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## CITY COUNCIL SPECIAL MEETING AGENDA

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Notice is hereby given that the Rockport City Council will hold a special meeting on Tuesday, June 2, 2015, 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

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1. Call meeting to order.

### Regular Agenda

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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. The Aquarium at Rockport Harbor
  - B. Aransas County Council on Aging - Bountiful Bowl Pottery Fair
  - C. Aransas County Independent School District Education Foundation
  - D. The Friends of the Fulton Mansion - Fulton Mansion State Historic Site
  - E. Rockport Center for the Arts
  - F. Rockport-Fulton Chamber of Commerce
    - i. Marketing
    - ii. HummerBird Celebration
    - iii. Seafair
  - 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, May 29, 2015, 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 2, 2015**

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**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 INCLUSION ON AGENDA:**

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**BACKGROUND:** See attached 2015-2016 Tax Funding Request.

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**FISCAL ANALYSIS:**

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**STAFF RECOMMENDATION:**

Received 5-26-15  
City Secretary

## RVFD RESPONSES

|                  | 2013 | 2014 | 2015<br>AS OF 4/30/15 |
|------------------|------|------|-----------------------|
| CITY OF ROCKPORT | 150  | 174  | 67                    |
| ARANSAS COUNTY   | 199  | 168  | 51                    |
| OUT OF COUNTY    | 13   | 9    | 1                     |
| TOTAL            | 362  | 351  | 119                   |
| INCIDENT HOURS   | 217  | 191  | 68                    |

# ROCKPORT VOLUNTEER FIRE DEPARTMENT

## FY 2016 GENERAL FUND REQUEST

JUNE 2, 2015

## HOURS REQUIRED 2014

|                      |       |
|----------------------|-------|
| INCIDENT MAN HOURS   | 2400  |
| TRAINING             | 4800  |
| MAINTENANCE          | 700   |
| OFFICER MEETINGS     | 400   |
| FIRE PREVENTION      | 500   |
| REPORTING            | 300   |
| COMMUNITY SERVICE    | 1000  |
| <br>                 |       |
| TOTAL HOURS PER YEAR | 10100 |

**ROCKPORT VOLUNTEER FIRE DEPARTMENT  
FY 2016 PROPOSED OPERATING BUDGET**

| <b>INCOME</b>                    | <b>2015</b>    | <b>FY 2016<br/>PROPOSED<br/>BUDGET</b> | <b>INCREASE</b> | <b>%</b>  |
|----------------------------------|----------------|--|-----------------|-----------|
| CITY OF ROCKPORT                 | 85,249         | 89,600                                 | 4,351           | 5%        |
| OTHER INCOME                     | 76,226         | 80,100                                 | 3,874           | 5%        |
| <b>TOTAL INCOME</b>              | <b>161,475</b> | <b>169,700</b>                         | <b>8,225</b>    | <b>5%</b> |
| <b>EXPENSES</b>                  |                |  |                 |           |
| GAS & OIL                        | 17,000         | 17,850                                 | 850             | 5%        |
| TRUCK R&M                        | 38,000         | 39,900                                 | 1,900           | 5%        |
| BUNKER GEAR MAINTENANCE          | 1,300          | 1,365                                  | 65              | 5%        |
| A&M TRAINING                     | 3,800          | 3,990                                  | 190             | 5%        |
| INSURANCE                        | 34,500         | 36,225                                 | 1,725           | 5%        |
| UTILITIES                        | 23,000         | 24,150                                 | 1,150           | 5%        |
| OFFICE EXPENSE                   | 3,800          | 3,990                                  | 190             | 5%        |
| FIRE EQUIPMENT/RADIO MAINTENANCE | 22,500         | 23,625                                 | 1,125           | 5%        |
| STATE CERTIFICATION              | 2,500          | 2,625                                  | 125             | 5%        |
| OTHER                            | 15,075         | 15,980                                 | 905             | 6%        |
| <b>TOTAL EXPENSES</b>            | <b>161,475</b> | <b>169,700</b>                         | <b>8,225</b>    | <b>5%</b> |

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

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**AGENDA ITEM:** 3.A.

Hear and deliberate on request for grant funds from the Hotel Occupancy Tax Fund Account from The Aquarium at Rockport Harbor.

**SUBMITTED BY:** Jessica Lindig, The Aquarium at Rockport Harbor

**APPROVED FOR AGENDA:** PKC

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

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**FISCAL ANALYSIS:**

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

**APPLICATION**

***Organization Information***

Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity: www.rockportaquarium.com

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

Fed: 26-0671367

3-6-2008

Tax ID#: State: 32033398903 \_\_\_\_\_ Entity's Creation Date: \_\_\_\_\_

Purpose of your organization: \_\_\_\_\_

Name of Event or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

How will the funds be used: \_\_\_\_\_

Primary Purpose of Funded Activity/Facility: \_\_\_\_\_

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

20 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.

       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: \_\_\_\_\_  
Expected Attendance: \_\_\_\_\_

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

How many nights will they stay:  
\_\_\_\_\_

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

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  | Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|-------|-----------------|-------------------|----------------------------|
| _____ | _____           | _____             | _____                      |
| _____ | _____           | _____             | _____                      |

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

Please list other organization, government entities and grants that have offered financial support to your project: \_\_\_\_\_

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 \_\_\_\_\_

What areas do you reach with your advertising and promotion:

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

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Aquarium at Rockport Harbor, Inc.

Proposed Activity Schedule

AquaFest 2016

Saturday, August 6<sup>th</sup>, 2016 (9:00am-6:00pm)

Family focused education and entertainment

Aquarium open house

Marley the eel's 15<sup>th</sup> birthday celebration

Educational demonstrations and activities

Conservation-focused vendors/organizations

Local entertainers, musicians and/or disc jockey

Commercial vendors

Raffle and silent auction

Food and drink vendors

Aquarium at Rockport Harbor, Inc.

Proposed Marketing Plan

AquaFest 2016

| <b><u>Venue (out of area)</u></b> | <b><u>Impressions</u></b> | <b><u>Frequency</u></b>            | <b><u>Est. Cost</u></b> |
|-----------------------------------|---------------------------|------------------------------------|-------------------------|
| Texas Now (Statewide)             | 100,000 readers/mo.       | June - July                        | \$1500                  |
| Hill Country Current (Statewide)  | 105,000 readers/mo.       | June - July                        | \$1000                  |
| Houston Family                    | 100,000/mo.               | July                               | \$400                   |
| SA Express/My San Antonio         | 130,900/wk.               | June - July                        | \$800                   |
| Rio Grande Valley Magazines       | 100,000/mo.               | <u>July</u>                        | <u>\$1300</u>           |
|                                   |                           | <b>Estimated Total Cost</b>        | <b>\$5000</b>           |
|                                   |                           | <b>Estimated Total Impressions</b> | <b>1.5 Million</b>      |

**Local Area Marketing Outlets:**

Free or paid event listings such as Texas Country Reporter, Wonderful Women's Network, Victoria Discover Magazine, Stream Entertainment, CC Caller Times, Viva CC, Local Newspaper (Rockport Pilot), Visitor's Guide.

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

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**AGENDA ITEM: 3.B.**

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

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

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**FISCAL ANALYSIS:**

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**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 8, 2015

Mayor  
 Council Members  
 City of Rockport  
 622 E. Market Street

**RECEIVED**

**MAY 13 2015**

**CITY SECRETARY**

**Re: Request for Hotel/Motel Funds in support of Advertising for Bountiful Bowl/Rockport Clay Expo 2016**

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 6&7, 2016. 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, Executive Director

APPLICATION

Organization Information

Date: \_\_\_\_\_

Name of Organization: Aransas County Council on Aging

Address: 912 S. Church St.

City, State, Zip: Rockport Texas 78382

Contact Name: Mary Ellen Niles

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 enhance the lives of seniors in Aransas County primarily through nutrition and recreational programs - meals-on-wheels and Senior Center

Name of Event or Project: Bountiful Bowl Pottery Fair

Date of Event or Project: February 6 & 7 2016

Primary Location of Event or Project: High School, Downtown, Art Center

Amount Requested: \$1500

How will the funds be used: to pay for printing brochures and flyers

Primary Purpose of Funded Activity/Facility: to sell pottery made by exhibitors and educate people about pottery making

Percentage of Hotel Tax Support of Related Costs

26% Note Percentage of Total Event Costs covered by Hotel Occupancy Tax *of advertising*

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: 13

Expected Attendance: 1000

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

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: We do not block rooms. We feature one or more hotels on our website and brochures

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                    | Month/Year Held | Assistance Amount       | Number of Hotel Rooms Used |
|-------------------------|-----------------|-------------------------|----------------------------|
| <u>2/13, 2/14, 2/15</u> |                 | <u>\$1500 each year</u> |                            |

How will you measure the impact of your event on area hotel activity?  
We check with various hotels and galleries to see how much business they had

Please list other organization, government entities and grants that have offered financial support to your project: Fulton hotel/motel tax

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 Free appearances on Victoria and Corpus TV stations

What areas do you reach with your advertising and promotion:

The entire state of Texas plus neighboring Gulf States

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

millions

**B.B. 2016 Proposed Marketing Plan**

**South Jetty**

Jackie 361-749-5131  
3000 flyers

\$255

**Herald**

Michelle 729-1828  
4000 flyers

\$160

**Rockport Pilot**

Kathy 729-9900 4200 flyers

\$225

**Caller Times**

Lisa Rodriguez 885-4391

\$525.60

**Victoria Advocate**

Jana Hornberger 361-574-1241

\$323.90

**Sign Shop**

\$30

**Navigation District Sign**

\$100

**Wonderful Womens' Network**

\$300

**Festivals of Texas**

\$18.00

**On The Water Lifestyle**

\$75.00

**Flyer Printing**

\$1695.00

**Brochure Printing**

\$1718.00

**A-Z Raffle Tickets**

\$118.00

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

513-733-3900

**Postage**

\$70.00

Featuring the Works of Texas' Finest Potters<sup>21</sup>



# ROCKPORT CLAY EXPO

February 7 & 8, 2015  
Rockport, Texas

## 13th Annual Bountiful Bowl Pottery Fair

Saturday, February 7 • 10 am – 4 pm

Rockport-Fulton High School • Tickets – \$5.00

## Gallery Art Walk

Saturday and Sunday February 7 & 8, 11 am – closing

Visit the wonderful art galleries in the Rockport Heritage District

## Special Sunday Events

Estelle Stair Gallery - 406 S. Austin Street - Rockport, Texas

Pottery Demonstration by Janice Joplin 2pm - 4pm

Windway Gallery - 203 Austin Street - Rockport, Texas

Pottery Demonstration by Betty Shamel 1:30pm - 3pm

## Rockport Center for the Arts

Opening Reception Saturday, February 7 • 5 pm – 7 pm

Pottery Demonstration by Jessica Battes • Sunday, February 8 • 11 am – 1:00 pm

902 Navigation Circle • Admission is Free



# ROCKPORT CLAY EXPO

Bountiful Bowl Pottery Fair  
Saturday, February 7  
Rockport-Fulton High School



## 13th Annual Bountiful Bowl



### Pottery Fair

**Saturday Only, February 7, 2015**  
10 am - 4 pm  
Rockport-Fulton High School  
\$5.00 Entrance Donation  
supports local  
Meals-on-Wheels

Join us for a celebration of this ancient art form as 32 potters exhibit and sell their creations. Chat with them about their work or view them at work at one of the hourly demonstrations.

(List of bios inside this brochure)



- Silent Auction
- Pottery Sales
- Demonstrations
- Door Prizes
- Food
- Prize Raffle

In addition, each potter donates a piece of pottery for a Silent Auction. Proceeds from the Silent Auction and ticket sales benefit the Arkansas County Council on Aging's Meals-on-Wheels program.

## SPECIAL SUNDAY EVENTS

### OPEN HOUSE AT

#### Estelle Stairs Gallery

**February 8, 2015**  
2p.m. - 4p.m.  
406 S. Austin Street  
Rockport, Texas  
Demonstration by  
Janice Joplin



#### Windway Gallery

**February 8, 2015**  
1:30 p.m. - 3:00 p.m.  
203 S. Austin Street  
Rockport, Texas  
Demonstration by  
Betty Shamel



Walk through the Rockport Heritage District and visit the galleries and stores. Many will be holding special events and exhibits featuring a wide variety of pottery, along with works in other media.

