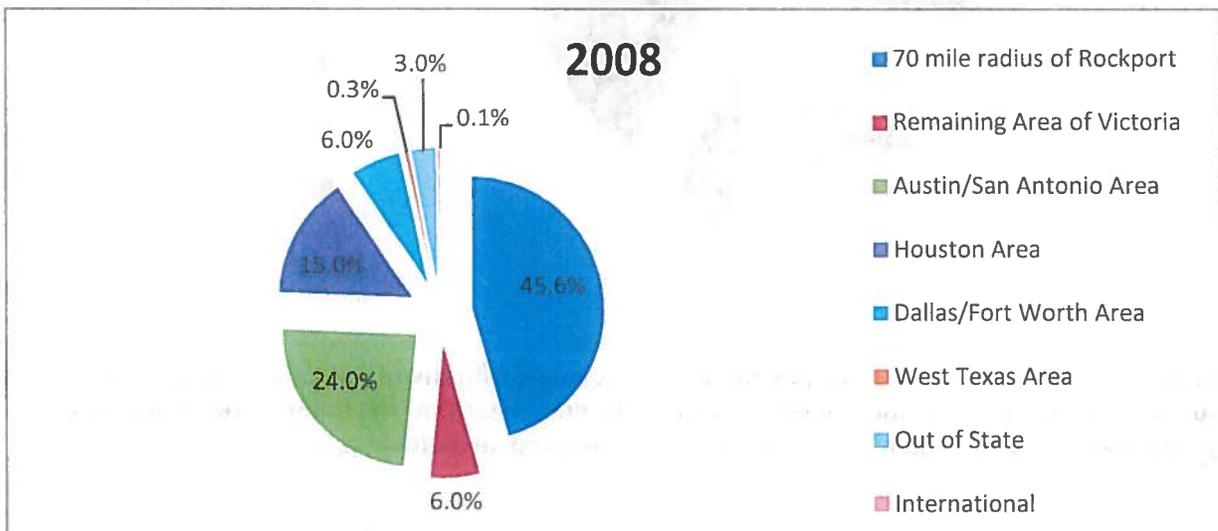


- 2007** Defined spike from 4 to 6 pm.
- 2008** Defined spike from 4 to 6 pm.
- 2009** Defined spike from 4 to 6 pm. - Trend is set.
- 2010**
- 2011** Defined spike from 7 to 9 pm. Probably due to the band (Joe Ely Band).
- 2012** Significant drop in first hour attendance. No 4:30 presentation/cook-off this
- 2013** No 4:30 presentation/cooking demonstration. No Teflon chef competition, just a regular food demonstration.
- 2014** Teflon chef returned. No significant rise in attendance at any hour but a steady decline each hour and then noticeable drop off after 8 PM
- 2015** Highest opening hour on Sunday since 2011.
- 2016** Numbers steadily decline after opening except for slight bump around 5 PM, maybe to do with the Teflon Chef Competition at that time.

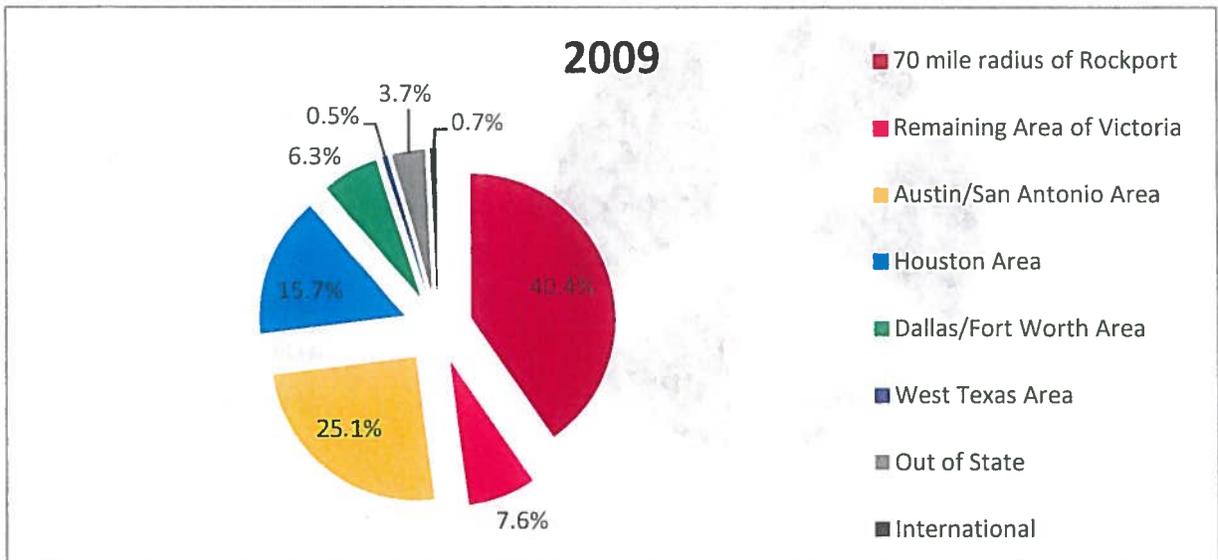
**Attendance Area Percentages (Zip Code Data):**

	2008	2009	2010	2011	2012	2013	2014	2015	2016
70 mile radius of Rockport	45.6%	40.1%	42.1%	33.6%	45.1%	56.2%	43.3%	52.0%	38.4%
Remaining Area of Victoria	6.0%	7.5%	6.8%	14.9%	6.4%	4.2%	5.5%	8.0%	5.7%
Austin/San Antonio Area	24.0%	24.9%	23.4%	17.6%	21.1%	17.8%	19.1%	21.7%	18.0%
Houston Area	15.0%	15.6%	16.7%	19.9%	17.0%	13.8%	9.6%	10.7%	8.1%
Dallas/Fort Worth Area	6.0%	6.3%	5.5%	9.2%	4.8%	3.8%	1.8%	2.8%	1.9%
West Texas Area	0.3%	0.5%	1.6%	0.7%	1.6%	1.2%	1.0%	1.0%	0.7%
Out of State	3.0%	3.7%	3.2%	4.1%	4.0%	3.0%	2.6%	2.7%	3.0%
International	0.1%	0.7%	0.7%	0.0%	0.0%	0.4%	0.3%	0.2%	0.0%

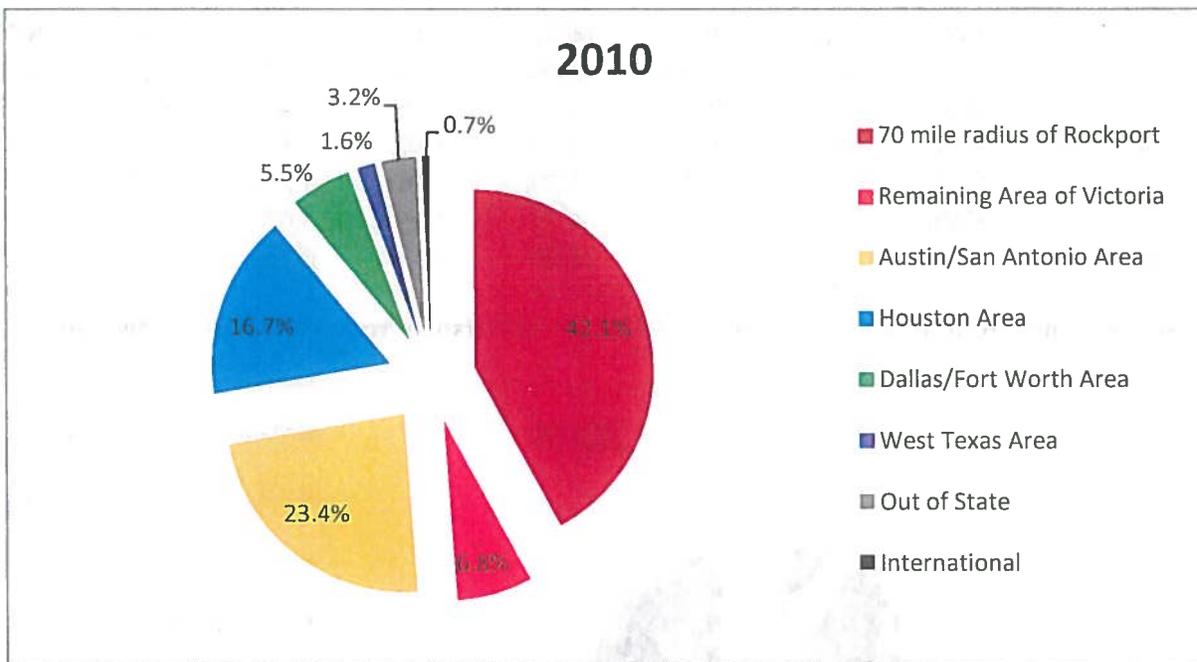
**Increased local attendance from within 60 mile radius. Reduced attendance from outside of 60 mile radius,**



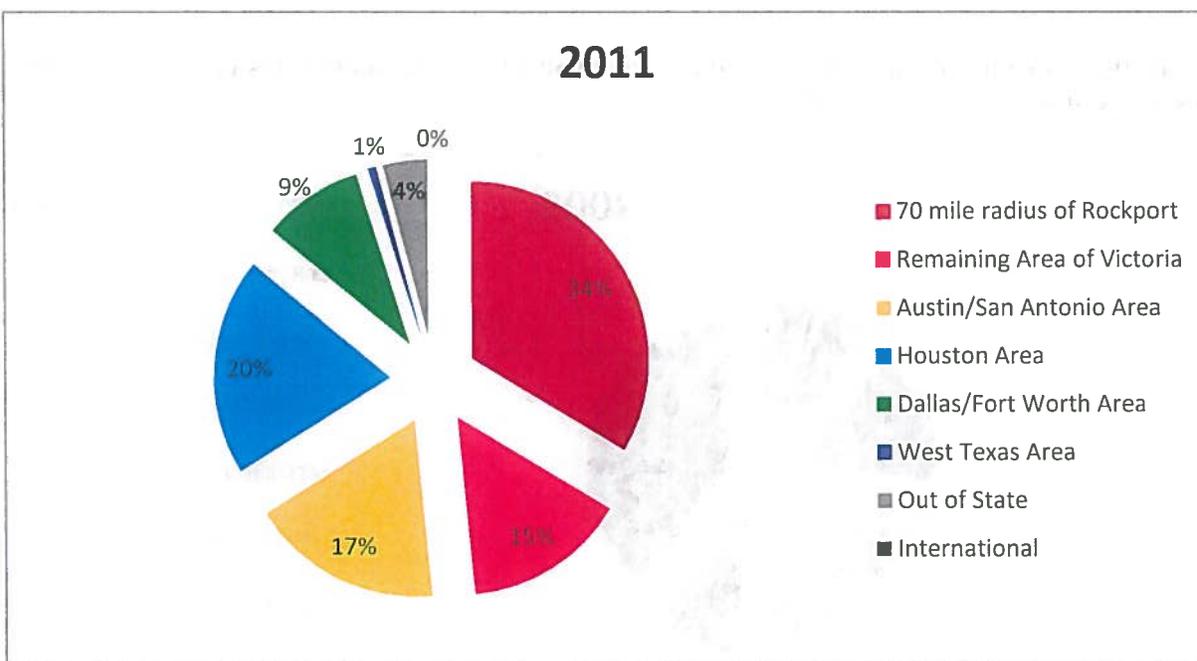
**Decreased local attendance from within 60 mile radius, potentially due to decreased gas prices from 2008. All other areas show at least a 1 % increase.**



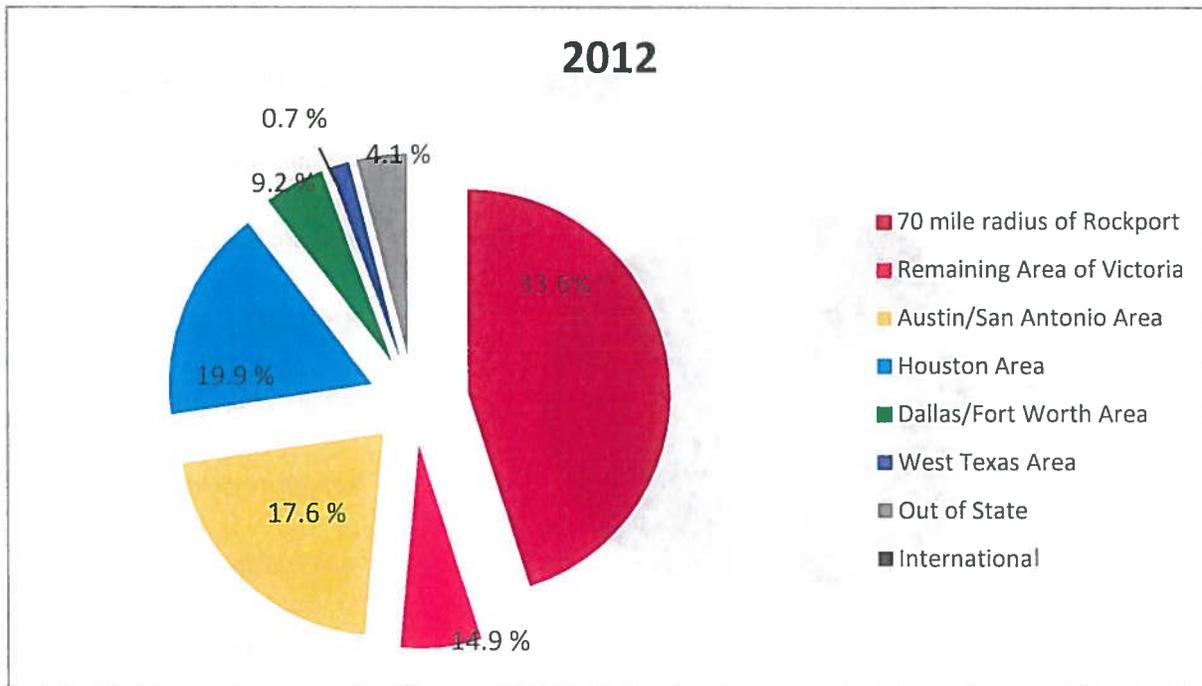
Increased local attendance (2%) from within 60 mile radius, potentially due to increased gas prices from 2009. Austin/San Antonio (2%) & Out-of-State (1%) market decreased. Meanwhile the Houston (1%) & West Texas (1.5%) areas showed increase.