#### Gallery Art Walk

**Saturday and Sunday**  
**February 7 & 8**

## Rockport Center for the Arts

### Clay Exhibition

**February 7 - March 7**  
Jessica Battes  
902 Navigation Circle - Admission is Free



### Opening Reception

**Saturday, February 7**  
5 p.m. - 7 p.m. Everyone Invited

### Pottery Demonstration

**Sunday, February 8**  
Jessica Battes 11 a.m. - 1 p.m.  
Admission is free

### EXHIBITORS LIST

**MIKE ANDERSON** a fine arts major and former art instructor currently works in his Rockport Texas studio making functional and decorative pottery. His work is displayed at the Rockport Center for the Arts, Art Center of Corpus Christi and Port Mansa Art Center.

**FRANK & SUZY BIRD** specialize in high-fire functional stoneware with a whimsical twist. The clay is fired to stoneware temps after glazing and then occasionally overlaid with gold at lower temps. The ultimate creation is a combination of well-formed, exquisitely decorated functional pieces.

**EMILY BROWN** is a graduate of UT in Fine Arts. In 2007 she launched *Little e Pottery* from her home studio in Austin, where she is a full-time potter. Emily's philosophy that pottery "delivers nourishment and is the center of hearth and home" makes her work a perfect fit for the Bountiful Bowl. [www.littleepottery.com](http://www.littleepottery.com).

**MAX BUTLER** maintains his own studio in Bastrop, Texas where he is currently working in terra cotta concentrating on open form vessels highlighted by brush decoration. He joins the Bountiful Bowl for the first time this year. [www.butlerpottery.com](http://www.butlerpottery.com).

**V. CHIN** born in Thailand, trained in Japan and practicing his craft in Seabrook, Texas strives to make "good" ceramics. Known for his quiet depiction of frogs on his pottery, his work is internationally exhibited. It is his first appearance at the Bountiful Bowl. [www.vchingallery.com](http://www.vchingallery.com).

**ROSS de la GARZA** is a 7th generation Texan who grew up along the coastline in Corpus Christi. He began making whimsical clay fish over 20 years ago. Each of his fish is unique in design and expression with just the right amount of levity and whimsy. [www.phishross.com](http://www.phishross.com).

**BARBARA FRANCIS**, a Waco potter, finds textures in leaves, laces, and old dishes, as well as doing her own hand carving and sprigging. Barbara teaches classes for children and adults in her home studio. A recipient of "Best of Show" at the Waco Cultural Arts Fest, Barbara is an experienced Bountiful Bowl potter and a recipient of many awards in this show.

**MONICA FRANKLIN** works from the OYSTER PLATE COVE STUDIO here in Rockport. With over 30 years experience she has instructed children in working with clay.

**CINDY FUGUA** is a potter from Alba. The graceful forms and flowing lines of her works make her functional and decorative pottery a favorite of art-lovers. Cindy imbues her pottery with a positive life energy that charges its surroundings. [www.cindythepotter.com](http://www.cindythepotter.com).

**MIKE GRAFA** lives in Austin, where he works at his studio and teaches at Austin Community College. Mike's work has been exhibited throughout the southwest in galleries and art shows.

**GEORGE & LORRAINE HAMILTON** have been working and playing with pottery for many years at their home studio on Padre Island. Trained by teachers at local art centers, they are versed in both the wheel and hand-building techniques.

**FRASER HARRIS** has been intrigued by clay his entire life. With degrees from Southwestern Texas and New Mexico Highlands University, Fraser teaches and has a studio in downtown Lordsburg, Texas. His works are known for their depiction of humor.

**TAYLOR HENDRIX** has been throwing functional and non-functional pots since 2002 when he was taught to use the wheel by a good friend in Waco. A Rockport area potter, Taylor is known for his pit-firing techniques.

**AL & JENI HOEKSEMA** began their business JUST CLAY in 2000. They make high fired stoneware and delicately carved one of a kind sculpture in their Hill Country studio. [www.justclay.com](http://www.justclay.com).

**JASON HOOPER**, a tech transplant to Austin from England, works in his home studio creating wheel thrown stoneware pottery that is functional and decorative. Jason was one of our judges last year when he was the featured potter at the Rockport Center for the Arts during Clay Expo 2009. Five years into his craft, Jason's work has simple lines and gently curved surfaces often enhanced with tri-footed bases. [www.jhooper.com](http://www.jhooper.com).

**CHRIS & CAROL HOUGHTON** are Rockport, Texas potters who work out of their studio OYSTER PLATE COVE. One Hermitage Drive. Pieces are also available at [www.AlohaCaroAm.Etsy.com](http://www.AlohaCaroAm.Etsy.com).

**NATHANEAL HUFFMAN** joins the Bountiful Bowl as first time exhibitor from his home studio in Portland, Texas. His primarily wheel-thrown functional work features porcelain clay with crystalline glazes in stunning colors. [www.nathanealhuffmanpottery.com](http://www.nathanealhuffmanpottery.com).

**KRISTOPHER JORGENSEN** is a Corpus Christi, Texas potter exhibiting for the first time at the Bountiful Bowl Pottery Fair.

**SHIKHA JOSHI** established her studio in Round Rock, Texas in 2003. Joshi's pieces are a fine balance between aesthetics and function—functional forms enhanced by and elaborate surface embellishments. Her pots are wheel thrown. Her designs are drawn free hand and then carved without templates. Her pieces have won multiple prizes at the Bountiful Bowl Pottery Fair and adorned the cover of last year's brochure. [www.potterysnikha.com](http://www.potterysnikha.com).

**LEAH LEACH**, using her own clay recipe and mixing her own glazes, hand-throws functional stoneware and porcelain on the wheel at her studio in Abzarado, Texas. Her work is displayed at Sherry Ward's Fine Arts Gallery in Macgobodies and on-line at [www.roaring-rabbit.com](http://www.roaring-rabbit.com).

**BOBBIE MCCREEA** creates pottery that reflects her love for Japanese art. Bobbie creates her functional and Raku pottery at North Shore Pottery and Glass, the studio that she owns and operates in Lake Travis. She uses high fire stoneware and porcelain clays with glazes formulated from raw materials. [www.northshorepottery.com](http://www.northshorepottery.com).

**LES MITCHELL** produces and sells his pieces at Towne Potter Studio in Mineola, Texas. [www.LesMitchell.com](http://www.LesMitchell.com).

**WANDA MURRAY**, a Rockport, Texas, potter, joins the Bountiful Bowl Pottery Fair this year as a first time exhibitor. Welcome Wanda as she displays her inspired, functional pottery for us to admire and purchase.

**GENIE MYSORSKI** is well known in Rockport for teaching pottery to children and adults alike. Genie owns *Pottery by Genie* and her works are displayed at the WindWay Gallery and at the Rockport Center for the Arts. Her latest pieces are vessels that combine hand-building and wheel-throwing techniques to create a unique surface using red earthenware clay.

**JIM BOB SALAZAR**'s works reflect commercial training merged with styles of Frank Lloyd Wright and oriental packaging. Jim Bob is the recipient of many impressive awards from prestigious shows throughout the U.S. His pieces are sold locally at the Rockport Center for the Arts, Matison or visit him on-line at <http://jimboosalazar.blogspot.com>.

**ANN SCIBA** is a full-time craftsperson residing in Wharton where she fashions *Stoneware Pottery by Ann Sciba*. Clay has been the focus of her life since 1967. Ann has worked extensively with clay in both industrial and educational settings, polishing her skills in Arkansas, Colorado, New Mexico and Texas. Locally Ann exhibits at Coastal Creations.

**TONY & GRETCHE SCHARTZ** collaborate on their hand glazed pieces which are all raku fired. They participate in over 16 shows annually and exhibit all over the U.S. Several of their pieces have won awards at the Bountiful Bowl Pottery Fair.

**PAIGE ADKINS SHELTON**, a native Texan, received a degree in fine art with a specialty in studio art from UT Austin studying pottery making with Ismael Soto and Hank Cabanis. She has worked and taught throughout the area and enjoys selling her work in a few selected shops and art shows. Paige and her husband, Ray, live in Smithville where they have built a car kiln. [www.paigepottery.com](http://www.paigepottery.com).

**DARLENE TAYLOR** is a Rockport, Texas potter currently focusing on free form sculptural pieces. Heavily influenced by the natural beauty of the places she has lived, Darlene dramatizes her work by incorporating tears and open spaces into her work.

**PAUL UHL** has created an eclectic style of his own from his past experiences and his daily life. His works are influenced by the orient and the southwest and are wheel-thrown or slab built. He considers his work decorative first and functional second. His tea vessels and large wall platters are visual treats. His vases, lidded vessels and bowls are functional. [www.pauluhlpottery.com](http://www.pauluhlpottery.com).

**JUNE WHITACRE** a Fort Worth, Texas potter creates and displays her works at Tokyo Rose Clayworks. Most of her pieces are functional stoneware.

**MERLIEN WILDER** makes functional pottery in her home studio in Corpus Christi and fires and glazes her pieces in Rockport. She uses color-slips and inlay to decorate her work with botanical and insect themes. She especially enjoys making pots for her cacti and other succulents.

# ROCKPORT CLAY EXPO



Featuring  
the works of  
Texas' Finest Potters

February 7 & 8, 2015  
Rockport, Texas

*Aransas County Council On Aging*

**BOARD NAMES**

- Trisha Harrell
- Lynne Ruf
- Becky Mays
- Kathy Wilson
- David Reid
- Rita Gilbert
- J.D. Villa
- Georgia Jordan
- Jamie Ellis
- Leora Pimentel
- Lee Jeffers
- Shelly Stuart
- Anne Mourataja

Mary Ellen Nies Ex. Dir. ■ Debbie Thompson Op. Dir.

**GOLD SPONSORS**

Bob & Lynne Ruf

**PATRONS**

- Hebert Insurance Group ■ Johnson & Cato
- Risk Resources LLC ■ Sigwald Services ■ "PIA"
- Jackie Shaw and Sandy Swanson

**CORPORATE SPONSORS**

- AEP Texas ■ HEB ■ Hooking Bull Boatyard
- L6 Holdings, Inc. ■ Prosperity Bank ■ Allen Samuels
- Rockport Coastal Care Center ■ Wells Fargo



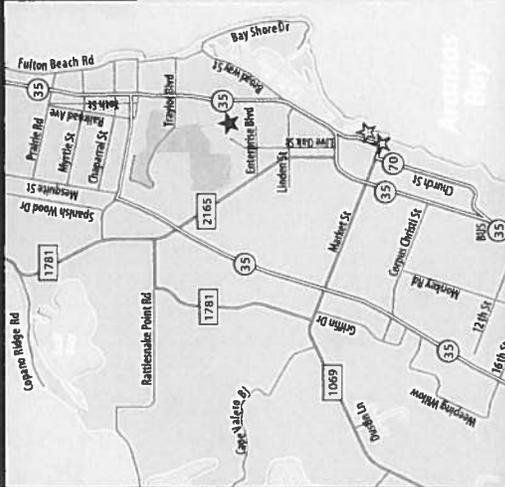
PROSPERITY BANK



*Rockport*  
**MAP LEGEND**

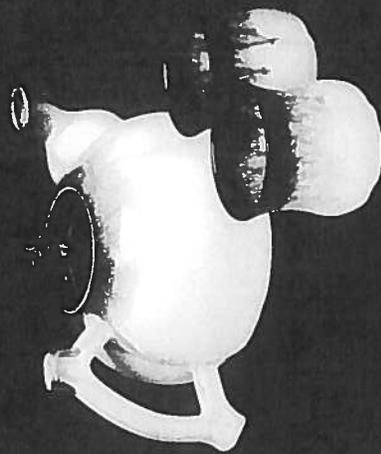


- ★ Bountiful Bowl Pottery Fair
- ★ Rockport-Fulton High School
- ★ Corner of Enterprise and Omohundro
- ★ Rockport Heritage District
- ★ Galleries, Restaurants and Shops
- ★ Rockport Center for the Arts
- ★ 902 Navigation Circle



Marketing for this event  
is supported by  
Hotel/Hotel tax monies  
from hotels located in





# Saturday & Sunday, February 7 & 8, 2015

## Heritage District Art Galleries

Art Gallery at Latitude 28° 02'

105 N. Austin St.

361-729-2786

[www.artgallery.rockport.com](http://www.artgallery.rockport.com)

Austin Street Gallery

502 S. Austin St.

361-790-7782

[www.austinstreetgallery.com](http://www.austinstreetgallery.com)

Coastal Creations Art Gallery

415 S. Austin St.

361-790-8101

[www.coastalcreationsart.com](http://www.coastalcreationsart.com)

Estelle Stair Gallery

406 S. Austin Street

[www.EstelleStairGallery.com](http://www.EstelleStairGallery.com)

Maison

414 S. Austin

361-729-3999

Rockport Gallery

415 S. Austin St., Suite 2

361-729-1388

[www.rockportgallery.com](http://www.rockportgallery.com)

John Martell Photography

302 S. Austin Street

361-729-8000

Silk Flats Gallery

415 S. Austin St.

361-790-9700

Saxon Studio & Gallery

114 S. Austin St.

361-205-7226

WindWay Gallery

203 S. Austin St.

361-790-8331

Art Center

Rockport Center for the Arts

902 Navigation Circle

361-729-5519

## Hotel Accommodations

Inn at Fulton Harbor

215 N. Fulton Beach Road

Fulton, Texas

361-790-5888

[innatfultonharbor.com](http://innatfultonharbor.com)

La Quinta Inn & Suites

2921 Hwy. 35 N.

Rockport, Texas 78382

361-727-9824



**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

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**AGENDA ITEM: 3.C.**

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

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

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**FISCAL ANALYSIS:**

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

RECEIVED

MAY 20 2015

APPLICATION

CITY SECRETARY

Organization Information

Date: 5-14-15

Name of Organization: ACISD Education Foundation, Inc.

Address: P.O. Box 195

City, State, Zip: Rockport, IA 78381

Contact Name: Suzanne Ransleben

Contact Phone Number: 361-729-6934 (ofc) 361-215-1575 (cell)

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

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

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

Purpose of your organization: Our mission is to promote educational excellence in ACISD schools by providing teacher grants for creative, innovative projects

Name of Event or Project: 2015 Shopping Tournament

Date of Event or Project: October 2-3, 2015

Primary Location of Event or Project: PAWS & TAWS (headquarters)

Amount Requested: \$ 9500.00

How will the funds be used: to advertise event

Primary Purpose of Funded Activity/Facility: to raise funds for teacher grants that advance education in ACISD

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

11% 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: 3  
Expected Attendance: 250

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts? 25-30%

How many nights will they stay:  
1 or 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: Holiday Inn Express - 10; LA Quinta Inn & Suites - 10; Pelican Bay Resort - 5

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                | Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|---------------------|-----------------|-------------------|----------------------------|
| <del>Rockport</del> | 2014            | \$5000            | 20                         |
| Rockport            | 2013            | \$5000            | 12                         |
| Rockport            | 2012            | \$5000            | 8                          |

How will you measure the impact of your event on area hotel activity?  
Survey hotels & shoppers

Please list other organization, government entities and grants that have offered financial support to your project: HEB - \$500 gift card; ARANSAS County HOT Funds, Fulton HOT Funds

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 social media

*see itemized budget attached*

What areas do you reach with your advertising and promotion:

Statewide audience

---

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

the Bend Print media (75,000 subscribers); social media - countless numbers  
Texas Now (300,000); San Antonio Magazine (100,000)

## Advertising and Promotion Campaign

### August, September, and October Press Releases

|                             |                             |
|-----------------------------|-----------------------------|
| Austin American Statesman   | Brownsville Herald          |
| Corpus Christi Caller Times | Houston Chronicle           |
| San Antonio Express         | Texas Now Magazine          |
| Rockport Pilot              | The Bend Magazine           |
| Victoria Advocate           | Karnes Countywide Newspaper |
| Johnson City Press          | New Braunfels Herald        |

### Social Network Marketing

**\$ 2,065.00 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   | \$ 1,000.00 |
| *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  | \$ 65.00    |
| 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

**\$6,100.00 total**

|   |             |
|---|-------------|
| San Antonio Magazine  |             |
| ½ page ad   | \$ 2,600.00 |
| 1 feature article about tournament                              |             |
| Texas Now   | \$1,500.00  |
| ½ page ad   |             |
| 1 feature article about tournament                              |             |
| The Bend Magazine   | \$2,000.00  |
| ½ page ad   |             |
| 1 feature article about tournament                              |             |
| Corpus Christi Caller Times                                     |             |
| 1 feature article about tournament in Lifestyle Section article | No Charge   |

### 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         |

## 2015 Education Foundation Shopping Tournament Agenda

**Friday Night Kick Off Party October 2, 2015**

Meet at the Grog - build team and store spirit for the event – 5:30 – 10:00PM

**Saturday Shopping Tournament Events October 3, 2015 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:
  - The Emeralds
  - Laci Johnson and her Culinary Arts students
  - Tracy Goodwin of Pop's tavern
  - Danah Corrigan of Essential Body Spa
  - Larry Doonan photography
  - TOURNAMENT CO-CHAIRS: Karen Mella 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. Karen - Go over ads
  8. Introduce Foundation President
    - Short blurb about Why are we shopping – show video
  9. Sherry - Closing Comments (see you at the awards ceremony at the 19<sup>th</sup> hole – Paws and Taws)
  10. 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)**

11. Pick up Score Cards as shoppers enter the building
12. Collect ballots from stores to choose the Spirit Award
  - Welcome – Karen and Sherry - Explain that each team needs to pick up photos
13. Karen introduce Suzanne (as Exec. Director)
  - Heart-felt pitch and *From the Heart* envelopes
14. Karen and Sherry present awards
  - Begin with shop awards – call up shop owners to draw from their drawing boxes and make award

15. 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)

16. Closing Comments (Suzanne)

## Detailed Event Budget

| Income                              | Estimated Income   |
|-------------------------------------|--------------------|
| store registration fees             | \$6,000.00         |
| 12 stores @ \$500                   | \$3,600.00         |
| 12 stores @ \$300                   |                    |
| Tackle Town Donation                | \$1,300.00         |
| Victoria's Gold Donation            | \$2,000.00         |
| Heart Award                         | \$250.00           |
| shopper registration fees           |                    |
| 150 @ \$50                          | \$7,500.00         |
| Late Registration day shoppers      |                    |
| City of Rockport                    | \$2,500.00         |
| Town of Fulton                      | \$1,500.00         |
| Aransas County                      | \$5,000.00         |
| grants/underwriters/vendor sponsors | \$8,000.00         |
| <b>Total Estimated Event Income</b> | <b>\$37,650.00</b> |

| Expenses   | Estimated Expenses |
|--|--------------------|
| Advertising printing, publications, and products                                     | \$6,100.00         |
| Purchase and printing of tournament T-shirts for volunteers and staff                |                    |
| Purchase and printing for shopping bags  |                    |
| Promotional flyers for mailout, presentations, and store advertising                 |                    |
| Posters for stores and check-in stations   |                    |
| Discount booklets for shoppers   |                    |
| Creation and printing of course maps of hotels/stores/restaurants/restroom locations |                    |
| Website advertising expenses   | \$2,065.00         |
| update tournament AP and set up registrations on website                             |                    |
| Social media sites (Facebook, Twitter)   |                    |
| Paid website ads (WWN, Chamber and others)   |                    |
| Other printing and publication   | \$1,650.00         |
| Package identification stickers for drop-off stations                                |                    |
| score cards, tally sheets, donation envelopes  |                    |
| shopper lanyards, passes, and T-shirts   |                    |
| tournament store banners and yard signs  |                    |
| Event photographer   | \$200.00           |
| Facility rental  | \$400.00           |
| Food and Beverages (opening and closing ceremonies)                                  | \$1,500.00         |
| food and beverages   |                    |
| paper goods (plates, cups, decorations, miscellaneous)                               |                    |
| Prizes, gifts, awards  | \$750.00           |
| Rental fees (venues, chairs/tables, serving equipment and ckt                        | \$800.00           |
| <b>Total Estimated Event Expenses</b>  | <b>\$13,465.00</b> |
| <b>Estimated profit</b>  | <b>\$24,185.00</b> |

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

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**AGENDA ITEM:** 3.D.

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:** PKC

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

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**FISCAL ANALYSIS:**

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

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

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*Organization Information*

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Date: May 22, 2015

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: \$25,000

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, \$15,000 for additional staff support for increased visitation once house re-opens.

Primary Purpose of Funded Activity/Facility: With the opening of the Fulton Mansion, the addition of basement exhibits, and the new style of tours that will be provided, visitors will have options to stay longer. Along with the Education and History Center experience, visitors will want to extend their time in the area to enjoy all the site has to offer. Because the mansion has been closed for so long, we expect a large influx of visitors, exceeding the numbers previously experienced when the house was open. In addition, we will be marketing the site as a destination wedding venue. HOT funds will be used to accommodate the increase in visitation.

**RECEIVED**

**MAY 22 2015**

**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 (restoration costs are \$3,400,000)
- 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:** construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;  
\$ 25,000
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: The Mansion has been open for 31 years, and the Education and History Center has been open for 3 years.

Expected Attendance: 30,000

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts? Based on visitor sign-in sheets, 53% of those who visited stayed in an area hotel.

How many nights will they stay: Fiscal year 2015 data shows 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:

| <u>City</u>                   | <u>Month/Year Held</u> | <u>Assistance Amount</u> | <u>Number Hotel Rooms Used</u>  |
|-------------------------------|------------------------|--------------------------|---|
| For operations & restoration: |                        |                          |   |
| Rockport                      | 2012-13                | \$85,000                 | no rooms are reserved, however, zip code data indicates over half of our visitors stay in area hotels |
| Fulton                        | 2012-13                | \$ 7,000                 |   |
| Aransas Co.                   | 2012-13                | \$75,000                 |   |
| For operations & restoration: |                        |                          |   |
| Rockport                      | 2013-14                | \$85,000                 |   |
| Fulton                        | 2013-14                | \$10,000                 |   |
| Aransas Co.                   | 2013-14                | \$75,000                 |   |
| For operations & restoration: |                        |                          |   |
| Rockport                      | 2014-15                | \$85,000                 |   |
| Fulton                        | 2014-15                | \$ 0                     |   |
| Aransas Co.                   | 2014-15                | \$ 0                     |   |

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

We collect this information on our sign-in sheets which ask "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: Texas Historical Commission

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

Paid Advertising:  \$8,000 to visit Fulton Mansion plus what the THC does at the state level\*

Newspaper:  \$3,500

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 \$950; Area promotional materials \$450; wedding magazines \$500; Web sites no direct costs; Social media – \$400

What areas do you reach with your advertising and promotion:

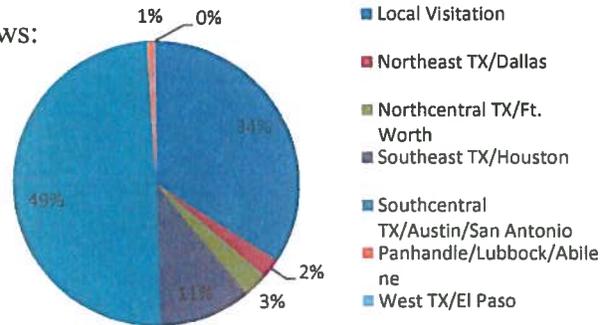
Local, Texas and national markets

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.