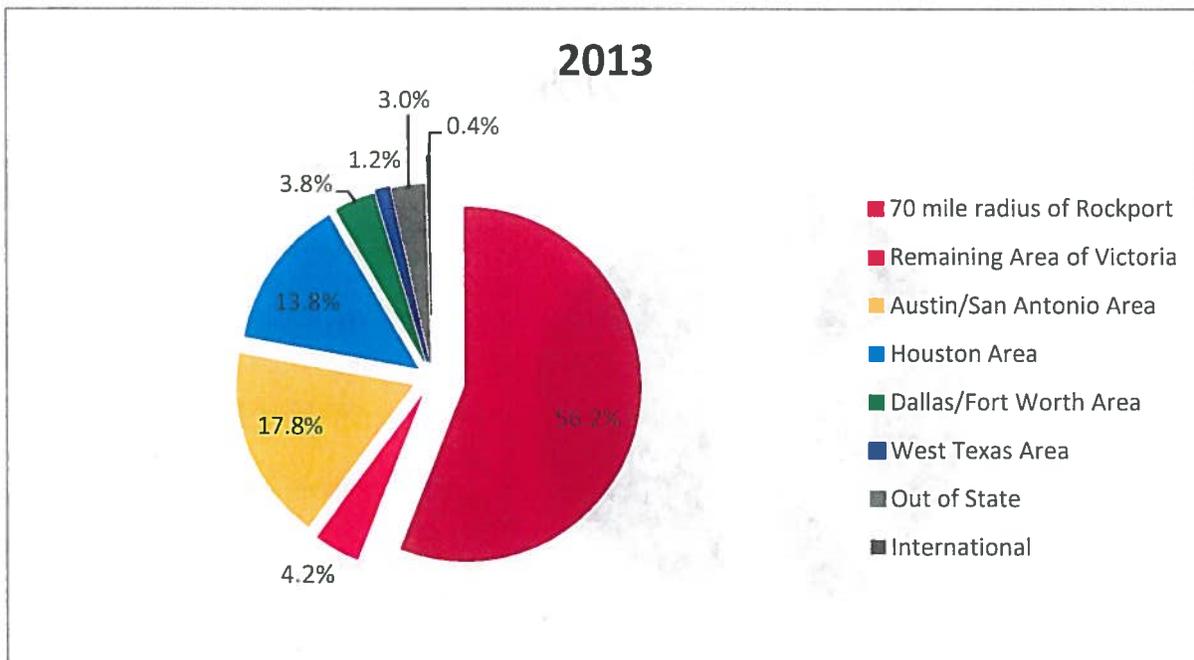
Increased attendance from outside of a 60 mile radius of Rockport, with the highest percentages since 2006 from the Houston, Dallas/Ft. Worth and out of state areas. Attendance from the Victoria area increased significantly this year, while attendance from the Rockport area was at its lowest.



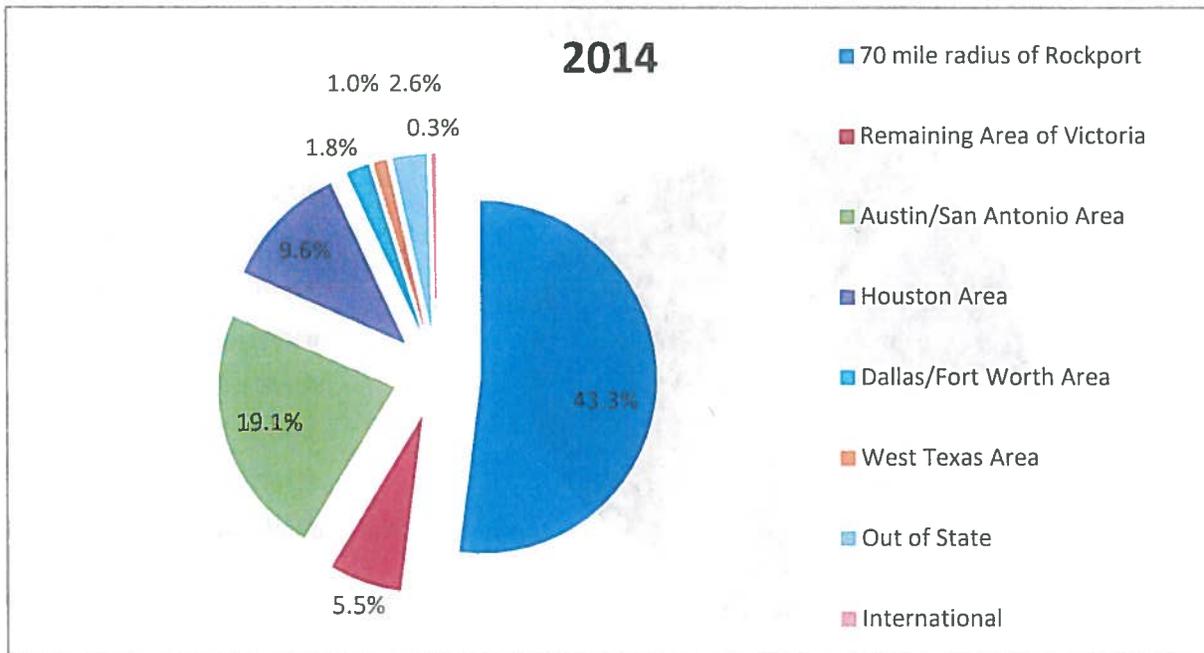
Increased attendance from within 60 miles of Rockport, the second highest in six years. Out of state numbers about average, but representing the highest number of states (26).



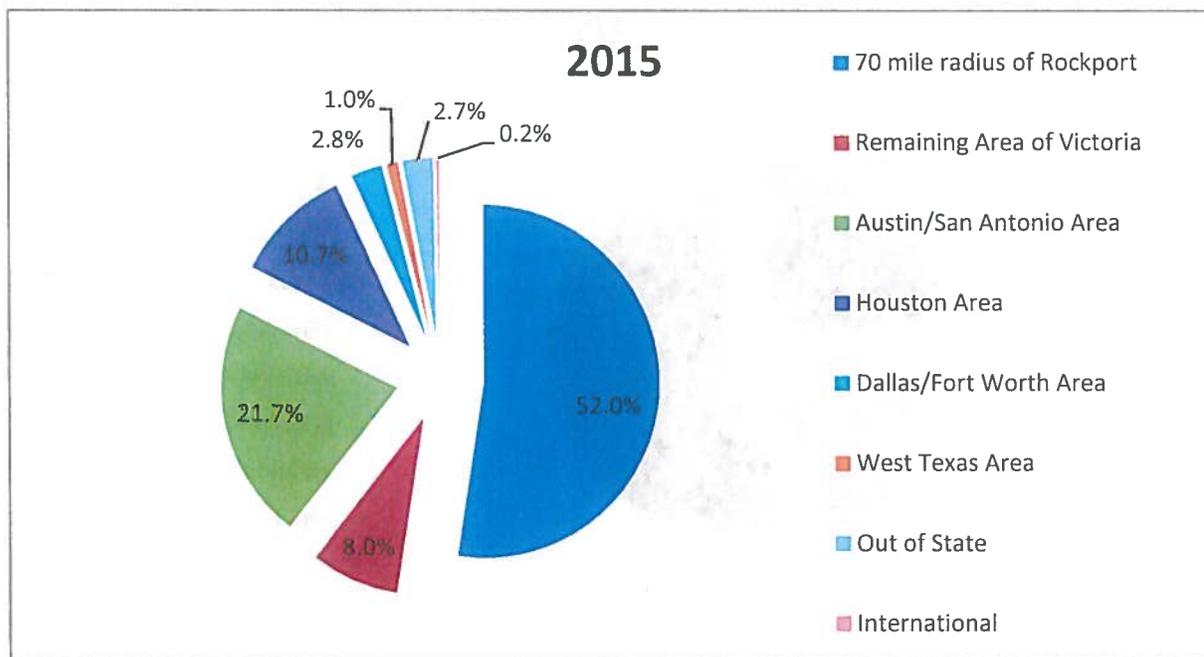
Highest local attendance in seven years, while one of the lowest from Houston/San Antonio/Austin most likely due to dangerous weather conditions in those areas.



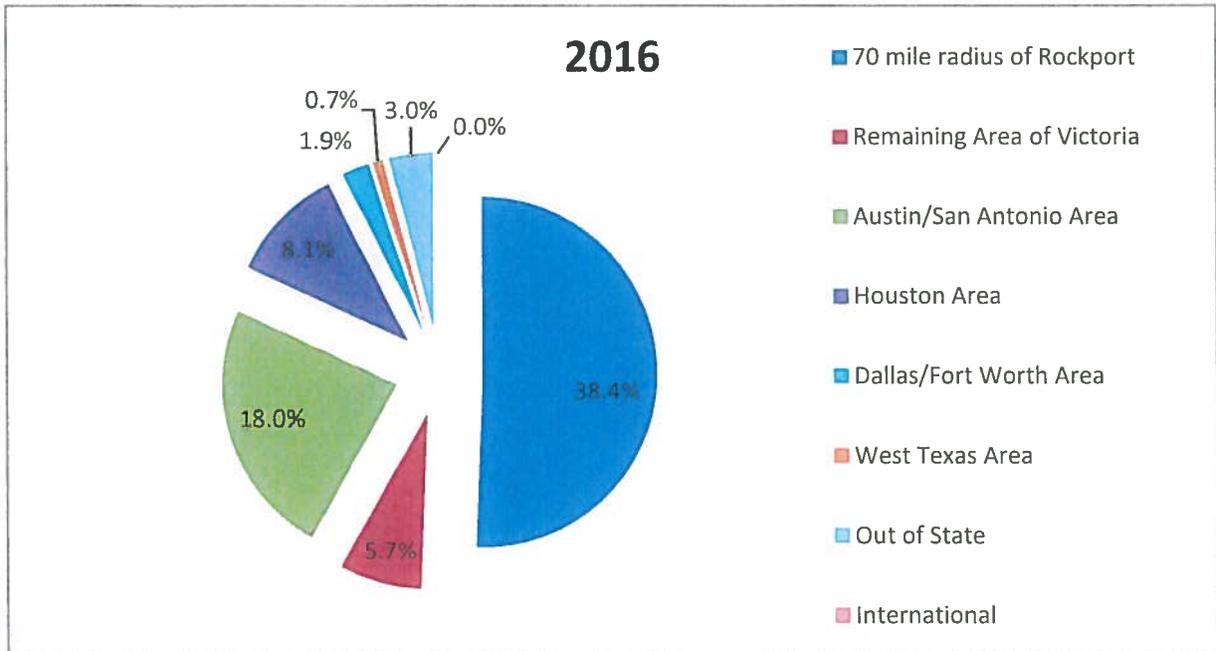
Decreased local attendance by 12.9%. Lowest out of state percentage, but representing the same number of states overall. Lowest local attendance in 2 years. Optimal weather conditions assisted in Memorial Day and festival destination travel.



Flash flooding in Wimberley (SW Austin Area) on Saturday night, Mayor of Houston asking Governor to declare city a disaster area after weekend flooding. Significant flooding in San Antonio, Austin, Corpus Christi and Houston. Texas Governor has declared a state of disaster for 24 counties. Dallas and Houston airports cancelled flights due to weather. Consistent bad weather in weeks before Festival and projected continued bad weather was a major contributing factor in lowered attendance.



Temperatures in upper 80s with high humidity. No rain during either day, although some during Saturday night. Some weather and flooding in other portions of south Texas, but not significant enough to affect travel. Gas prices around \$2/gallon.



temperature in upper 500 with night humidity. In fact during either day or night...  
that some workers and... in other portions of south Texas, but not slightly enough to affect...  
river. One process... 2... 1...

1. 100% ...  
2. 100% ...  
3. 100% ...  
4. 100% ...  
5. 100% ...  
6. 100% ...  
7. 100% ...  
8. 100% ...  
9. 100% ...  
10. 100% ...



**Rockport/Fulton Area Hotels  
Memorial Day Weekend May 28<sup>th</sup> and 29<sup>th</sup> 2016**

**Lighthouse Inn**

- 64 rooms, 2-4 people each room
- Near full capacity
- Majority of guests attended Rockport Festival of Wine and Food

**Hoopes House**

- 8 rooms, 16-30 people each room
- Full Occupancy
- All guests attended Rockport Festival of Wine and Food

**America's Best Value Inn**

- 48 rooms, 2-4 people each room
- Full Occupancy
- Majority of guests attended Rockport Festival of Wine and Food

**Hampton Inn**

- 64 rooms, 2-6 people each room
- Full Occupancy
- Majority of guests attended Rockport Festival of Wine and Food

**Pelican Inn by the Bay**

- 28 rooms, 2-4 people each room & Lodge
- Full Occupancy
- Some guests attended Rockport Festival of Wine and Food after Wedding

**Inn at Fulton Harbor**

- 42 rooms, 2-4 people each room
- Near full capacity
- Majority of guests attended Rockport Festival of Wine and Food

**Holiday Inn Express**

- 69 rooms, 2-4 people each room
- Full occupancy
- Many guests attended Rockport Festival of Wine and Food

**Econo Lodge**

- 73 rooms
- Full Occupancy
- Many guests attended Rockport Festival of Wine and Food

**Motel 6**

- 49 rooms
- Full occupancy
- Some guests attended Rockport Festival of Wine and Food

**LaQuinta Inn & Suites**

- 72 rooms
- Full occupancy
- Many guests attended Rockport Festival of Wine and Food

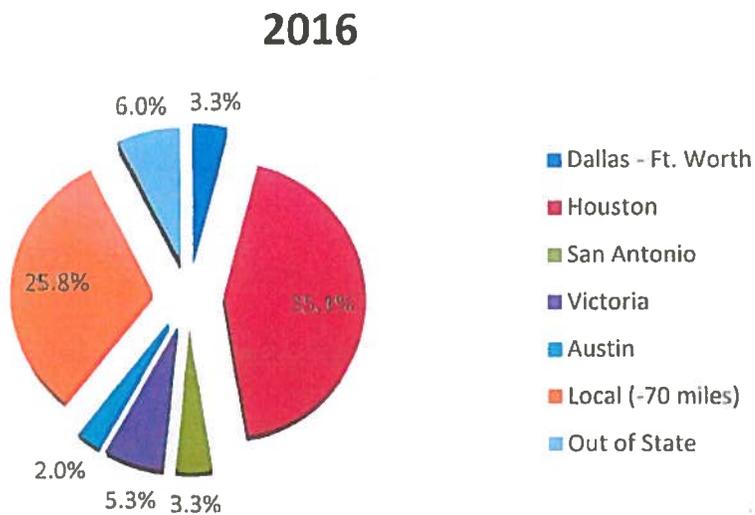
# 21<sup>st</sup> Annual Texas Maritime Museum Mah Jongg Tournament Report



## 2016 Mah Jongg Tournament Attendance

70 mile radius (Rockport-Fulton & Aransas Pass)	39	25.8%
<u>70 + miles</u>		74.2%
Victoria Area	8	5.3 %
Austin Area	3	2.0 %
San Antonio Area	5	3.3 %
Houston Area	53	35.1 %
Dallas-Fort Worth Area	5	3.3 %
Other Texas Areas	29	19.2 %
Out of State Attendance	9	6.0 %
States represented outside of Texas included: Colorado		
<b>Total Zip Codes Recorded</b>	<b>151</b>	<b>99.3 %</b>
<b>Total Attendance:</b>	<b>152</b>	

### 2016 21<sup>st</sup> Annual Texas Maritime Museum Mah Jongg Tournament



**TEXAS MARITIME MUSEUM  
FISCAL YEAR OF JULY 2015-JUNE 2016  
LIST OF OTHER HOT FUNDS RECEIVED**

**L. ARANSAS COUNTY:**

2015/3 <sup>RD</sup> quarter – July-September	\$5,217.71
2015 4 <sup>th</sup> quarter – October-December	\$6,479.98
2016 1 <sup>st</sup> quarter – January-March	\$2,296.13
2016 2 <sup>nd</sup> quarter – April-June	<u>\$2,191.57</u>

**TOTAL** **\$16,185.39**

**2. FULTON:**

2015/3 <sup>RD</sup> quarter – April-June	\$2,500.00
2015 4 <sup>th</sup> quarter – July – September	\$2,500.00
2016 1 <sup>st</sup> quarter – October – December	\$2,000.00
2016 2 <sup>nd</sup> quarter – January – March	<u>\$2,000.00</u>

**TOTAL** **\$9,000.00**

**3. MARGARET SUE RUST FOUNDATION:**

Restricted Fund received 3/2016 for S.E.A. Camp for 6 weeks in the amount of \$15,000.

**4. CASTAWAYS:**

Restricted Funds received 3/2016 in the amount of \$20,000.00 for the fence replacement of the 1.97 acres on the Museum's grounds. The fence was destroyed by a storm in May/2015 and needed to be replaced after 25 years.

**TEXAS MARITIME MUSEUM  
2016 ADVERTISING/MARKETING**

**NEWSPAPER/PRINT MEDIA:**

- **Corpus Christi Caller Times**
- **Rockport Pilot**
- **City of Rockport, Texas Utility Overlay**
- **Festival of Texas – Spring 2016 Edition**
- **Houston Chronicle**
- **Austin American Statesman**
- **I Media Austin Community Impact Newspaper with 1.5 million distribution**
- **Houston Home Magazine**
- **The Eagle Eye Eagle Ford Shale Counties Magazine**

**RADIO:**

- **WOAI 1200 RADIO – San Antonio**
- **TALK TEXAS RADIO – 680 San Antonio/Rockport**
- **LIVE COVERAGE DURING THE MONTH OF MAY**

**TV:**

- **NBC 17 – KMOL – Victoria**
- **FOX 19 – KVCT- Victoria**
- **KIII – 3 Corpus Christi (live interviews + spots for 2 weeks before the wine festival)**
- **KRIS – 6 – Corpus Christi (live interviews + spots)**
- **FOX – KABB**
- **ABC Affiliate Channel 5 TEGNA in San Antonio live interview on May 20<sup>th</sup> morning show “GREAT DAY IN S.A.”**

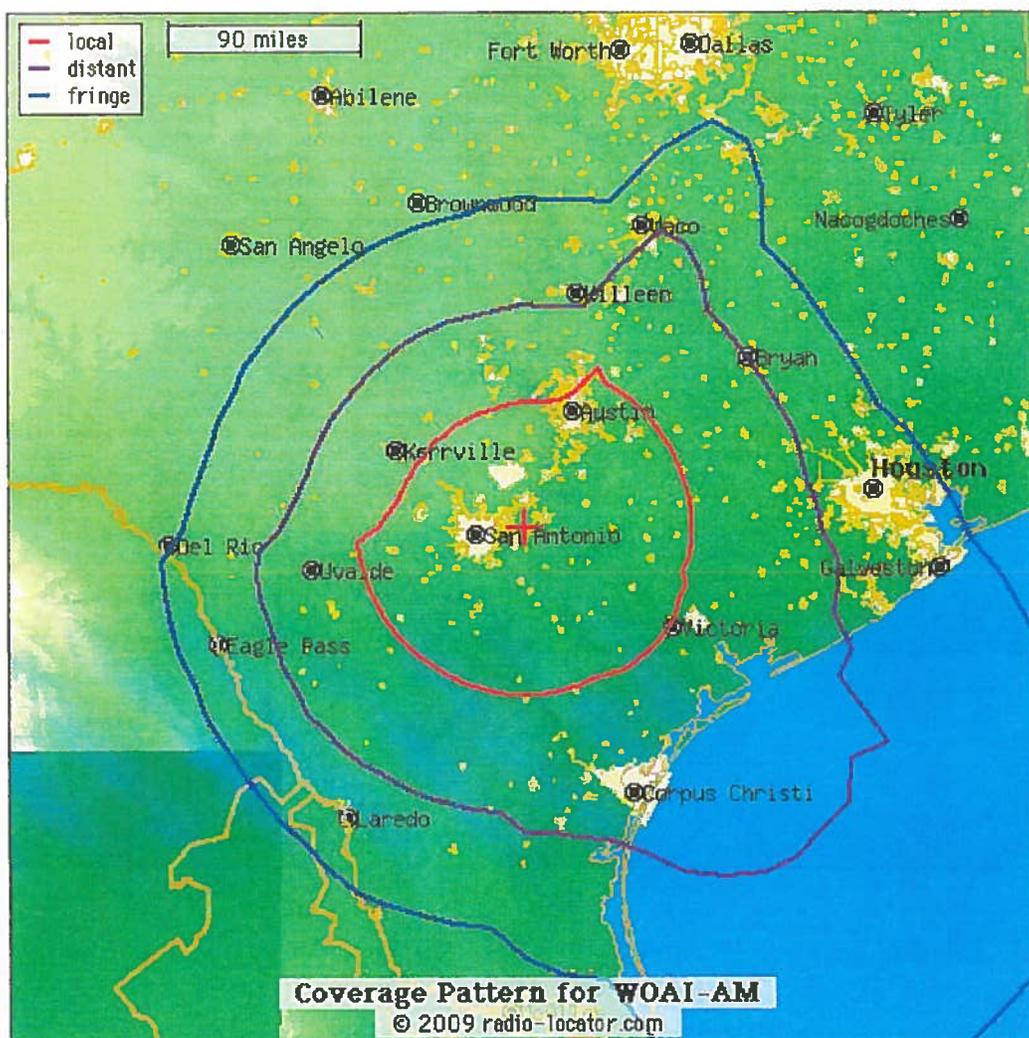
**WEB ADVERTISEMENT:**

- **On The Water Lifestyle.com Seabrook Texas**
- **Austin 360.com FLASH WEB**

- **Eagle Eye Billboard**
- **KIII Channel 3 live stream banner**

**1200**  
**News Radio**  
**WOAI**

## WOAI 1200AM Coverage Map



WOAI AM San Antonio, Texas  
 1200 Mhz, 50,000 Watts E.R.P.

## **TEXAS MARITIME MUSEUM MARKETING PLAN**

**2016-2017**

**The six basic principles of marketing to be the most effective:**

- **Product**
- **Public**
- **Price**
- **Production**
- **Promotion**

**We know the industry and general public we are selling and trying to access. We know where it will be sold and how it will be produced which takes us to the final step of PROMOTION. The Texas Maritime Museum has established an effective marketing plan to further our mission of exciting and educating the tourists regarding Texas 'maritime history, and providing ample opportunities to promote tourism in Aransas County. For the upcoming fiscal year our marketing plan will be accomplished through the following goals established under key criteria for soliciting hotel occupancy funds:**

**I. Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel/Convention Industry:**

**August, 2016 – Due to the popularity of the White Boots: Local Shrimping exhibit, the Gulf Coast Archaeology exhibit was delayed until this coming summer. The exhibit will utilize several Texas Coast shipwrecks' to help trace Texas maritime history through excavated artifacts. Ships include portions of the 1554 shipwreck, the LaBelle, Pass**

**Cavallo, USS Westfield, and possible updated information on the Monterrey Shipwrecks.**

**December 2<sup>nd</sup>. 2016 – 21<sup>st</sup> Annual La Belle Ball will be presented with the continued plan of the La Belle French exhibit being presented at the musee national de la marine in Paris. A 21<sup>st</sup> annual theme is being developed to honor the black tie event. The Texas French connection continues this year with the 330 year anniversary of the La Belle sinking in Matagorda Bay. “Trois Cent Trente.”**

**January 27-29<sup>th</sup> 2017- Texas Maritime Museum’s 22<sup>nd</sup> Annual Mah Jongg Tournament will be held again at the Rockport Country Club. This event continues to attract players from all over the state of Texas, plus out of state. The attached tournament report for the 21<sup>st</sup> Annual provides the specific 70 miles radius data reporting 74.2% of the attendees meeting the requirement. The local area reported 25.8. The tournament committee was able to capture 151 zip codes from the attendees of 152 or 99.3%. The Lighthouse Inn had 48 room nights booked plus 20 room nights for 2 nights. According to Brian Olsen the revenue from both was \$4,286 before taxes. Other hotel data was captured by the committee.**

**April 2017 - Water fowling: Opening in April 2017, the next temporary exhibit. Water fowling, will explore the favorite coastal pastime of duck and goose hunting. It will feature an antique punt gun, as well as decoys, and a duck “blind”**

for photo opportunities, a real favorite with our younger audience in the summer/family tourism season.