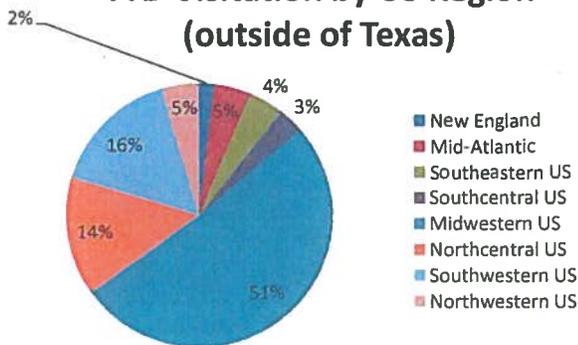
Visitation Tracking during Fiscal Year 2015 shows:

- 73% of visitors were not local
- 81% of visitors were from Texas
- 16% of visitors were from other states
- 3% of visitors were international

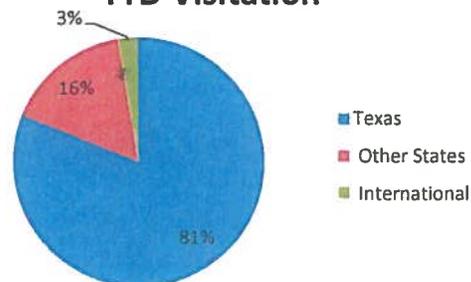
**TYD Visitation by Texas Region**



**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 that the Fulton Mansion has re-opened.
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
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  
Wedding magazine ads  
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 Education and History Center is open 307 days of the year.

Mansion Midday Matinees - Sept 14, Oct 5, Nov 9

Grand Opening of Mansion – October 24<sup>th</sup>

Tropical Christmas Festival – Dec 5

Caroling at the Mansion – Dec 12

Parlor Chats – Jan 25, Feb 22, March 28

Easter Egg Hunt – April

MayFest – May 2

Music at the Mansion – June 13, July 11, Aug 8

Weddings and private events as scheduled

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

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**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, Rockport Center for the Arts

**APPROVED FOR AGENDA:** PKC

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

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**FISCAL ANALYSIS:**

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

Received May 22, 2015  
City Secretary



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

May 22, 2015

Dear Mayor Wax,

Please accept the attached proposal from Rockport Center for the Arts which includes both highlights of activities over 2014-2015, as well as a documentation for our financial request for the upcoming fiscal year.

As you will see in the enclosed report the 2014-2015 year demonstrated incredible strides for the Art Center in terms of attendance and expansion in demographics to catchment areas that were specifically targeted in advertising and public relations. We hosted the prestigious "Gulf Coast" exhibit last fall, and we have opened 3 new exhibits during 2015, as well as hosting the Tour of Homes and an Art Educator Conference. We are presently preparing for the Art Auction, and the 46<sup>th</sup> Annual Art Festival, which we expect will break attendance records. We expect 2015-2016 to be an incredible year of growth and opportunity for the City of Rockport and the Art Center.

The Art Center continues to program arts and cultural events which serve our community and draw tourists from throughout Texas and beyond. We plan to continue increasing our investment in advertising in 2015-2016 to reap the rewards in increased attendance from visitors to our area from outside of the 70 mile radius.

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.

Thank you for your confidence in Rockport Center for the Arts during this period of executive transition. I am very pleased to have been able to work with Beverly Trifonidis in the preparation of this proposal and to understand the importance that cultural tourism plays in the City of Rockport

Fondest regards,

*Luis Puro*

Executive Director

## Application

### Organization Information

Date: May 22, 2015

Name of Organization: Rockport Center for the Arts (federally incorporated as Rockport Art Association)

Address: 902 Navigation Circle  
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:

“The purposes of the corporation are to contribute to the art education and cultural enrichment of the community and environs through ownership of Rockport Center for the Arts and to promote tourism to our area. The center will exhibit works of art and where possible, promote, foster and provide assistance to the performing and literary arts. Further, the center will arrange for and offer educational programs for children and adults, together with encouraging interest in art and developing the appreciation and advancement of art throughout the area.”

Name of Event or Project: Entire year of arts activities

Date of Event of Project: See schedule of major events & major gallery exhibits in presentation

Primary Location of Event or Project: 902 Navigation Circle, Festival Grounds

Amount Requested: \$109,700

How will the funds be used: To fund Advertising, Art Festival, Tour of Homes, Exhibit expenses, Workshops & Class operations, the Rockport Film Festival and Sculpture Garden expenses

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 & internally renown sculptors and partnering with numerous local nonprofit organizations to bring increasing numbers of tourists to our region throughout the twelve month period each 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, RCA as an 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's HOT grant request)

Note Percentage of Total Facility Costs covered by Hotel Occupancy Tax

Note 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. 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.

Questions for All Funding Requests:

**How many years have you held this Event or Project:** RCA has been a 501 c 3 organization for 46 years.

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

The percentage of people using local accommodations varies by event. We track the geographic distribution of the attendees to major events, and collect zip code information from willing gallery attendees-

Over 28,000 people annually.

**How many nights will they stay:** Estimated one to two nights per major event, and one night for exhibit openings and other similar 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 room blocks, and do make efforts to partner with local hotels to offer

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.

**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 2015-2016

**Governments**

|  |          |
|--|----------|
| County of Aransas                      | \$15,200 |
| Town of Fulton                         | \$ 8,000 |
| Texas Commission on the Arts           | \$12,574 |
| State of Texas- Office of the Governor | \$ 1,000 |

**Foundations**

|                                      |           |
|--------------------------------------|-----------|
| The Margaret Sue Rust Foundation     | \$ 8,500  |
| Coastal Bend Community Foundation    | \$ 8,500  |
| The Barrow Foundation                | \$ 11,000 |
| Wells Fargo Foundation               | \$ 2,500  |
| Jim & Trish Smallenberger Foundation | \$25,000  |
| The Nystrom Family Foundation        | \$10,000  |
| Community Family Foundation          | \$1,650   |

**Corporations & Businesses**

|         |          |
|---------|----------|
| Various | \$35,000 |
|---------|----------|

\*This does not include the *tens of thousands of dollars* that individual donors invest in RCA annually.

**Promotional efforts used the Rockport Center for the Arts:**

Television  
 Radio  
 Online Advertising/Banner Ads  
 Magazine Advertising  
 Newspaper Advertising  
 Press Releases  
 Direct Mailing to out of town recipients

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, the Hill Country, Dallas-Fort Worth, the Texas valley, and New Mexico.

The Art Center spends the following amounts on advertising annually for the areas listed:

|                          |                 |
|--------------------------|-----------------|
| Art Festival             | \$18,100        |
| Tour of Homes            | \$ 4,800        |
| Gallery Exhibits & Other | <u>\$11,400</u> |
|                          | \$34,300        |

Over the various media, here are amounts from the last year:

|            |         |
|------------|---------|
| TV         | \$8,825 |
| Radio      | \$5,500 |
| Online     | \$7,900 |
| Magazines  | \$2,700 |
| Newspapers | \$3,500 |
| PR         | \$1,000 |

& other miscellaneous



## Rockport Center for the Arts

### *Hotel Occupancy Tax Funding Request for FY 2015-2016*

#### OUR MISSION

*Since 1969, the goal of the Rockport Center for the Arts has been to be the focal point for art related activities in the community. This commitment is accomplished through art exhibits, educational activities, theater and musical performances, literary endeavors and lectures. The purpose is to promote cultural enrichment and art education in the community as a whole and especially cultural tourism, by establishing the City of Rockport and Rockport Center for the Arts as a major destination for visitors.*

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

*Every year Rockport Center for the Arts hosts and promotes events in 8 out of 12 months that directly affect tourism to Rockport. The Art Center makes a significant investment in advertising and public relations for these events and 9 additional art exhibitions annually.*

# Rockport Center for the Arts

## Report for City of Rockport HOT Grant Proposal 2015-2016

### Promoting Tourism- Art Events & Attendance (2014-2015)

|  | Jan<br>2015                     | Feb<br>2015              | Mar<br>2015   | Apr<br>2015          | May<br>2014          | Jun<br>2014                             | Jul<br>2014                         | Aug<br>2014                   | Sept<br>2014                                   | Oct<br>2014          | Nov<br>2014                | Dec<br>2014               |
|--|---------------------------------|--------------------------|---|----------------------|----------------------|---|-------------------------------------|-------------------------------|--|----------------------|----------------------------|---------------------------|
| <b>Special Events- Targeting Tourists 70 mi +</b>  | Art Educator Conference (1)     | Clay Expo- & Exhibit (2) | Rising Eyes State-wide Exhibit                          | Tour of Homes        |                      | Rockport Poster Artist Exhibit          | Rockport Art Festival & Art Auction |                               | Gulf Coast Exhibit/ Hummer Bird Open Reception |                      | Rockport Film Festival (4) |                           |
| Avg Attendance   | 54                              | 510                      |   | 900                  |                      |   | 10,500                              |                               |  |                      | 1,000                      |                           |
| Coming from 70 mi+   | 55%                             | 67%                      | 67%   | 36%                  |                      |   | 62%                                 | 79%                           |  | 89%                  | 79%                        | 58%                       |
| Attendance @ Art Center*<br><small>understated as zip code provision is optional</small> | 695<br>Currents Exhibit, cont'd | 1,623                    | 1,842<br>Rising Eyes of Texas Univ./College Exhibit (3) | 2,106<br>New Exhibit | 1,542<br>New Exhibit | 2,196<br>Art Fest Poster Artist Exhibit | 1,866                               | 1,361<br>Merit Artist Exhibit | 1,776<br>New Exhibit                           | 1,157<br>New Exhibit | 1,227                      | 1,073<br>Currents Exhibit |

Supporting Notes indicating the different audiences and locations that art activities are planned to reach

- 1) **Educators** from Laredo to Brownsville to south of San Antonio, including those from the coastal bend area come each year to the Art Center for a two day conference dedicated to introducing new art activities and pedagogy to the educators. These teachers stay in local hotels & motels, eat out all of the time, and SHOP.
- 2) The **Art Center partners with Aransas County Council on Aging** to present the two day event with exhibits & demonstrations.
- 3) Rising Eyes of Texas is a juried exhibit for college and university students throughout the State of Texas where cash prizes are awarded. **In 2015, 22 different universities** are represented **from North Texas to the Valley**. Many students attend and also bring family or friends.
- 4) 5) The **Art Center partners with the Rockport Rotary** to present the Rockport Film Festival which showcases both international films and highlights many from Texas. Both the **State of Texas** and the **Texas Commission on the Arts** provides grants to this Festival which they have spoken highly of.

## Rockport Center for the Arts February 2015 Exhibit

### *Seven Views of Texas*

**February 7 - March 7, 2015**

**Reception Saturday, February 7, 5-7 pm**

***Free and open to the public!***



The *Rockport 9* is a group of local artists who came together during a workshop with past poster artist Carol Koutnik in 2009. The founding members included Koutnik, Angalee DeForest, Anita Diebel, Susan Forrest, Mary Frazier, Lisa Baer Frederick, Caro Jackson, Ann Reimer, and Betty Shamel.

Together they decided to travel and paint the many landscapes of Texas. Most of their paintings are captured en plein air (outdoors), though some of their finished work is completed in studio. Their first trip to Big Bend and Fort Davis would coalesce in their first group exhibition at Rockport Center for the Arts -- [\*West Texas: Nine Perspectives.\*](#)

Total **Art Center Visitors** for the **January-March** period was **4,695 people**, **67%** of the Visitors came from **outside of 100 miles** of Rockport as follows:

➤ **42%** outside of Texas

➤ **3%** outside of the US

➤ **21%** from the **Major Texas cities:** *Austin, Dallas/Fort Worth, Houston & San Antonio*

Rockport Center for the Arts  
March 2015 Exhibit



On view through April 4

## Rising Eyes of Texas

Every year **RCA hosts a statewide juried exhibition** for undergraduate and graduate students emerging in the visual arts. Prize winners are awarded to the top three artworks and selected by an invited juror: \$500 First Prize, \$300 Second Prize, and \$200 Third Prize.

### 8th Annual Rising Eyes of Texas Show

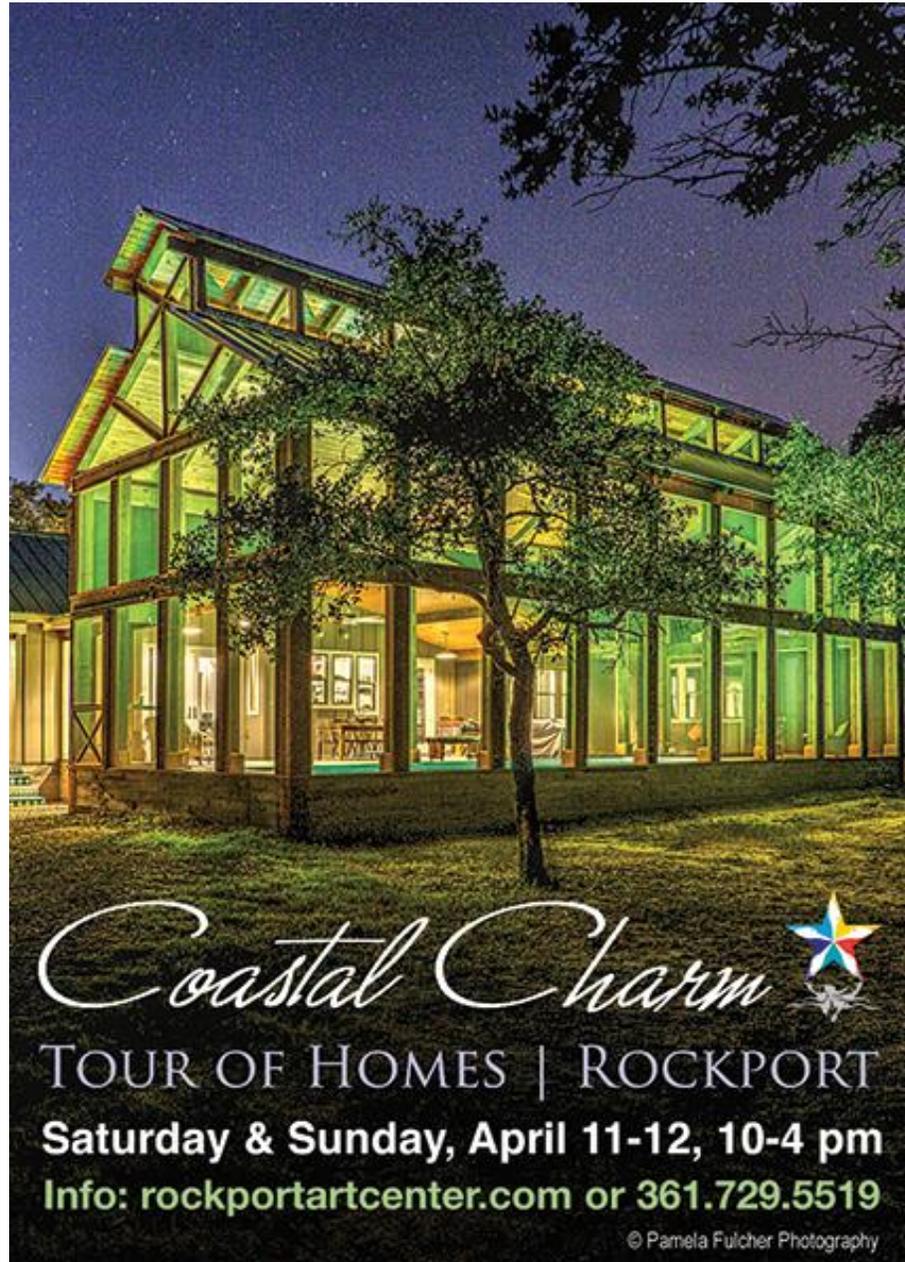
**34 Artists Representing 12 Texas Universities**

**Opens Saturday, March 14, Reception from 5-7 pm**

**Show continues through April 4, 2015**

**2015 Prize Juror:** Shea Little, Executive Director of Big Medium and Co-Founder of the East Austin Studio Tour

| <b>Visitor Demographics</b><br>for Rockport Center for the Arts   |            |            |            |  |
|---|------------|------------|------------|--|
| <b>2015</b>   |            |            |            |  |
|   | Jan        | Feb        | Mar        |  |
| <b>Outside of 70 mi</b>   | <b>81%</b> | <b>75%</b> | <b>70%</b> |  |
| Local   | 19%        | 25%        | 30%        |  |
|   | 100%       | 100%       | 100%       |  |
| Highlights of Tourists outside of 70 miles  |            |            |            |  |
| Houston   | 3%         | 3%         | 7%         |  |
| San Antonio   | 7%         | 6%         | 7%         |  |
| Austin  | 2%         | 1%         | 5%         |  |
| Dallas-Fort Worth   | 4%         | 1%         | 1%         |  |
| <b>Total Cities above</b>   | <b>16%</b> | <b>11%</b> | <b>21%</b> |  |
| Outside of Texas  | 11%        | 56%        | 38%        |  |
|   |            |            |            |  |
| Total Attendance  | 695*       | 1623       | 1,842      |  |
|   |            |            |            |  |
| *The Art Center was closed for two weeks for painting<br>the entire Gallery which has not been done in six years. |            |            |            |  |



## VISITOR DEMOGRAPHICS FOR ROCKPORT CENTER FOR THE ARTS APRIL 2015

|                            |            |
|----------------------------|------------|
| <b>Outside of 70 miles</b> | <b>35%</b> |
| Local                      | <u>65%</u> |
|                            | 100%       |

### Highlights of tourists outside of 70 miles

|                           |            |
|---------------------------|------------|
| Houston                   | 10%        |
| San Antonio               | 10%        |
| Austin                    | 6%         |
| Dallas/Ft. Worth          | 0%         |
| <b>Total cities above</b> | <b>26%</b> |
| Outside of Texas          | 25%        |

**TOTAL ATTENDANCE 2106**



Use the web link below to see the successful **2015 Tour of Homes** San Antonio WOAI TV 'Road Trippin' video which RCA invested in.

*Wednesday, April 1st, 2015*

### **2015 Tour of Homes Featured on San Antonio Living**

San Antonio Living's Road Trippin' series takes viewers on a journey through the highways and backroads of Texas to shine a light on different communities and events worth traveling to!

Click the link below to view the latest video in the series, covering the annual Coastal Charm Tour of Homes in Rockport, Texas, with host Vanessa Gallegos and Rockport Center for the Arts' John Aasp, and take a peek into one of the stunning homes on the Tour.

<http://www.foxsanantonio.com/shared/news/features/trippinll/rockport/>

**ROCKPORT ART FESTIVAL**  
The Place to Be July 4th Weekend!  
**July 4-5**  
rockportartcenter.com  
ROCKPORT, TX  
Over 120 Artists | AV Tent | Live Music & Food | Kids Activities

© Chance Yarbrough

Texas Commission on the Arts  
Community Bank  
SOUTH TEXAS MONEY MANAGEMENT LTD.  
HELPING INDIVIDUALS INDIVIDUALLY\*

2015 Advertisement in The Bend magazine

## Rockport Center for the Arts Demographic Comparison 2013 & 2014 Art Festivals

|                                    | 2013       | 2014       |             |
|------------------------------------|------------|------------|-------------|
| ▪ Austin                           | 7%         | 7%         |             |
| ▪ <b>San Antonio</b>               | <b>18%</b> | <b>31%</b> | <b>+72%</b> |
| ▪ Houston                          | 13%        | 12%        |             |
| ▪ Dallas-Fort Worth                | 6%         | 4%         |             |
| <b>Patrons outside of 70 miles</b> | <b>50%</b> | <b>62%</b> |             |

**RCA significantly increased the advertising budget in 2014** for Art Festival in the San Antonio area with the addition of investing in the WOAI TV 'Road Trippin' video and the combination of this exposure and the other online and radio media buy led to this substantial increase in attendance.

**RCA is going to repeat the successful investment in all San Antonio media for 2015.**

## Media Buy for 2015 Rockport Art Festival

| 5/12/2015 revised                               |          |          |        |        | RAF FEST      | July 4th and 5th 2015                    |          |                         |                                 |
|---|----------|----------|--------|--------|---------------|--|----------|-------------------------|---------------------------------|
|   | GROSS    | NET      |        |        |               |  |          |                         |                                 |
| station/publication                             | budget   | cost     | start  | end    | Sponsor logos | added value                              | # of ads | geographical reach      | # of people/impressions/reach   |
| KSAT ABC TV SA                                  | \$2,500  | \$2,500  | 23-Jun | 2-Jul  | on TV ad      | matching PSAs and bonus                  | 50       | SA DMA 6 counties       | 881,050 net reach               |
| WOAI NBC SA                                     | \$1,500  | \$1,275  | 23-Jun | 2-Jul  | on TV ad      | matching PSAs and bonus                  | 50       | SA DMA 6 counties       | 556,875 net reach               |
| MY SA.com<br>Home page/A&E                      | \$750    | \$750    | 26-Jun | 2-Jul  | on banner ads | Home and Art & Entertainment pages       | rotation | SA DMA 6 counties       | 52,083 impressions              |
| Houston Radio and streaming<br>Sunny 991. radio | \$2,500  | \$2,125  | 16-Jun | 3-Jul  | on radio ads  | on air ticket give a ways/matching PSAs  | 110x     | Houston DMA 11 counties | 323,900 net reach               |
| Digital Ads in Houston<br>Houston Chronicle.com | \$1,500  | \$1,275  | 16-Jun | 4-Jul  | on banner ads | Home and Art & Entertainment pages       | rotation | Houston DMA 11 counties | 770,000 impressions             |
| Austin360.com<br>arts/culture                   | \$1,200  | \$1,020  | 27-Jun | 4-Jul  | on banner ads | home page                                | rotation | Austin DMA 3 counties   | 150,000 impressions             |
| I heart Media<br>BIG 93.9                       | \$1,500  | \$1,275  | 16-Jun | 3-Jul  | on radio ads  | on air ticket give a ways/matching PSAs  | 150x     | Corpus DMA 13 counties  | 52,000 net reach                |
| THE BEND  | \$600    | \$600    | 1-Jun  | 30-Jun | in mag ad     | listing of the Art Fest on calendar      |          | Corpus DMA 7 counties   | PRINT CIRCULATION: 15,000 homes |
| Malkan Broadcasting<br>KBAY 92.7                | \$1,500  | \$1,275  | 16-Jun | 3-Jul  | on radio ads  | on air ticket give a ways/matching PSAs  | 120x     | Corpus DMA 13 counties  | 31,000 net reach                |
| Time Warner Cable                               | \$1,500  | \$1,275  | 16-Jun | 3-Jul  | on TV ad      | matching PSA's on Hallmark, Travel, FOOD | 150x     | Corpus DMA 13 counties  | 75,000 homes                    |
| KRIS TV & KZTV TV                               | \$2,000  | \$1,700  | 16-Jun | 3-Jul  | on TV ad      | matching PSA's on KZTV, CW, KDF          | 70x      | Corpus DMA 13 counties  | 186,453 net reach               |
| Total budget                                    | \$17,050 | \$15,070 |        |        |               |  | 615      |                         |                                 |
|   |          | NET      |        |        |               |  |          |                         |                                 |

## Additional Media buy for 2015 Rockport Art Festival

|  |         |            |
|--|---------|------------|
| <b>Note: Other media</b>                       |         |            |
| <b>Festivals of Texas Magazine</b>             | \$85.80 |            |
| <b>Western Art &amp; Architecture Magazine</b> | \$650   |            |
| <b>South Jetty Newspaper Inserts</b>           | \$255   |            |
| <b>Wonderful Women's Network Banners</b>       | \$150   |            |
| <b>Rockport Pilot Inserts, ads</b>             | \$950   |            |
|  |         |            |
|  |         |            |
| <b>total other media</b>                       |         | \$2,090.80 |

# Sculpture Garden

## Scheduled Installation and Dedication 2016

The Rockport Center for the Arts  
Is thrilled to honor its contractual commitment to the  
Aransas County Navigation District for a complete  
Sculpture Garden.

In 2016, the Art Center will dedicate a sculptural triptych  
by nationally renowned San Antonio artist Danville  
Chadbourn. A private donor is funding the entire cost  
of the Chadbourn sculpture and making it possible for  
the Art Center to create a major event which can draw  
tourists from San Antonio to the Texas Valley.