**May 27<sup>th</sup>-28<sup>th</sup> 2017** – **The 21<sup>st</sup> Annual Rockport Festival of Wine and Food.....the largest fundraiser for the museum continues to attract visitors from across the nation including internationally. (The 12 page report with specific zip code data will be sent separately from this application after the festival and before the City Council Workshop.)The report requires accurate data input to an EXCEL spreadsheet and the festival concludes Sunday, May 28<sup>th</sup> at 10:00 p.m. The Museum has a separate website for the festival: [www.texasfestivalofwines.com](http://www.texasfestivalofwines.com), as well as a FACEBOOK page. A marketing plan which will include the promotion through digital media, television, radio, small print and large scale printing by March 2017.**

**June 2017** – **Byers and Sunderland Stockless Anchor:** The Museum anticipates the anchor will be completely conserved and preserved by the Texas A&M's Conservation and Research Lab by this time. The Museum has been selected by A&M to display this rare anchor on the southeast corner of the Museum property for all tourists to view. The style of anchor is not rare, but this anchor is due to the fact of a squared swastika on one of the flukes. This was considered a good luck swastika used by several civilizations prior to the Nazi use during WWII. The Museum is pleased to have this fabulous artifact discovered by Freeport McMoran Oil Company in the Gulf of Mexico in perpetuity. The anchor weighs 14,000 lbs. and the dimension is 10x6.

## **II. Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel/Convention Industry –**

- A. The Museum has been asked by the Texas Historical Commission to participate in the permanent placement of the Stockless Anchor retrieved from the Gulf of Mexico in 2015. The anchor was built in England from the 1880's until the 1920's. The designer of the anchor was so enamored with the excavations going on at the time in Troy, Greece that he utilized the squared swastika as marketing on his anchors. When the Nazi's became known and their power was so strong, the Byers & Sunderland Company distanced themselves by removing the swastikas'. Apparently, there are only two others like this on display in North America. This unique artifact will be completely conserved and preserved for display by the Texas A&M Conservation Lab in Bryan, Texas and then transported to Rockport. We envision a large tourist attraction to follow**
- B. The Texas Scow Sloop was restored and completed. A rededication with the original Garza family attending November 6, 2015. The added roof structure is providing necessary coastal weather protection. (See attached photos).**
- C. All restoration and preservation activities directly promote tourism as the data collected reflects 10,561 visitors since July 1, 2015 70 miles outside of Rockport to May 20<sup>th</sup> 2016 which includes out of state and**

**international. The demographics of the most recent Rockport Festival of Wine will reflect the entire festival stats for 2016. This addendum will be sent to the City Council no later than June 2<sup>nd</sup> for the meeting on June 7<sup>th</sup>.**

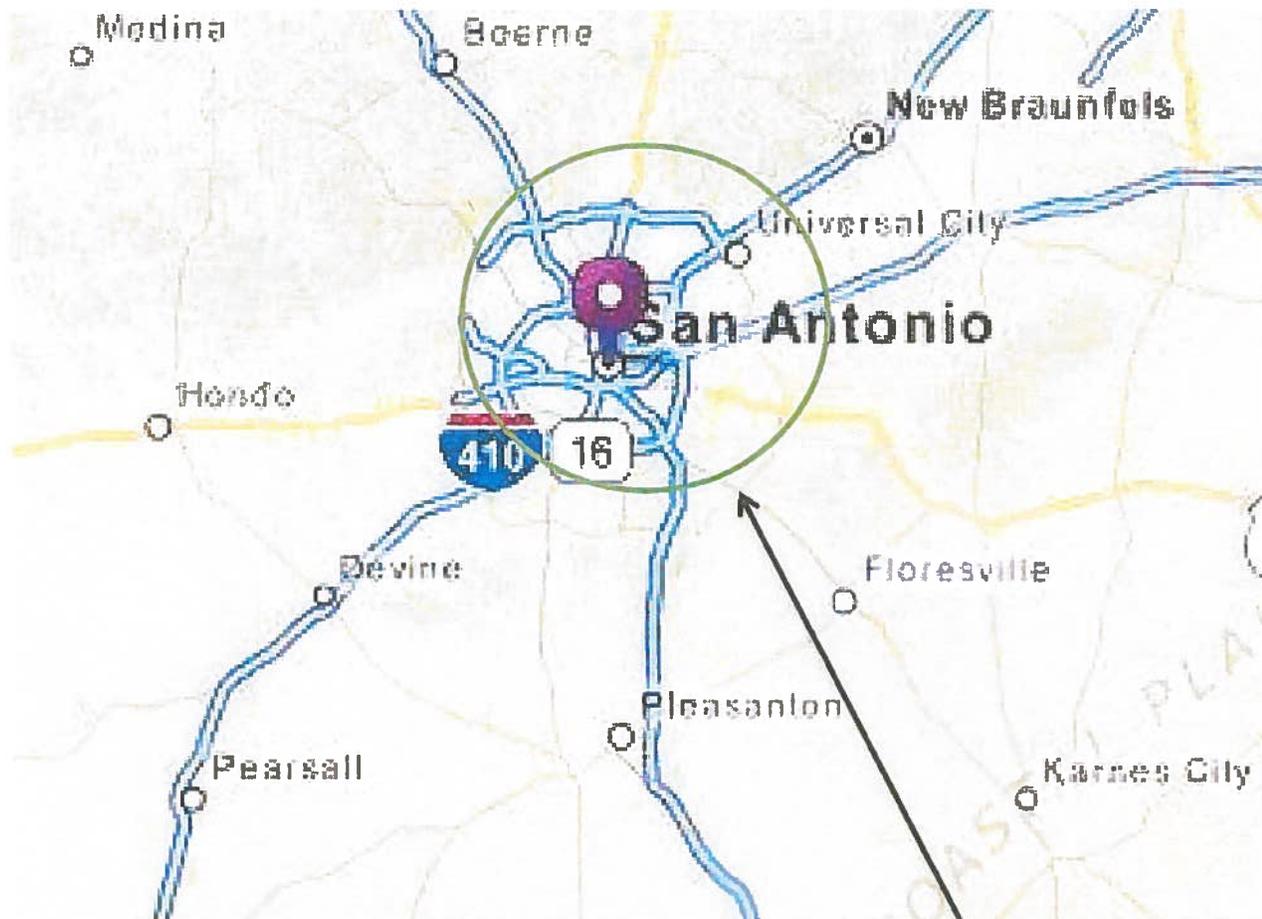
**III. Promotions of the Arts which Directly Promote Tourism and the Hotel Industry**

**A. The Texas Maritime Museum holds the original watercolors of the Texas Lighthouses painted by Mr. Harold Phenix in 1990. This exhibit has been a source of attraction since the opening of the Museum in 1989 and especially from the Hill Country and his former home sites. The entire oil painting collection, a total of 13 is award winning and held in perpetuity for Harold (deceased 2009) and his family. A true ambassador for the Museum and in house artist forever.**

**B. The original oil painting, Marion Meat Packing which is showcased in the Museum on the first floor depicts Rockport/Fulton in the 1880's. The history of exploration and development of the coastal region is told by this 4 x 6 life size original.**



## La Preciosa 105.7FM Coverage Map

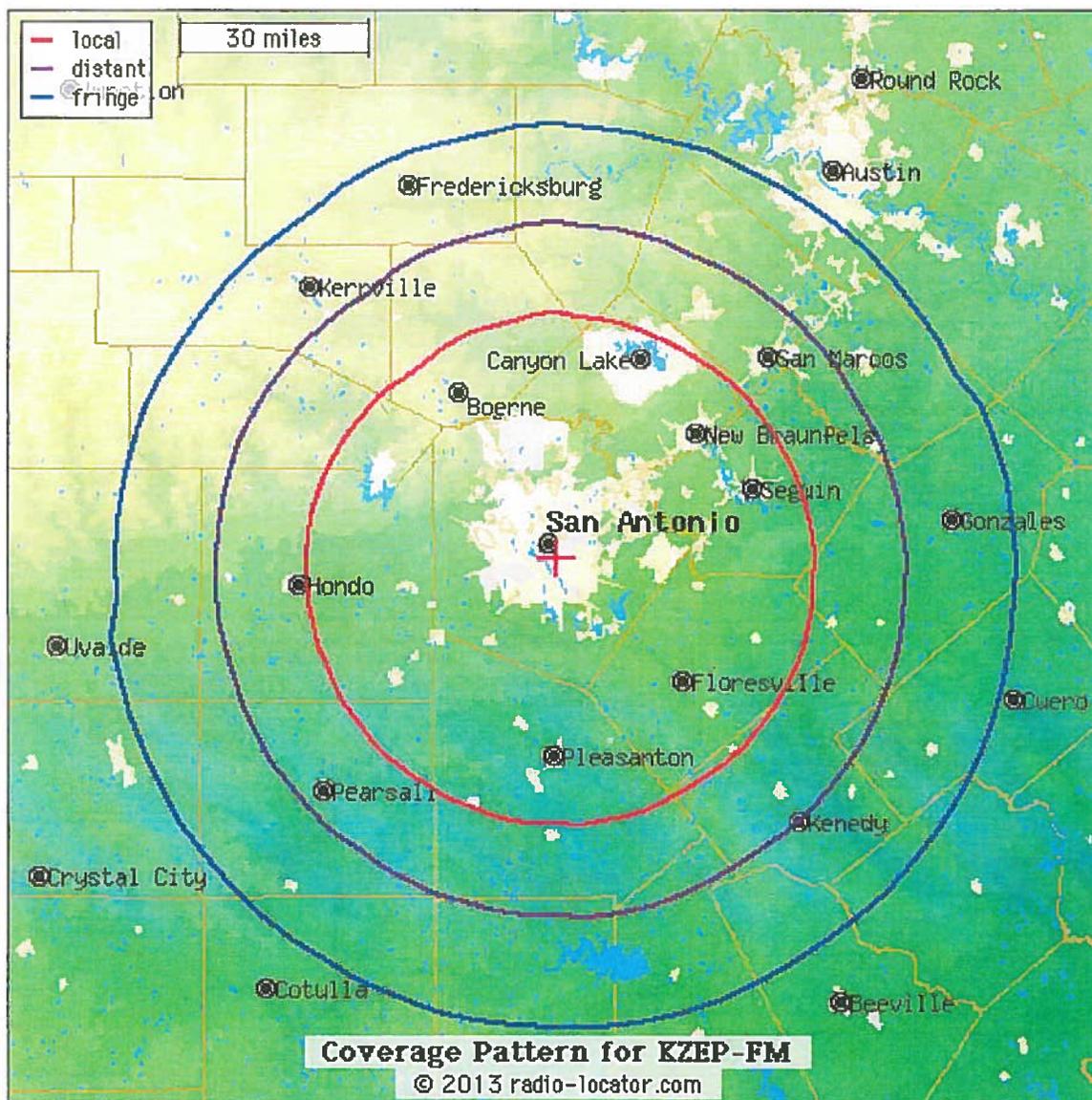


La Preciosa 105.7  
KQXT-HD3  
150 Watts

# 104.5 FM Coverage Map

## KZEP-FM

(Effective 8/8/14)