Chadbourn's work has been selected for important  
commissions and is a part of major collections across  
the United States, most notably:

- San Antonio Museum of Art
- Gallaudet University, Washington, DC
- University of Houston
- Lowe Enterprises
- Albuquerque Zoo
- American Airlines



# Sculpture Garden

## Scheduled Installation and Dedication 2016

Danville Chadbourne's work is innovative, youthful and will add vibrancy and color to the Sculpture Garden. **The triptych will be installed in front of the Art Center on Navigation Circle.**

As has been illustrated in the demographic section of this proposal the San Antonio market is an excellent source of tourism for the City of Rockport. **The selection of Chadbourne, a nationally recognized Texas sculptor, will be a boon for the City of Rockport and add prestige to the Sculpture Garden's collection.**



*"Formally, I use relatively simple sculptural images, sometimes static, like monuments, other times active, dynamic forms that suggest some usage, often ritualistic. I also tend to use materials and processes that imply cultural attitudes that are harmonious with nature and the passage of time."*

Danville Chadbourne

Rockport Center for the Arts  
 Report for City of Rockport  
 HOT Request 2015-2016

|                        | Approved Budget | 1 <sup>st</sup> Qtr | 2 <sup>nd</sup> Qtr | 3 <sup>rd</sup> Qtr | 4 <sup>th</sup> Qtr |
|------------------------|-----------------|---------------------|---------------------|---------------------|---------------------|
| Advertising            | \$25,000        |                     |                     |                     |                     |
| 2015 Tour of Homes     | \$ 8,000        |                     |                     |                     |                     |
| 2015 Art Festival      | \$25,000        |                     |                     |                     |                     |
| Exhibitions            | \$26,000        |                     |                     |                     |                     |
| Workshops & Classes    | \$12,000        |                     |                     |                     |                     |
| Sculpture Garden       | \$11,200        |                     |                     |                     |                     |
| Rockport Film Festival | \$2,500         |                     |                     |                     |                     |
| Total Requested        | \$109,700       |                     |                     |                     |                     |

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

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**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.

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

**APPROVED FOR AGENDA:** PKC

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

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**FISCAL ANALYSIS:**

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

APPLICATION

Organization Information

Date: 05/26/15

Name of Organization: ROCKPORT-FULTON CHAMBER OF COMMERCE

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: 1950's Charter 1952

Purpose of your organization: TO PROMOTE, TRAIN FUTURE LEADERS, ADVOCATE, NETWORK AND BUILD THE ECONOMY FOR RF area TO PROSPER.

Name of Event or Project: MARKETING PLAN FOR THE COMMUNITY

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ 320,000.00

How will the funds be used: TO PROMOTE THE ROCKPORT-FULTON AREA AS A PREMIER TOURIST DESTINATION.

Primary Purpose of Funded Activity/Facility: PROMOTION/HEADS IN BEDS TO REGENERATE THE TAX

**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.

\_\_\_\_\_ 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:       N/A        
Expected Attendance: \_\_\_\_\_

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

How many nights will they stay: \_\_\_\_\_

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

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  | Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|-------|-----------------|-------------------|----------------------------|
| _____ | _____           | _____             | _____                      |
| _____ | _____           | _____             | _____                      |

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

Please list other organization, government entities and grants that have offered financial support to your project: \_\_\_\_\_  
\_\_\_\_\_

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 \_\_\_\_\_

What areas do you reach with your advertising and promotion:

---

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

---

**WORKING TOGETHER ...**



**... TO GET  
TO THE TOP!**

**2015-16 MARKETING PLAN  
TOURISM DEVELOPMENT COUNCIL**

**Rockport  
Fulton**  
Chamber of Commerce



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## Executive Summary

The 2015-16 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 and our creative artist collaborate on the year and its activities.

The Tourism Development Council (TDC) has a very important role in decision making during the annual Marketing Workshop. At this workshop, approximately 20 to 30 members of TDC, elected officials, media buyers, marketing research and creative team members gather. They review accomplishments for the year presented by Chamber staff. They participate in a (SWOT) Analysis (strengths, weaknesses, opportunities and threats.) A goal setting session is then held to prioritize a strategy for the coming year and three to five years.

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.

The total media budget for the combined marketing plan totals to \$475,000. 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.

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

# Tourism: a bright future for the Rockport-Fulton area

By Diane Probst, CCE  
President/CEO



It's all about the marketing! Communicating the Rockport-Fulton message to the traveling public is a task we are grateful to perform for our local governmental entities. Looking down the road, our future in tourism is strong and vibrant. Our tourism numbers are growing at a pace that lets us keep our positioning statement in tact "the Charm of the Texas Coast." Here are dynamic figures defining the impact of tourism on the Rockport-Fulton area:

*Diane Probst, CCE*

- Tourism is the largest employer in Rockport, Fulton and the County totaling to 1,450 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. It is now just under \$500,000.
- Tourism contributes \$2.09 million in local taxes and \$5.9 million to state coffers. This is tax dollars that our local citizens don't have to come up with to have the amenities our cities and county offer.
- 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.

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 that you get a real sense of how the promotion of our community is "Working together ... Getting to the Top ... Our Future is Bright."

## Sandy Jumper, Director of Tourism & Events



*Sandy Jumper*

It is our goal to make Rockport-Fulton a year-round vacation destination and continue "Putting Heads in Beds". Many thanks go out to our Tourism Development Council, Helen Thompson Media, Prost Marketing, and our Chamber staff. Thanks to the Hotel Occupancy Tax and the cooperation from Aransas County, City of Rockport, and Town of Fulton, who enable funding for this effort.

We were very fortunate to receive both state and national accolades this year. We were named #6 in "Texas Top 40" "Travel destinations and # 5 in USA Today's 10 Best Coastal Small Towns. A major development for the 2014-2015 year was the opening of the "Pathways Center" and Bridge in November. "Pathways Center" is the hub for activity and information for Aransas Pathways. It has been our pleasure to be able to increase the awareness and opportunities of the projects of the Aransas Pathways. Aransas Pathways has become one of our major attractions. Our monthly meetings of local attraction staff have continued to grow and we are seeing increased programs and events to attract travelers to our community from each of these entities.

During the year we continued advertising in newspaper publications and 14 magazines both in and outside of Texas, and have more than 20 online ads. Our billboard designs were recreated to reach maximum results to get attention with our focus on Cedar Bayou and our Blue Wave Beach. The email monthly campaign program has grown to reach over 26,000 visitors and locals' mailboxes. Social Media continues to grow. Facebook Ad impressions in Austin, Houston and San Antonio allow us to reach an otherwise unattainable audience. Our own Facebook page visits have increased as well, with more than 32,000 likes on our VisitRockportFulton page.

We were able to cover many attractions and events through appearances on Great Day Houston and San Antonio. This year we added the San Antonio based program, "Road Trippin". We were featured by Austin based PBS, "DayTripper" to be aired later this year. We are preparing for more media coverage from the San Antonio PBS station KLRN during their fundraising auction. Throughout the year, we have had live coverage from several radio shows. Most recently, the "What's Rockin' in Rockport-Fulton" live radio show in New Braunfels catching an audience in the SH 35 corridor of San Antonio and Austin. Many local business owners and elected officials were featured as guests. We are receiving many write-ups from our Spring Fling event which centered around a visit to Cedar Bayou this year. We have recently received attention from writers of "senior" publications after being selected as one of "8 Great Places" in "Where to Retire" magazine.

I am genuinely grateful to be able to work with the Tourism Development Council (TDC). This year it has been a pleasure to work with Jatin Bhakta, who has done an outstanding job as leader of an incredible team. It is always an honor to promote local tourism, alongside such capable people. Our 2014-15, TDC team continues to develop and keep track of our Marketing Plan. Having determined our goals and objectives, tactics and strategies were put into place to accomplish our plan in the most cost efficient and effective way. We are working hard to keep implementing the goals set forth at our TDC marketing workshop. Goals such as: Public Transportation, More activities for our youth; Improving our "Gateways" into our community, and Beatification Efforts throughout.

For my personal goals, I am continuing my education in the Tourism Industry. Over the last year I received certification of first year course completion for Travel and Tourism College – Texas Tourism Industry Association, Certification in Tourism Sales and Communications/Technology – Texas Association of Convention and Visitors Bureau and completed courses required for Rockport-Fulton Chamber Academy. I will continue to work toward future goals that will support my effort to represent tourism in our area. Once again, thank you to all who share my vision of keeping tourism alive and prospering in the Rockport-Fulton area.

## **Bob Strait, Visitor Center Coordinator**

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.



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 humming birds. 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 welcome to the area. They are ready to help everyone's visit more interesting, and showcase a place that anyone would like to come back and visit again. 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 created an audio tour available for rent. It goes into more detail about the history of our area, as well as the building itself and how it came to be.

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.

## 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                        | Yvette White, Rockport Birding & Kayak Adventures      |
| Dawn Huff, Vice Chairman                      | Rick McKinney, Prosperity Bank                         |
| Bubba Casterline, Aransas County Commissioner | Thomas O’Neal, Rockport Country Club                   |
| Rusty Day, Rockport City Councilman           | Debra Corpora, Aransas Bird & Nature Club              |
| Larry Pahmiyer, Town of Fulton                | Donna Townsend, Sugar Shack/Legends                    |
| Kevin Carruth, Rockport City Manager          | Pam Stranahan, Friends of the History Center           |
| Brett Bohn, Past Chairman of the Board        | Craig Griffin, Inn at Fulton, TG’s, Charlotte Plummers |
| Karen Mella, Chairman of the Board            | <b>Positions open</b>                                  |

## 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 have approximately 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 3,800 RV spaces (hookups) so that means  $(3,800 \times 2 = 7,600)$  we have approximately 7,600 Winter Texans adding to our population during the winter months. 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. Those events are:

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 – Coastal Bend area.
- 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 #5 Best Coastal Small Town in the USA and the Aransas National Wildlife Refuge as the #5 Places to watch birds 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

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
- 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



**Texas Highways Magazine ranked Rockport-Fulton #6**

**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



Texas Coastal Bend Regional Tourism Council hosted their Travel Fair at the Fulton Convention Center. More than 800 Winter visitors enjoyed the event showcasing all the region has to offer.



TV Stations of Great Day Houston and Great Day San Antonio have come to know what our area offers as Rockport and Fulton are regular features on the TV shows.

- ✓ **Focus Group Study** – An extensive Focus Group Study was conducted by Prost Marketing in November of this fiscal year. It was held in San Antonio at the Galloway Research Center. The purpose of the group study was to probe and evaluate:
  - How Travel Decisions to Texas Coast Destinations Are Made
  - Travel Habits to the Texas Coast Destinations
  - Images of Texas Beach Destinations - Corpus Christi, Port Aransas, South Padre, Rockport-Fulton
  - Testing of Creative Messages/Photos
  - Website Strengths and Weaknesses
  - Social Media – Facebook
  - Motivations to Visit Rockport-Fulton

Implications:

- Consumers are positively predisposed to learn about Rockport-Fulton as a Texas Coastal destination; Rockport-Fulton is in competition with other Texas Coastal destinations, so awareness and exposure is paramount. As much advertising, promotion and public relations, social media campaigns, etc. that can be implemented in the San Antonio market should reap returns and “Return on Investment” for Rockport-Fulton.
- Consumers want to have complete information about Rockport-Fulton regarding beaches, fishing, shopping, marinas, hotels, family and kids’ activities, sightseeing opportunities, local artists, seafood and restaurants.
- Rockport-Fulton should conduct an internal assessment of strengths and weaknesses of consumer needs and desires and prioritize which Rockport-Fulton can advertise, and what programs or activities should strategically be studied and added to the Rockport experience.
- The messages that would most resonate with potential visitors to Rockport-Fulton are:
  - Ambiance of relaxing at the beach, enjoying the coastal atmosphere
  - Coastal/beach activities such as fishing, boating, swimming, marinas, wildlife refuges (birding, aquariums, etc.)
  - Seafood available – restaurants and bars
  - Family and children activities – museums, pier fishing, sports, anything unique to the area
  - Shopping – unique local shops and artists and art galleries
  - Festivals and entertainment
- The headline messages that most resonated include:
  - Relax, Unwind, Repeat
  - See Why the Whoopers Call It Home
  - Positive Pier Pressure
  - Smooth Landings
  - Fine Food, Fishing, Birding and Beaches
  - It Ain’t Bragging If It’s True
- If there is a way to communicate more than one aspect of Rockport-Fulton in an ad, that should be considered.