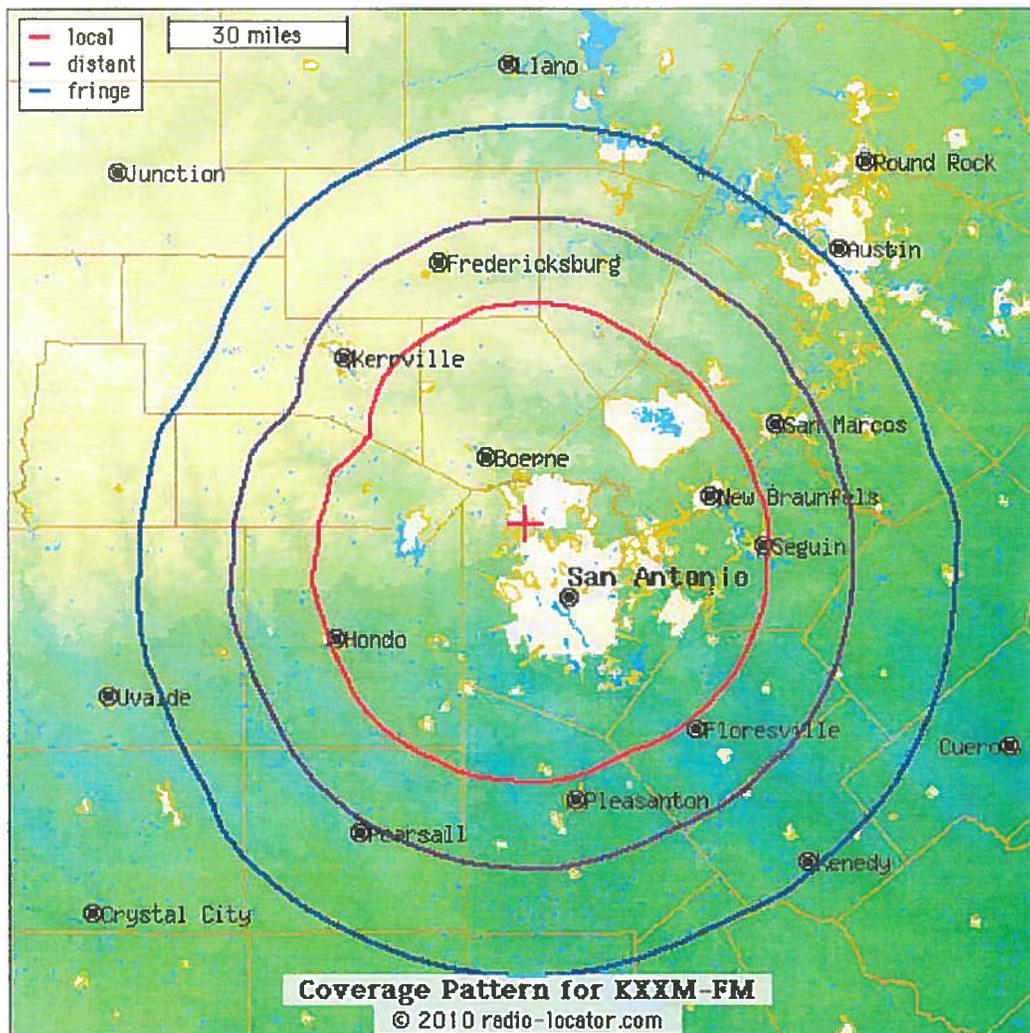


# HOT 104.5

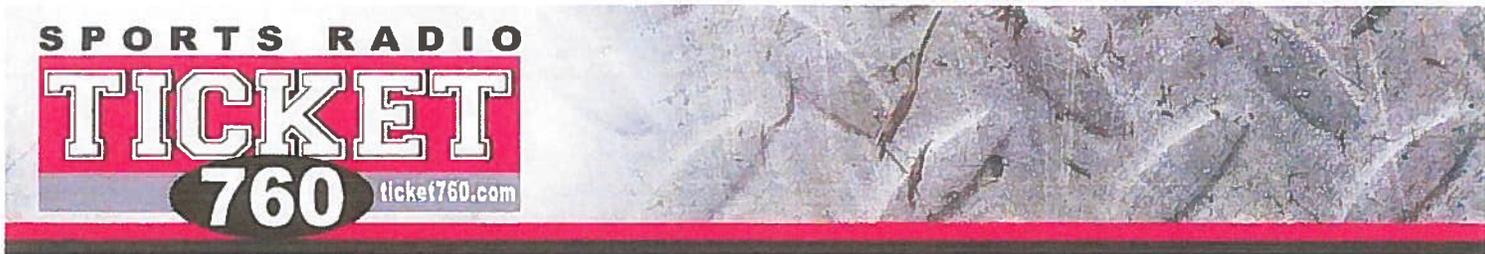
TODAY'S RHYTHM & ALL THE BEST THROWBACKS



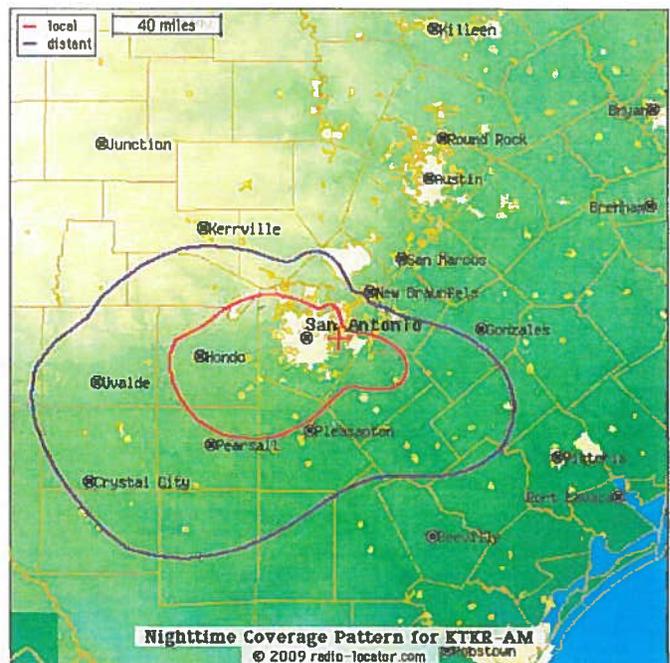
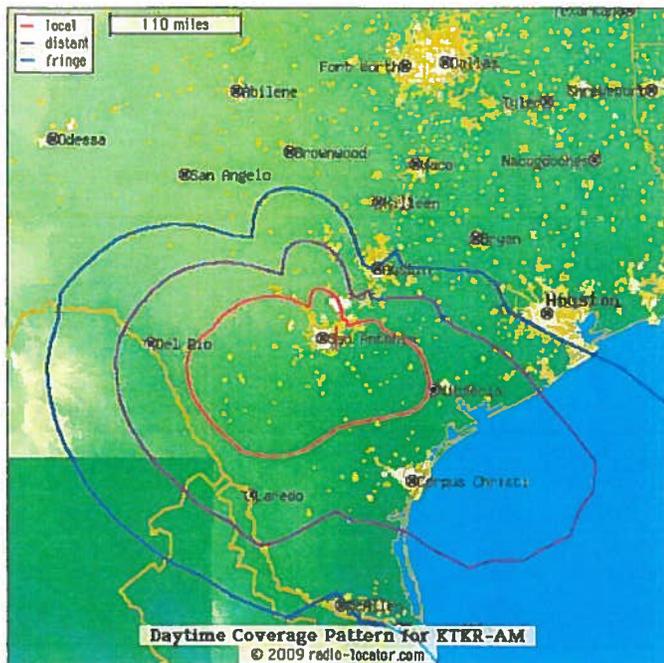
## KXXM 96.1FM Coverage Map



KXXM FM San Antonio, Texas  
 96.1 Mhz, 100,000 Watts E.R.P.



# KTKR 760AM Coverage Map



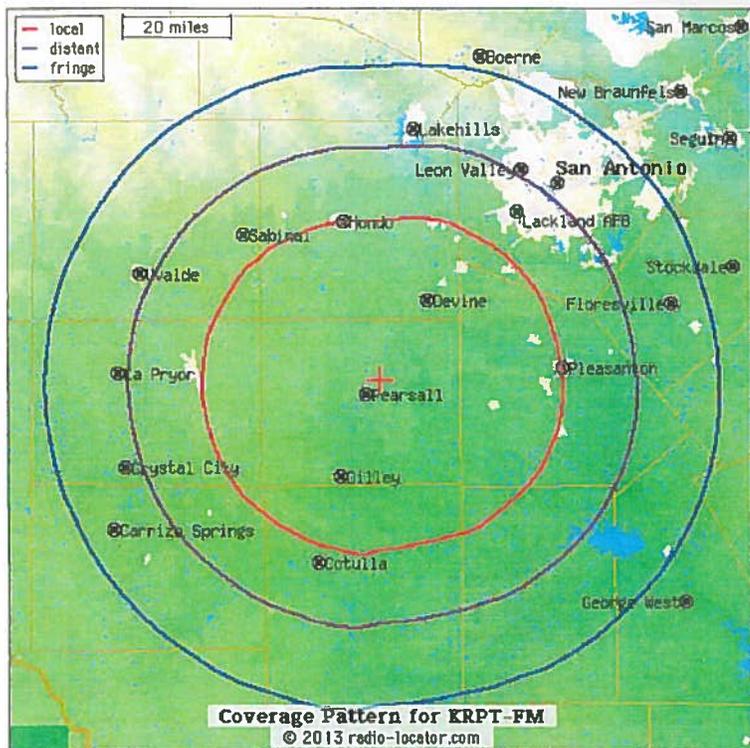
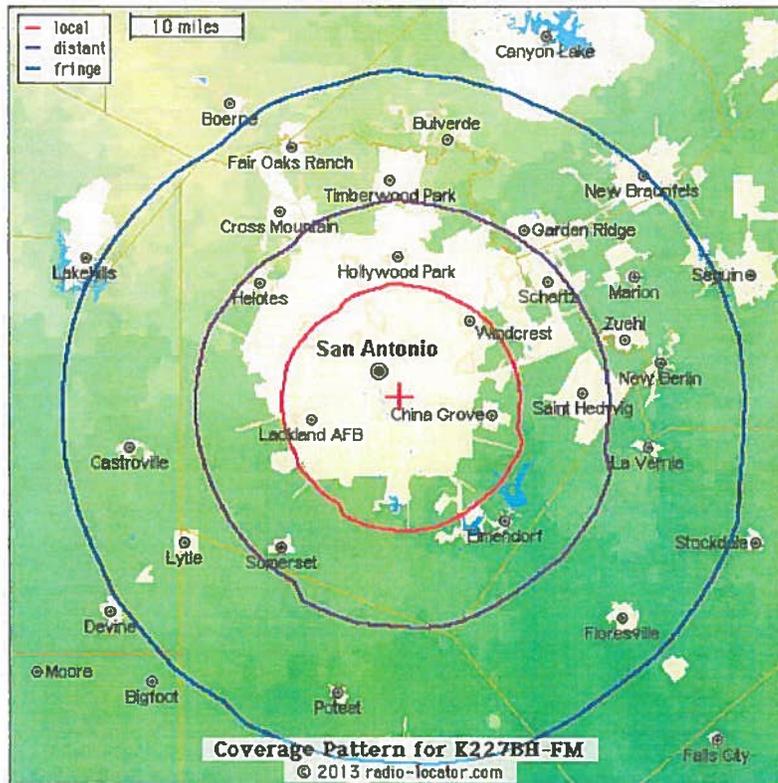
50,000 Watts E.R.P.  
Daytime

1,000 Watts E.R.P.  
Nighttime

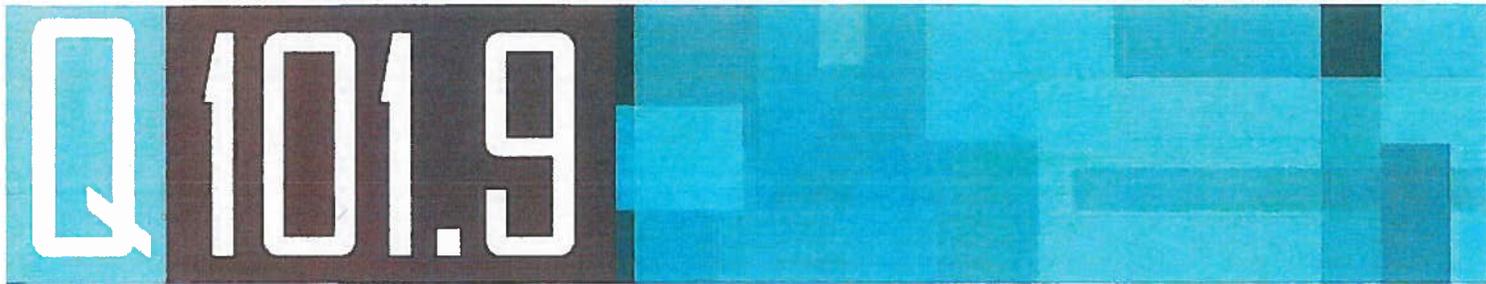
KTKR AM San Antonio, Texas  
760 Mhz



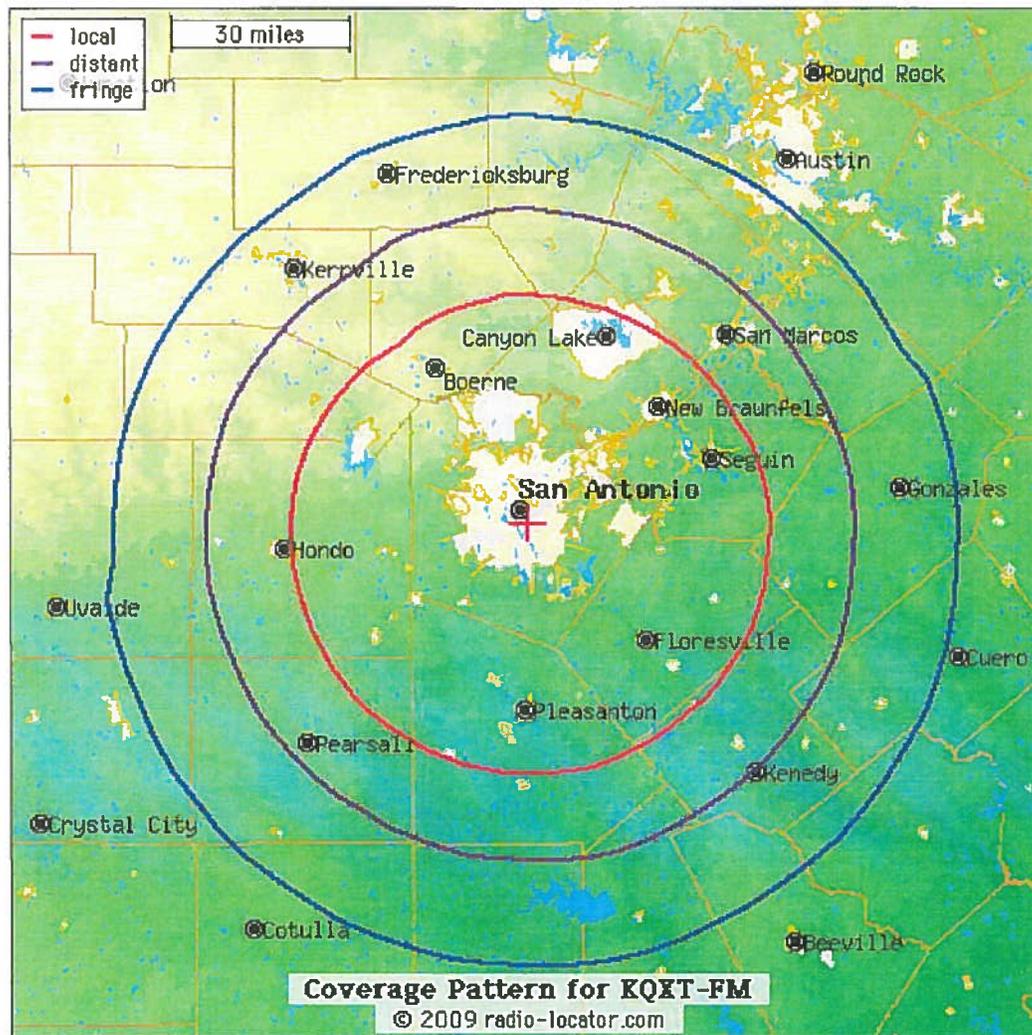
**93.3 FM  
 KZEP-HD2  
 Coverage Map  
 (FM Translator)**



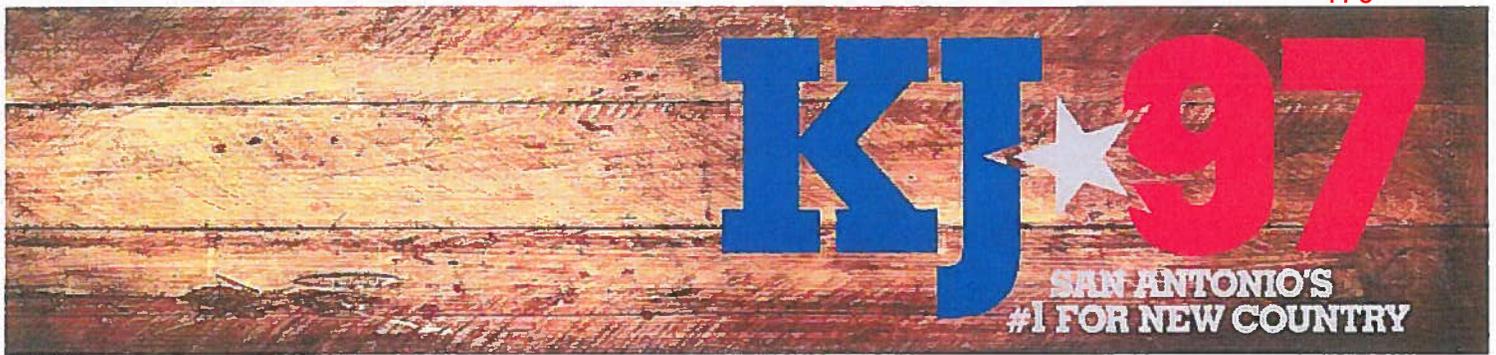
**92.5 FM  
 KRPT-FM  
 Coverage Map**



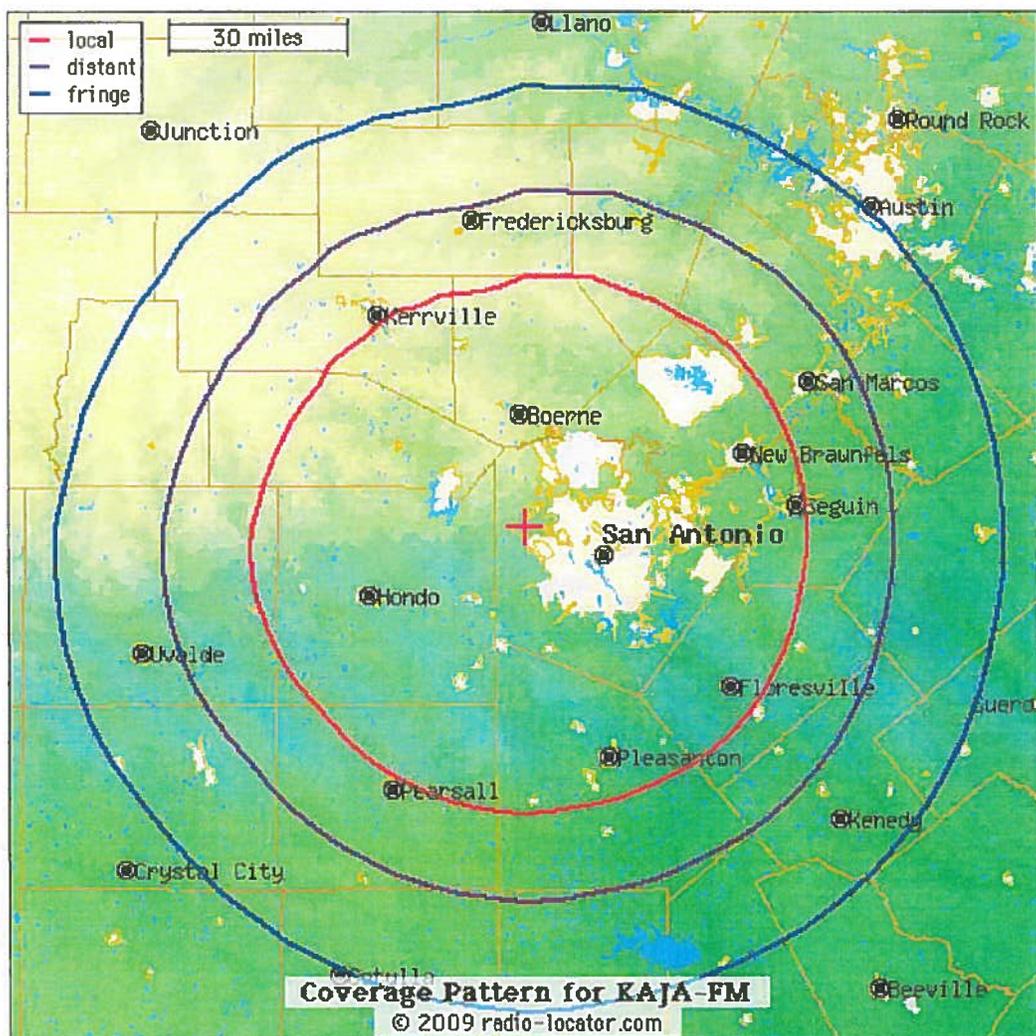
# KQXT 101.9FM Coverage Map



KQXT FM San Antonio, Texas  
101.9 Mhz, 100,000 Watts E.R.P.

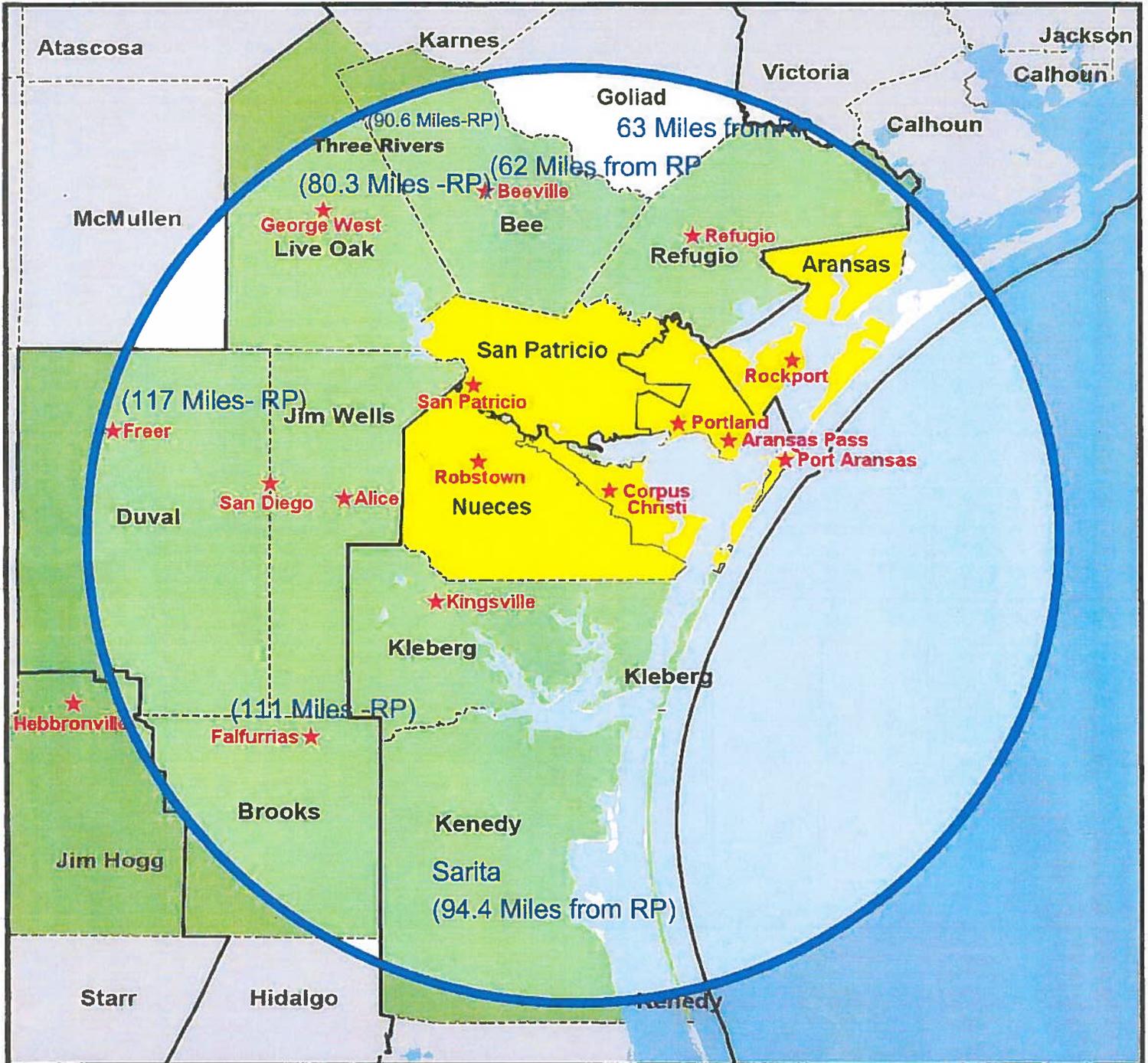


## KAJA 97.3FM Coverage Map



KAJA FM San Antonio, Texas  
97.3 Mhz, 100,000 Watts E.R.P.

# Area Coverage Map



**TV Households**

**207,730**

**Adults 18-49**

**227,000**

**Population**

**543,000**

**Adults 25-54**

**208,000**

SOURCE: DMA 129 - NIELSEN NOVEMBER 2014

P.O. BOX 6669 78466

• 5002 S. PADRE ISLAND DR. CORPUS CHRISTI, TX 78411

• (361) 986-8300

# THE LOGLINE

NEWSLETTER OF THE OFFICIAL MARITIME MUSEUM OF TEXAS

Winter/ Spring 2016

20TH ANNUAL ROCKPORT FESTIVAL  
OF WINE & FOOD

MAY 28-29, 2016

& PLATINUM

Celebrating the Inaugural Festival  
along with its Creators and Steering  
Committee.

PATRON PARTY: THURSDAY, MAY 26TH  
FROM 6:30-11 P.M.

FEATURING ENTERTAINMENT BY:  
ROTEL & THE HOT TOMATOES



SATURDAY, MAY 28TH FROM 2-11 P.M.

SUNDAY, MAY 29TH FROM 2-10 P.M.