Additionally, a “Visitor Intercept Study” recording activity of the visitor while they are in Rockport-Fulton was completed last year. The report is available upon request.

## 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. It includes looking at our competition, looking at ourselves as a community, and looking ahead to the next five years. We performed this analysis during our Marketing Workshop held Thursday, March 25. Members of the Tourism Development Council were in attendance. A synopsis of the results follows:

#### Strengths:

Great location on the Coast  
 Blue Wave Beach  
 Strong Fishing  
 Great Volunteer Spirit  
 Great Places to stay and eat  
 Winter Texans help our Winter  
 Lots of Activities and Events  
 Migratory Bird Path  
 Strong Airport for a Small Town  
 Great Reputation  
 Family Oriented  
 Outdoor Recreation/piers, parks Trails  
 Local Talent Pool  
 Strong Patriotism in Our Community  
 Fabulous Art Community  
 Great Unique Shopping  
 Waterfront Properties  
 Great Golf Course  
 3-hours from Major Cities  
 History/History Center/Society  
 Consistent Funding for Tourism  
 Local Coastal Flavor, Ambiance  
 Customer Satisfaction Among Tourists  
 Lots of Repeat Tourists  
 Welcoming Atmosphere  
 Affordable Vacation  
 Low crime rate

#### Weaknesses:

Meeting room space/no breakout areas  
 Highway Signage is Difficult to Understand

Closings during holidays  
 Being bayside vs Gulf/No surf  
 Shopping hours  
 Labor, Workforce, Unskilled  
 Older Commercial Properties  
 Lack of Zoning Restriction in Areas  
 No HOT funds from RV parks  
 Hurricane threats  
 Drought  
 Downtowns Not Linked  
 Theft to Tourists  
 Clean up of Outer Areas  
 Medical Service/Distance  
 Not Enough Youth Activities  
 Nuisance Abatement

#### Opportunities:

More signage on Bypass  
 Encourage repeat tourists  
 Educate workforce  
 Expand events to bigger place & better time  
 Nightlife events or more block parties  
 Expand business hours, shops & restaurants  
 Expand heritage tourism  
 Promotion of Ecotourism

#### Threats:

Weather  
 Red tide, Vibrio, etc.  
 Competition with other coastal communities  
 Oil Spill  
 CAVE people – Citizens Against Virtually Everything

## 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.

## Goals & Objectives

During the annual Rockport-Fulton Chamber of Commerce “Tourism Marketing Workshop”, elected officials, members of the Tourism Development Council, and media buyers of Helen Thompson Media review past performance, review data, look to future promotion possibilities and set goals for the coming year.

The four hour session first focused on highlights of the year.

A goal setting session was held identifying the following areas to work on over the next year and coming years:



New addition this year to the Town of Fulton ... Fulton Trolley went into operation May 1<sup>st</sup>.

Of the goals listed above, four received the most votes when ranked by the group. Those four were: seek proposals and build a new web site, continuing our beautification efforts throughout the city/county, more activities for kids and the youth and improve our “Gateways” into our community.

### **Goal #1: Develop State of the Art Visitor Web Site**

Strategy: Determine needs for website and develop a plan to seek proposals and create a selection process.

Tactics (Action steps):

1. Appoint a committee
2. Hold a Planning and Discovery Process to determine what we want
3. Develop an RFP and request for proposals from at least 10 companies
4. Hold a committee meeting to narrow down to top three
5. Select the company with the correct fit.
6. Recommend approval to TDC at the May meeting
7. October 1 – begin the development process
8. December 31 – Website is online and live

### **Goal #2: Extend beautification efforts to more areas of the community**

Strategy: Get a handle on what is currently in progress. Develop a plan and program to get these organizations what they need to accomplish a more beautiful community.

Tactics (Action steps):

1. Appoint a committee to identify groups involved
2. Have one big meeting with all groups telling what they are working on
3. Develop a plan of where we want to be and what we want to accomplish by the end of the year
4. Determine potential funding and costs
5. Appear before entity for approval process
6. Implement the plan
7. Evaluate the progress

### **Goal #3: Create more youth activities**

Strategy: Short Term - Identify all that is available in our community for 5 to 10 year olds and bring awareness through marketing and promotion.

Strategy: Long Term - Develop a plan to attract a miniature golf, family entertainment complex to our community.

Tactics (Action steps):

1. Staff to develop an awareness brochure, establish costs and bring to the next meeting for approval.
2. Setup meeting with Economic Development Council
3. Make a presentation building the case of the need for a family entertainment complex
4. Ask for action steps to approach a potential developer of the project
5. Assist the developer through the approval process

### **Goal #4: Improve “Gateways” into the Community**

Strategy: Develop a plan and program to establish a way to improve the overall appearance of the entry points into our community.

Tactics (Action steps):

1. Appoint a committee to evaluate existing entry ways
2. Determine improvement needed
3. Develop a business plan listing potential funding and costs
4. Place costs in the 2015-16 budget
5. Appear before entities for the approval process
6. Implement the plan in the first quarter
7. Evaluate the progress

Although the above goals are of ultimate priority, the TDC will monitor the activities of the previous year's goals and objectives so that they stay on target. The first goal was to increase awareness of Aransas Pathways. That awareness will remain an important task of the Chamber through our appointment on that Council and has been incorporated into the annual program of work. The second goal was to make information available to the visitor on a 24-hour basis. This has been accomplished through making our websites mobile responsive, creating a mobile application (mobi app), keeping our Facebook, YouTube, calendars and Twitter Pages active with current information and an outside bulletin board at the Visitor Center listing current activities. Through our support of Aransas Pathways, we were able to also accomplish this 24-hour goal through the development of the kiosks located at the Pavilion and Bridge. The third goal was to create a "hospitality training" program for the local workforce. This will be incorporated into the goals of our 2015-16 Chairman of the Board, Tiffanie Hoover. It is one of her goals to check into the Certified Tourism Ambassador (CTA) Program to take the Hospitality Training to another level.

## **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:

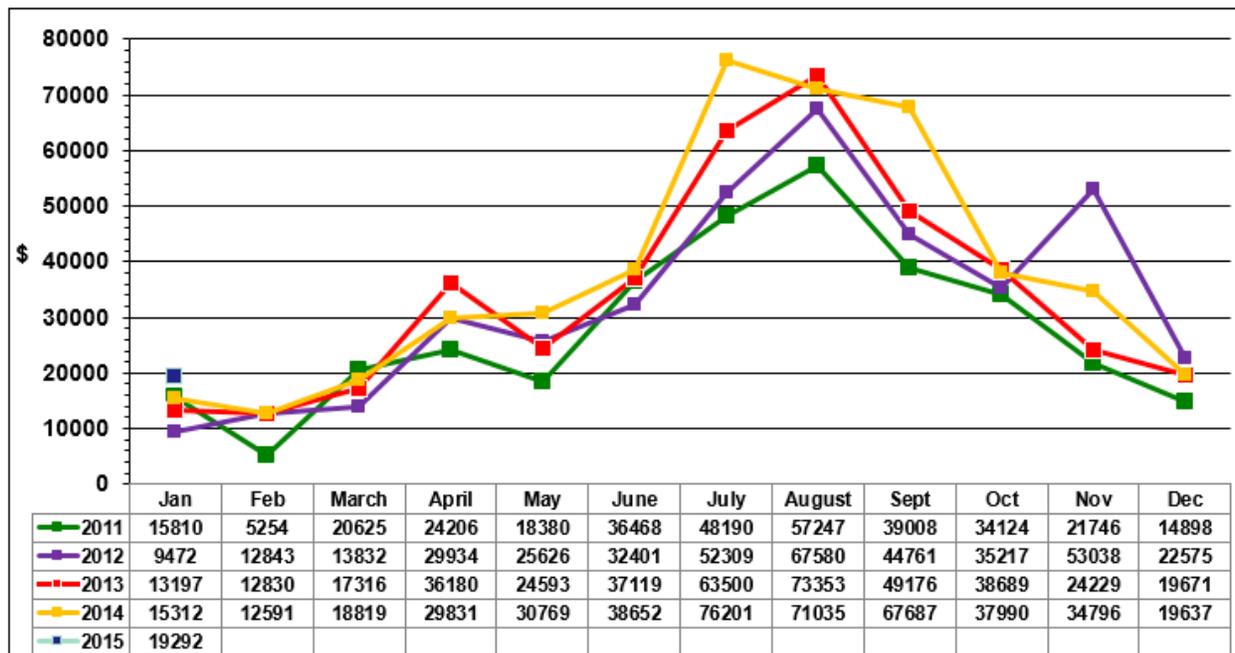
- Venue Tax
- Hotel Occupancy Numbers
- Focus Groups in San Antonio

## 2015-16 Proposed Budget

|                          |                     |   |  |  |  |  |  |  |
|--------------------------|---------------------|---|--|--|--|--|--|--|
| <b>Revenues</b>          |                     |   |  |  |  |  |  |  |
| Rockport                 | 320,000.00          | Based on % > in the market                                    |  |  |  |  |  |  |
| Fulton                   | 95,000.00           | Includes help with Trolley Promo                              |  |  |  |  |  |  |
| County                   | 60,000.00           | Includes Pathways Ads in Adv. & Promo.                        |  |  |  |  |  |  |
|                          | <b>\$475,000.00</b> |   |  |  |  |  |  |  |
| <b>Expenses</b>          |                     |   |  |  |  |  |  |  |
| Accounting               | 2,500.00            | Annual Audit  |  |  |  |  |  |  |
| Administrative Services  | 80,000.00           | Chamber Admin – less than 20% of budget                       |  |  |  |  |  |  |
| Advertising & Promotion  | 345,000.00          | See detail on Media Selection Sheet                           |  |  |  |  |  |  |
| Contract Services        | 4,500.00            | Mobi App  |  |  |  |  |  |  |
| Conference Fees          | 3,000.00            | Staff conferences related to tourism                          |  |  |  |  |  |  |
| Dues & Subscriptions     | 1,500.00            | State and regional organization partners                      |  |  |  |  |  |  |
| Event Funding Assistance | 2,500.00            | Spring Fling Media Event                                      |  |  |  |  |  |  |
| Food, Beverage & Meals   | 2,500.00            | Groups, Greeters, Sponsorships, etc.                          |  |  |  |  |  |  |
| Maintenance & Repairs    | 2,000.00            | Repair equip. related to tourism                              |  |  |  |  |  |  |
| Mileage & Travel         | 3,000.00            | Trade Shows, staff conferences, etc.                          |  |  |  |  |  |  |
| Postage & Freight        | 4,000.00            | Reader Response Bulk Mailings                                 |  |  |  |  |  |  |
| Printing & Publication   | 8,000.00            | Gen. Brochure, 51 TT, Bags, Map Pads                          |  |  |  |  |  |  |
| Prizes, Gifts & Awards   | 500.00              | Basket Promotion Items, MBA Challenge                         |  |  |  |  |  |  |
| Rentals & Fees           | 1,000.00            | Booth Rentals, Meeting Coordinators                           |  |  |  |  |  |  |
| Supplies                 | 2,500.00            | Promotion giveaway items, banners, etc.                       |  |  |  |  |  |  |
| Telephone                | 2,500.00            | 800#, Tourism lines, Internet Service                         |  |  |  |  |  |  |
| Web Site Maintenance     | 10,000.00           | Development of New site, monthly updates, etc. for first year |  |  |  |  |  |  |
|                          | <b>\$475,000.00</b> |   |  |  |  |  |  |  |

## Appendix I – Venue Tax

## ARANSAS COUNTY VENUE TAX COLLECTIONS (\$)



SOURCE: Source Strategies Interpolation of Texas State Comptroller Data



18



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. Two new hotels (LaQuinta Inn & Suites, and Motel 6) have added tax to the totals. Total collections for 2014 were \$453 thousand, a double digit increase from 2013. The current year to date collections (Jan – April 2015) reflect a 17.2% increase vs. same period last year. If the trend remains, the estimated 2015 total is \$530,000.