*The Reserve*  
AT 50 CHARLES BAY

BOARDWALK COMMUNITY & PRIVATE CLUB

# Table of Contents

- 3-4 CEO's Report and Welcome Alisha Brundrett
- 5 Mah Jongg and North Beach
- 6-7 "An Evening at the Musee" Belle Ball
- 8 Belle Ball Continued
- 9 "From Excavation to Installation"-Members-Only with Dr. Jim Bruseth
- 10-11 Educator's Corner
- 12-13 Halloween and Brown Bags
- 14 Drop Anchor
- 15 Up on the Roof
- 16 New Members & Memorials

The LogLine is produced for members, patrons, and visitors of the Texas Maritime Museum:

1202 Navigation Circle  
Rockport, TX 78382  
1-866-729-AHOY(2469)

[www.texasmaritimemuseum.org](http://www.texasmaritimemuseum.org)

Accredited by the American Alliance of Museums Since 2005



## CEO'S REPORT

Kathy Roberts-Douglass, CEO

### AHOY!

A belated Happy New Year and Happy Valentines to our Members, Patrons, and Friends! We hope your Christmas season was joyous and safe. We are excited about 2016 and the events slated for the calendar year.

Our goal is to continue the mission of the Museum with **EDUCATION AND ENTERTAINMENT FOR ALL AGES.**

Friday, January 22nd, we kicked off the **MEMBERS ONLY EVENT** with an



Museum CEO, Kathy Roberts-Douglass; Dr. Jim Bruseth; and Curator Phil Barnes.

educational lecture from Dr. Jim Bruseth, featuring former Texas Historical Director of Archaeology and the most recent guest curator of the Bob Bullock.

Dr. Bruseth entitled his lecture, "From Excavation to Installation: LaBelle's Journey to the Bullock." While at the THC, Dr. Bruseth directed the excavation of the La Belle, a ship wrecked in 1684 along the Texas coast and belonging to the French explorer La Salle. Dr. Bruseth has written many books including From a Watery Grave and LaBelle: The Ship that Changed History. Seventy five members were able to enjoy this unique power point lecture and learn the latest information about the La Belle, which remains to be the permanent showcase exhibit in the Museum.

20th ANNUAL BELLE BALL - An Evening at the Musee"

The 20th Annual Belle Ball was held on



Friday, December 4, 2015 at the Rockport Country Club

honoring Suzan McLallen. Suzan was the founder and creator of the first event in December of 1996.

Guests were welcomed by a French accordion player for a perfect prelude to the champagne cocktail reception and Big Board Auctions plus raffle tickets of \$100.00 per person for a seven day/

six nights in Paris including hotel, air fare for two and a cooking class at L'Atelier Des Sens or La

Cuisine in Paris. The trip was valued at \$9,400.00. Following an elegant seated dinner provided by the Rockport Country Club, the Glynn Garcia 10



2015 Belle Ball Honoree Suzan McLallen.

piece orchestra provided the listening and dancing music. The full committee including the Event Chairs, Sally Reynolds and Veronika Camehl; Invitations, Sally Reynolds, Veronika Camehl, and Barbara Smyth; Underwriting, De & Suzan McLallen and Nancy Melcher; Publicity, Leta Laymon; Decorating, Melinda Mills, Deidra Catz, and Diana Lawson Art Judges: Susie Bracht Black, Caro Jackson, and John Martell, and Rig Board Auction: Jad Smith and Veronika Camehl.

**UNDERWRITERS FOR THE EVENT INCLUDED:**

- ROBERT J. HEWITT / O'CONNOR & HEWITT FOUNDATION

- SALLY HUFF
- CANDY & DUDLEY McDANIEL
- CHEYRON H-E-B
- WELLS FARGO BANK

We appreciate the patrons who attended and appreciate all of the beautiful photos we have been able to share taken by Veronika Camehl at the event. Thank you, Veronika, you are a gem! We are so pleased you are on the Board of Trustees for the Museum. Photos in the middle of the Logline!

Please mark your calendars for the 21st Annual Belle Ball slated for Friday, December 2, 2016.

21st ANNUAL MAH JONGG TOURNAMENT: THE YEAR OF THE MONKEY



Thursday, January 28, 2016 the Museum hosted a reception for the Mah Jongg players to meet and greet their fellow competitors as a kick-off for the two day event. 96 ladies from 30 cities in Texas and 7 individuals representing Colorado by Republic National Distributing enjoyed hors d'oeuvres and wine provided by Republic National Distributing. 152 players were seated the next morning, January 29th at the Rockport Country Club to begin play. Another milestone and record setting number for the competitive tournament in the 21 year history.

We extend our congratulations to the full committee and the generous donating sponsors for their support of this popular fundraising. Continued p. 4

event: Debbie Kahanek, Helen Goldate, Dec Laughlin, Betsy Armstrong, Cindy Lomis, Mary Phillips, and Wells Fargo Bank. We appreciate Mayor Wax and Mayor Pro-Tem, Patrick Ross providing the welcoming speeches to the audience of players from the various locations. Also, Nancy Melcher, creator of the event and past president/board member attended as a continued ambassador of the Museum and event.

Please MARK your CALENDARS FOR THE 22nd Annual Mah Jongg tournament, YEAR OF THE ROOSTER, January 27th-28th, 2017.



Rotel & The Hot Tomatoes will be returning for the 20th Annual Rockport Festival of Wine & Food Patron Party.

### 20th Annual Patron Party for the Rockport Wine Festival:

Thursday, May 26, 2016, the Texas Maritime Museum will kick off the 20th Annual Rockport Festival of Wine and Food with the Rotel and the Hot Tomatoes at the patron party. The theme for 2016 will be, "Pinots and Platinums" honoring the inaugural committee from 1996 which created and developed the event. Black Tie Affairs of San Antonio will provide the seated catered dinner. The event will also feature open bars, Silent Auctions and Big Board Auction items.

Please mark your calendars for the largest fundraising event we hold each year and attend the 20th Annual Rockport Festival of Food and Wine on Memorial Day weekend May 26th - 29th. Visit [www.texasfestivalofwines.com](http://www.texasfestivalofwines.com) or call 361-729-1271 for further information. Please call or write us to purchase advance tickets for any of the events.



Carol & Don Douglass  
2015 Belle Ball.

On a personal note, on behalf of the Texas Maritime Museum, we extend our deepest condolences to the Don Douglass family. Don was an avid angler, and loving husband, father, uncle, and grandfather. Don and Carol are long-time members and patrons of the Texas Maritime Museum. We salute Don for his love of the water and the many hours he enjoyed fishing with his family. A small exhibit with his generous donation of offshore fishing lures and equipment will be displayed in the Allure of Fishing Exhibit in the late spring. Thank you Carol and family for your support!

## Welcome Alisha Brundrett!

We would like to wish former Executive Assistant, Candace Foster continued success as she completes her Bachelor's program. She had to remove herself from the Executive Assistant position in January to focus on studies. Alisha Brundrett has been hired as the new Executive Assistant. Here's a little information about Alisha in her own words.

"I've lived in many large cities like Dallas, Las Vegas, and Miami, but am happy to call Aransas Pass my home for the last 18 years. My husband and I have been blessed with two wonderful children - Avery Claire, 13, aspires to be a doctor. Our son, Aiden Cole is 12 and would like to fly drones in the military. They keep me busy with sports and academic competitions.

After receiving my Associate's Degree from the College of Southern Nevada, my career has focused mainly on Corporate Office Management. I'm excited to share my knowledge and experience with the Texas Maritime Museum. As time has permitted me, I've slowly been working towards achieving my Bachelor's Degree in Business Administration from Ashworth Online University. I hope to graduate by 2018.

I look forward to getting to know you all better through our various events, phone calls, and memberships!"



Meet the new Texas Maritime Museum Executive Assistant, Alisha Brundrett.



1st Place, Barbara Hansen, 2nd Place, Barbara Dwyer, 3rd Place, Sandy Stuech, 4th Place, Sally Pheer, 5th Place, Sylvia Klein.



152 contestants participated in the 21st Annual Texas Maritime Museum Mah Jongg Tournament.



The 21st Annual Texas Maritime Museum Mah Jongg Tournament was the most successful one to date. Thanks to Coordinators Debbie Kahanek, Helen Goldate and their team of volunteers, 150 ladies (and 2 men) enjoyed two days of Mah Jongg fun from Friday through Saturday, January 29th and 30th. A Wine Reception, attended by nearly 100, was held on Thursday, January 28th in the Museum gallery as a meet and greet kickoff time for the tournament. The first place winner was Barbara Hansen.

## 21st Annual Texas Maritime Museum Mah Jongg Tournament

## North Beach Book Signing

Two thirds of the writing team of Miles Arceneaux descended upon the Texas Maritime Museum the evening of Thursday, November 19th for a premiere and book signing party for their fourth novel **North Beach**. Brent Douglass and J.T. Davis regaled guests with tales from the book, and how the three man writing team compiles everything into a cohesive, entertaining novel. James Dennis was unable to make this trip, but will hopefully be with them when their fifth novel comes out. You can pick up all four novels in the Texas Maritime Museum Gift Store and get the full story of protagonist, Charlie Sweetwater.



J.T. Davis and Brent Douglass had a great time signing books and entertaining the guests.



Grant Douglass, J.T. Davis, Brent Douglass, and TMM CEO Kathy Roberts-Douglass.

The Miles Arceneaux writing team - Brent Douglass and J.T. Davis. Third member James Dennis was unable to attend.



# An Evening at the Musee Paris.

the city of Love! The sights! The sounds! The smells! The tastes! This is what greeted guests of the Annual Belle Ball held at the Rockport Country Club on Friday, December 4th. The Black Tie kickoff to the local holiday season was designed to provide attendees with the sense of being in Paris.

A French accordion player greeted everyone at the front door as if they were on the streets of Paris. Many people then had their photo taken in front of the entrance featuring a rendering of the National Musee de la marine in Paris and an Eiffel Tower on loan from Jean James of Capers. While making their way to the ballroom, guests were invited to peruse artwork by Rockport-Fulton High School art students as well as an exhibit area featuring new artifacts from the LaBelle shipwreck. A Big Board auction was set up in the Garden Room for guests to bid on valuable items such as Caribbean trips, scale ship models, and the new Assassin's Creed (Call)

Glenn Garain's Orchestra provided music for the event while wait staff wearing berets served an exquisite meal to each of the patrons.

Event founder Suzan McAllen, was honored for her vision with a plaque celebrating the perpetual support of the museum. The Belle Ball has provided

Mark your calendars for next year's ball on Friday, December 2nd, 2016!



What party celebrating an evening in Paris would be complete without a fabulous selection of breads and cheeses.



Irene and John Lightsey of San Antonio.



Underwriter Sally Huff and Former Board Member Hugh Jamieson.



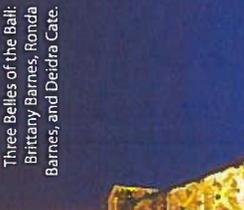
Former TMM Board Member, Margaret and Charlie Goolbsbee.



Alisa and TMM Board Member Sam Spears.



Andi and Matt Brewington.



Three Belles of the Ball: Britany Barnes, Ronda Barnes, and Deidra Cate.

Margrit Barntzen and Sally Huff.



Melinda Mills and the Decorating Committee provided the ambience of fine dining at a French restaurant.



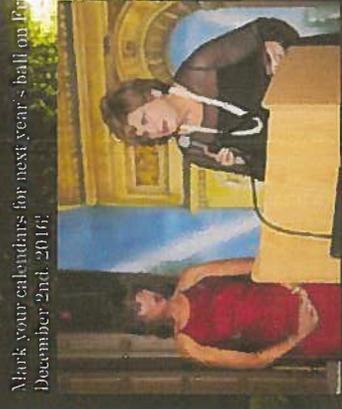
Diana and TMM Board Member Jerry Lawson.



Fred & Vickey Wilkerson, TMM Board Member Duke Stevens, the late John Foley, Mary Ann Stevens, Kathryn Foley, and Mary Murphy enjoying the Ball.



TMM Board Member Kelli Hertel and Derrick Johnson.



Belle Ball Founder Suzan McAllen accepts the award presented for her vision of a Black Tie Fundraiser for the Texas Maritime Museum.

**Belle Ball Continued**



Glynn Garcia's Orchestra provided music for the evening, and even brought along a French accordion player to transport guests to the streets of Paris.



TMM Educator Katelin Koon encouraged patrons to bid on several fabulous items at the BigBoard including trips, sculptures, and the Godzilla of BBQ Pits- The Assassin.



Grant Douglass, TMM CEO Kathy Roberts-Douglass and Jill and Joe Schwarz.



TMM Board Member Jerry Lawson and his wife, Diana with TMM Board Vice-President Rose Williams.



Kathy Roberts-Douglass, Sig Murphy and Mary Murphy chat with Mary Ann Stevens.

Former TMM Board President Nancy Melcher with Kathy Snyder and Underwriter Sally Huff.



Pat and Lovebyn Hughes enjoying the dance floor.

**MEMBERSHIP HAS ITS PRIVILEGES**

The 2016 beginning of the year Membership drive was culminated on Friday, January 22nd in a "Members-Only" presentation by former Texas Historical Commission Director of Archaeology, Dr. Jim Bruseth. Dr. Bruseth spoke to a group of over 70 members regarding the discovery and excavation of the *LaBelle* shipwreck as well as the preservation process, and final installation at the Bullock Museum in Austin.

Since Dr. Bruseth's previous talk titled "Mysteries of *LaBelle*" several years ago, the ship's artifacts have been conserved and either stored or put on display. The hull completed its restoration process and was installed in its final resting place for permanent display at the Bullock Texas State History Museum in Austin. Dr. Bruseth also presented future plans for exhibit construction at the Bullock as well as the traveling exhibit scheduled for Musee de national de la marine in Paris over the next few years.

**We encourage everyone to go to the Bullock Museum and see the recovered hull intact.** During the next few years the exhibit will be completed and will extend the full three stories of the museum. Glass will cover the hull, allowing visitors to walk over the ship. Several artifacts will be placed back in their original position in the hull. As a visitor steps over one of these areas, the artifact will be lit by sensors in the glass similar to an i-Phone. Additionally, if you desire to know the "complete" story of the project, a nearly 1000 page compilation from project managers will be available within the next year.



Top: Kay Stanley and Board Secretary Sally Reynolds enjoy the pre-seminar festivities. Former TMM Board Member Linda Valdez is on the left.

Middle: Dr. Bruseth had an informative Power Point presentation to go with his lecture.

Bottom: L-R: Jane Doss, Ewa Noel, John Williams, and Board Vice-President, Rose Williams.

Left: Dr. Jim Bruseth answered several questions from the audience regarding the process, and the future of the *LaBelle* story.



# Educator's Corner

## HALLOWEEN HAUNT



The community banded together in anticipation of the Fulton Mansion's Grand Reopening in October, instead of our annual Halloween on the Harbor event. Unfortunately, rough weather forced Halloween on the Harbor inside the Museum. caused all of the activities to be rained out that Saturday, October 24th. Still, the Museum wouldn't let the spooktacularly fun holiday pass without some celebration so a Halloween Haunt fall festival was held inside the Museum (again with the bad weather) on the evening of Friday, October 30th. Games, crafts, and costume contest were offered along with a trip through the Ghost Ship!

We appreciate the volunteers and Board Members who helped make this event so successful as well as all of the generous candy donations, especially from Key Allegro Real Estate!

### Halloween on the Harbor plans to return October 2016!

### SEAFARING SAGA MOVIE NIGHTS

Movie nights have been a swashbuckling success this year and it's not too late to join the fun! On a Thursday evening each month, January to March at 7:00 PM the TMM drops down its big screen and pulls out the popcorn machine for a FREE movie experience. Our 2016 theme is Pirates! featuring classic swashbuckling tales and names such as Errol Flynn and Tyrone Power. Popcorn or drinks are available for \$1.00. The 2016 series continues with:

- March 10, 2016 *Princess & the Pirate (1944)*
- April 21, 2016 *The Last of the Buccaneers (1950)*
- May 12, 2016 *Treasure Island (1950)*

### BROWN BAG LUNCH LECTURE SERIES 2016

The Brown Bag Series is our most popular and longest

### Katelin Koon, Education Director

running program, featuring 10 weeks of knowledgeable and interesting presentations and speakers. Bring your lunch or stop by for an enlightening midday break Mondays at Noon between January and March. We appreciate Nancy Melcher, and Larry & Barbara Ward for sponsoring this much-loved lecture series. Topics relate to Museum exhibits, local ecology and wildlife, and happenings in the Coastal Bend community.

#### February 29, 2016

Coming soon to the Texas Maritime Museum's outdoor exhibits is a rare anchor. Archaeologist Justin Parkoff will provide information and new discoveries and preservation updates on the Byers & Sunderland Anchor and why it is so special.

#### March 7, 2016

There are exciting and extensive projects under construction in the Coastal Bend. Will Nichols, Manager of Public and Government Affairs, from Chemiere Energy, Inc. will be at the Museum to talk about their San Partacio Project, ship traffic and cargo data, and their anticipated impact on this region.

#### March 14, 2016

No Lecture Scheduled. Sailor's Holiday Spring Break Camp.

#### March 21, 2016

For fishing enthusiasts everywhere it's time for the annual Perry R. Bass Memorial Sports Fishing Wall of Fame induction ceremony. All new members will be announced during the presentation by Texas Maritime Museum Curator Phil Barnes.

### Sailor's Holiday Spring Break Camp

Imaginarium Camp: Dream Big!

March 14-18, 9:00 AM - 12:00 PM

\$75.00 Registration Fee for Grades Pre-K to 5th

Looking for something fun and educational to do during Spring Break? Take a Sailor's Holiday and enjoy a weeklong camp at the Texas Maritime Museum. Come to our Imaginarium: Dream Big themed camp and bring your curiosity and imagination. The week will be filled with inventing, crafting, games and activities focused on stimulating and cultivating the imagination toward scientific, artistic, or recreational learning.

Each day will be geared toward different areas including invent away day, arts and crafts day, adventure challenge day, mad scientist lab day, and carnival day. Contact: [Katelin Koon, Education Director at 361-729-1271 or educator@texasmaritimuseum.org](mailto:Katelin.Koon@texasmaritimuseum.org)

## Homeschool Days

The Spring Semester of Homeschool Days began on February 10th and will continue through May 2016. Grades 1-4 attend a 10 AM - 12 PM class, while Grades 5-8 attend a 1 PM - 3 PM class. Registration is \$6.00 per student. Spaces are limited and need to be reserved in advance with the Education Director, 361-729-1271 or [educator@texasmaritimuseum.org](mailto:educator@texasmaritimuseum.org)

March 9, 2016: **River Commerce** - looking at rivers, the economic growth they fostered, and the impacts of the dispersion of goods and communication on both the environment and river communities.

April 27, 2016: **Hydraulics** - the science of using water to make simple machines work.

May 11, 2016: **Deep Water Exploration** - A look at the least explored part of our world and what we have found, hope to find, and how we go about exploring in high pressure environments.

Save the Date - SEA Camp Registration May 7th, 8:00 AM - 10:00 AM for Aransas County Students ONLY.



December Homeschool

As a part of December's Homeschool Day, students utilized construction techniques to create their own gingerbread houses.

# HALLOWEEN HAUNT

October 30, 2016



Some of the costumes were quite appealing at the 2015 Halloween Haunt. These top bananas are enjoying some of the games set up in the museum.



We even had a visit from the "Tiniest Mariachi" in the Costume Contest.



What goes better with mariachi music than Flamenco dancing? Especially when the dress is an authentic Flamenco dress.

On Friday, October 30th the Texas Maritime Museum hosted an indoor Halloween Haunt due to adverse weather conditions, and the Fulton Mansion's pending re-opening ceremony on Saturday the 31st. Costumed visitors descended upon the museum for a great time of games, candy, costume contests, and a haunted ghost ship in the Education Center. We hope you enjoy these photos of the event, and will join us next year when Halloween on the Harbor returns!



The Museum was graced with the presence of Audrey Hepburn from "Breakfast at Tiffany's"



The most creative use of LED lights was in the form of "Stick Figure."



The Zombie Apocalypse was a prevalent topic of costumes at Halloween Haunt.



"Who you gonna call???" Christian Janosky will get rid of those pesky ghosts for you.



TMM Board Member Veronika Camehl and Board Secretary Sally Reynolds were the Judges for the costume contest. (Judge not pictured: Rose Williams)

## Brown Bag Lecture Series

Texas A&M Corpus Christi's Assistant Professor of Marine Biology, Dr. Jenni Pollack shared on Monday, January 25, 2016 about oyster reef recycling and restoration in the Coastal Bend.



Laura Wright from the Padre Island National Seashore kicked off the Brown Bag Lecture Series on Monday, January 11th with an enjoyable lecture regarding Sea Turtles on the Texas Coast.



On February 1st, Port of Corpus Christi Commissioner Chairman Charlie Zahn provided an informative lecture into the industrial future of Corpus Christi, as well as a glimpse at the soon to be constructed new Harbor Bridge.



# Curator's Corner

Phil Barnes, Curator

**Anchors Aweigh!!** The Texas Maritime Museum will be receiving a new artifact for display as soon as conservation is complete. This Byers & Sunderland Stockless Anchor was pulled from the Gulf of Mexico in 2015. We received a call from Justin Parkoff from the Texas A&M Conservation Research Lab inquiring as to whether or not we would be interested in being the final resting place for this unique artifact.

Unique? But it's just an anchor...not really. These anchors were made in England from the 1880s until the 1920s. The designer of the anchor was so enamored with the excavations going on at the time of the city of Troy, Greece that he utilized the squared swastika as a marking on his anchors. The squared version has been known throughout history as a good luck symbol, even used by some Native American tribes. Once the Nazis began to come to power in the twenties and angied the symbol, Byers & Sunderland distanced themselves by removing the swastika from their anchors. There are apparently only two others like this on display in North America, both in Canada.

Hopefully during the process of restoration several questions can be answered as to how it ended up in the Gulf of Mexico. The Conservation Research Lab has already discovered previously unseen numbers possibly indicating a serial number. The process is predicted to take approximately 18 months before it can be delivered to the Museum.



Byers & Sunderland can be seen cast into this fluke.

Note the squared swastika cast into the anchor fluke.

For spending possibly 100+ years at the bottom of the Gulf, the anchor is relatively intact.

The anchor is roughly 10' long by 6' wide and weighs approximately 15,000 pounds.

This series of numbers hopefully will give conservators insight as to the anchor's origin.



Loaded up and ready for delivery into an electrolysis vat at the Texas A&M Conservation Research Lab.



# LA TORTUGA RE-CHRISTENING AND

## ROOF DEDICATION NOVEMBER 6, 2015



Scow Sloop Roof Project donor, The Nystrom Family Foundation, was represented by patriarch Roy Nystrom at the Grand Opening. He re-christened the recently restored Texas Scow Sloop, *La Tortuga*.



Roy and Betsy Nystrom admire the plaque honoring their donation, as well as the Margaret Sue Rust Foundation for the completion of the sloop restoration and protective roof structure.



Miguel Garza of Corpus Christi was the original coordinator/ constructor of *La Tortuga* back in 1990. We were pleased that his widow, Socorro, was able to attend.



L-R: Betsy & Roy Nystrom, Hugh Jamieson, and Sally Huff.

The completed roof structure providing protection to *La Tortuga* from the damaging coastal weather. Notice the mast going through the roof.



The Garza family was well represented at the re-christening/ Grand Opening event in honor of Miguel's sacrifice and ingenuity.



# NEW MEMBERS AND MEMORIALS

- EUGENE & CAROL BUBOLTZ
  - MOLLY BURKE
  - VERONIKA CAMEHL
  - LARRY & CAREN COBB
- JOHN & DOROTHY CONNELLY
  - MALVINA CRAIG
    - JANE DOSS
  - GREGG EICHLER
  - KAY FAWCETT
  - KELLI HERTEL
- GEORGE & JANET MALLISON
  - TODD MERIDITH
  - TROY MERIDITH
  - GILLETT SHEPPARD
  - JAD & THERESA SMITH
  - GRETCHEN WIEGEL

## IN MEMORY OF HOBSON DOYLE SPRINKLE

- C.G. OVERTURF & ELAINE FAULKNER-OVERTURF

## IN MEMORY OF DON DOUGLASS

- MURRAY TARKINGTON
  - BERTA LITTLE
    - J.J. BAKER
- DELMAR & SHERRY HILLER
- JOHN & KIM MCLAIN
- JOHN & HELEN BRADSHAW
  - SUSAN F. POLLARD
  - DOLF HILLER

### BOARD OF TRUSTEES 2015-2016

Bruce Sherman, President  
Rose Williams, Vice President  
Garry Cate, Treasurer  
Sally Reynolds, Secretary

Veronika Camehl  
David Gibson, II  
Kelli Hertel  
Jerry Lawson  
Melinda Mills  
Robin Rice  
Gayle Rogers  
Sam Spears  
Duke Stevens

### STAFF

Kathy Roberts-Douglass, CEO  
Phil Barnes, Curator  
Katelin Koon, Education Director  
Alisha Brundrett, Executive Assistant

TEXAS MARITIME MUSEUM  
1202 Navigation Circle  
Rockport, Texas 78382

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
PAID  
ROCKPORT, TEXAS  
PERMIT NO. 7

In the days of sailing ships, the log line was used to measure the speed of the ship through the water. We hope this "Log Line" will stand as a measure of our progress.