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.*

## Appendix II – Focus Group

## IMAGES OF ROCKPORT-FULTON

- As a coastal destination, Rockport-Fulton generally evokes a positive impression among the consumers who are aware or have visited. Among those who have not visited, the image is also positive and consumers are typically very curious to learn more:
  - More relaxed; slower moving; not as frenetic as Port A
  - Family-oriented atmosphere
  - Nice scenery, clear water, Blue Wave Beach
  - Good fishing, shrimp
  - Restaurants
  - Clean
- The images or information these consumers would like to see conveyed or improved about Rockport-Fulton include:
  - Activities for kids
  - Attractions (museums, amusement parks, shopping, marina, general ambiance)
  - Unique seafood restaurants
  - Resort-type facilities available



## INFORMATION CONSUMERS WOULD LIKE ABOUT ROCKPORT-FULTON

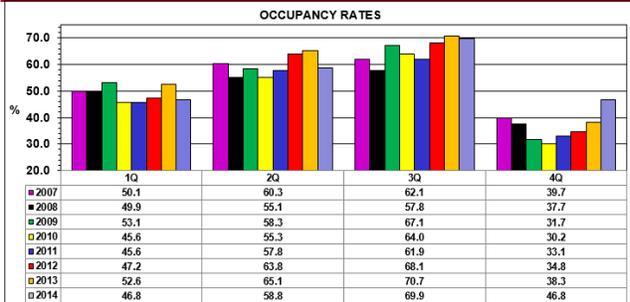
- Consumers would like the following communicated about Rockport-Fulton:
  - Things to do – playgrounds, bonfires, marshmallow roasts, sand games
  - Give me a reason to visit
  - Hotels – activity – life – things to do
  - More playgrounds and volleyball courts
  - Things that families can do
  - Restaurants and bars – good seafood – where to find
  - Music and entertainment
  - Local artists
  - Available shopping
  - Marina
  - Entertainment – live music
- Consumers not aware of Rockport advertising – want to see Rockport-Fulton's market communications:
  - "Offer me a promotion and discounts and I will go! I want to check it out!"
  - "Does Rockport-Fulton do any Spanish advertising?"



The Focus Group Full report is available upon request.

Appendix III– Hotel Annual Occupancy Percentage

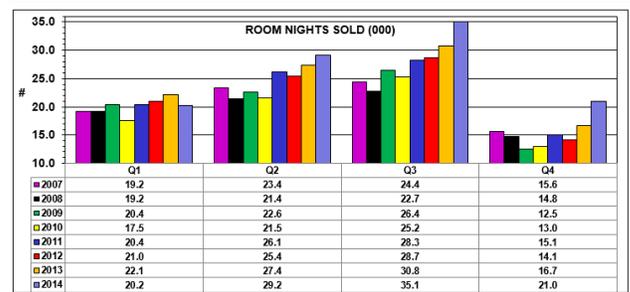
**ROCKPORT-FULTON:  
8 SELECTED PROPERTIES  
OCCUPANCY RATES BY QUARTER**



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
- Kontiki Beach
- Pelican Bay Resort
- Econolodge/Best Western
- La Quinta (Added 2Q 2014)

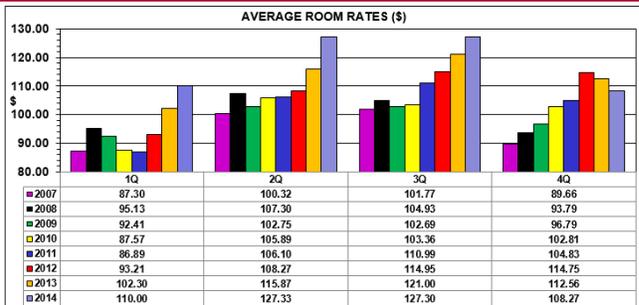
**ROCKPORT-FULTON:  
8 SELECTED PROPERTIES  
ROOM NIGHTS SOLD BY QUARTER (000)**



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
- Kontiki Beach
- Pelican Bay Resort
- Econolodge/Best Western
- La Quinta (Added 2Q 2014)

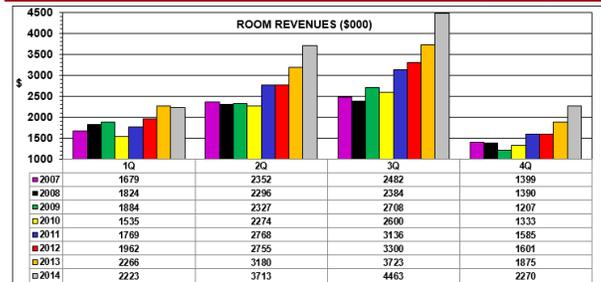
**ROCKPORT-FULTON:  
8 SELECTED PROPERTIES  
AVERAGE ROOM RATES BY QUARTER (\$)**



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
- Kontiki Beach
- Pelican Bay Resort
- Econolodge/Best Western
- La Quinta (Added 2Q 2014)

**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
- Kontiki Beach
- Pelican Bay Resort
- Econolodge/Best Western
- La Quinta (Added 2Q 2014)

The above graphs are conclusion slides from our 2014 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.

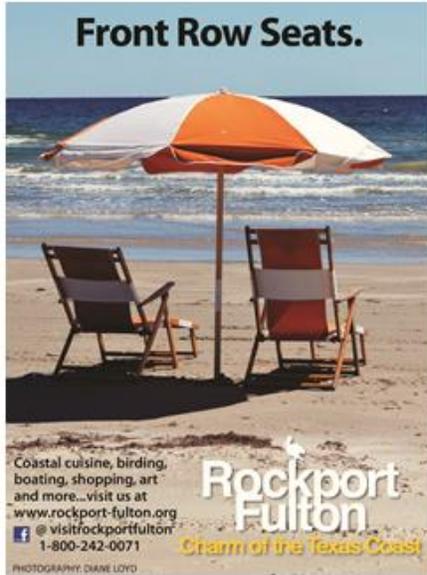
- First chart- "Occupancy Rates by Quarter"
- Second chart- "Room Nights Sold by Quarter"
- Third chart- "Average Room Rates by Quarter"
- Fourth chart- "Room Revenues by Quarter"

**For the key bellwether properties, Room Nights Sold (RNS) are up 8% and Hotel Room Revenues increased 16% 2014 vs. 2013.**

\*Source Strategies, Prost Marketing

Appendix IV – Sample Ads

**SAMPLE ADS**



Use local photographers throughout



Reaching "the fisherman" in a different way



Announced the Opening of Cedar Bayou in ads and a billboard.



Birders advised on this ad



A photo can say a thousand words... used this on billboards to catch the eye of those in traffic in San Antonio.



**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)

# 2015 – 2016 Media Recommendation



- Media Goals & Objectives 3
- Budget Strategy 4
- Media Rationale & Strategy 5
- Recommendations 6
- Added Value 32
- Media Breakout 36

# Media Objectives

- Develop Media Strategies for Annual campaign – October 2015 through September 2016
- Utilize most efficient media mix based on target audiences and media cost
- Target priority travel areas
  - Feeder Markets – SA, Austin, Houston
- Target Special Interest categories
  - Fishing, Birding, Families/Tourists, History, Art
- Target Adults 45+, college plus educated with HH income levels of \$100K+
- Secondary Target of Adults 25-54 with some college education and HH income of \$75K

# Budget Strategy

- Increased budget based upon 2014 Hotel and Lodging data
- Allocated media to reach Families/Tourists, Retirees, Birders, Fishermen, Small Business Meetings, and Art/History enthusiasts – Focus on Families/Tourists, Fishing, Birding
- Texas focus with emphasis on San Antonio, Austin and Houston
- TV/Cable & Radio focus on Fall months to help increase stays during Fall and Winter
- Extended Outdoor in San Antonio & to Houston to year round
- Targeted Competitor destinations on travel websites; i.e. Corpus Christi, Port Aransas, Galveston, South Padre Island

# Media Rationale & Strategies

- Utilized the budget/creative to support the 5 targets throughout the year
  - Families/General tourism
  - Birding
  - Fishing
  - Small Market Meetings
  - Art enthusiasts
- Used a mix of Print, Online, Broadcast/Cable TV, Radio and Outdoor
- Allocated more dollars towards San Antonio, Austin, Houston

# Recommendation Overview

- Utilize media to reach the state of Texas, with emphasis in SA, Austin and Houston
- Utilize targeted magazines to reach the Birding enthusiast across the US
- Utilize targeted magazines to reach the Fishing enthusiast in Texas and the Southern states
- Utilize TV/Cable and Radio to target Families and General Tourists
- Utilize Outdoor to extend the Reach and Frequency

- Utilize online opportunities via travel web sites and Social Media
- Target online ads on travel sites under competing destinations' pages – Corpus Christi, South Padre, Port Aransas, Galveston
- Incorporate Aransas Pathways Regional & State Ads into the Plan
- Use Added Value promotional opportunities to extend the brand awareness

### Texas Parks & Wildlife Magazine

- Official Outdoor Magazine of Texas
- Monthly publication with over 155,000 subscribers
- New look, new focus on family experiences versus just fishing and hunting
- 50,000 to 75,000 bonus circulation to hunting and fishing license buyers each month

### ABA Birding Magazine

- Bi-monthly magazine mailed to more than 12,000 members of the American Birding Association
- 80% of readers take at least one birding trip per year, 39% take 2-3 birding trips per year
- 85% travel outside their home state
- February Issue is “Birder’s Guide to Travel”

### Cornell Lab of Ornithology Living Bird Magazine

- Quarterly magazine mailed to 50,000 members with an estimated readership of 80,000
- Focuses on bird behavior, habitat, identification, research, conservation and travel

### Bird Watcher's Digest

- Bi-monthly magazine
- 40,000 Circulation with readership of 80,000
- 61% are over 55 years old
- 37% have HHI of \$100K+
- 36% travel more than 100 miles annually to watch birds

### Texas Fish & Game Magazine

- Largest consumer outdoor regional publication in Texas, #2 in the Nation
- Monthly publication with over 92,000 paid subscribers
- Also available in Sporting Goods and Grocery stores

### Texas Coastal Bend Guide

- Full Page 4-color ad in the annual guide
- Available at 12 Texas Dept. of Transportation's points-of-entry Texas Travel and Information Centers
- Distributed by the Coastal Bend area Convention & Visitor's Bureau's, local area Chambers of Commerce and their other partners

## Plan Your Meetings

- Free educational and social resource for non-traditional meeting planners
- 15% of audience plans meetings for 50 or fewer, 39% for 50 to 100, 21% plan for 100 to 200, and 25% plan for 200 or more attendees
- Bi-annual magazine with over 30,000 circulation
- Sponsorship includes: 1/2 Page 4-color ad with Augmented Reality Technology in Winter and Summer print edition, Planner leads, 1 LIVE Event, 2 e-blasts, Annual Online Resource Directory listing, Customized e-blast to Texas database of 13,000+
- LIVE events providing planners with education sessions, networking opportunities
- “Letter from a Planner” video repurposed on <http://planyourmeetings.com/destinations/rockport-fulton/>

### Texas Salt Water Fishing Magazine

- The only 100% Saltwater Fishing magazine
- Monthly publication with Circulation of 40,000 including 12,000 paid subscribers
- For sale in over 2,000 retail locations in more than 263 cities/towns across Texas
- Average saltwater fishing experience: 27 years

### Gulf Coast Fisherman

- Quarterly publication; 6,500+ circulation
- Year round reference guide for saltwater fisherman of the coastal bays and offshore waters of the Gulf of Mexico
- Includes the Wells Forecast which has been used by fisherman since 1957 to plan fishing in advance

## Texas Monthly

- 318,700 circulation
- 22% of circulation is in Houston, 9.8% in San Antonio, 14.5% in Austin
- 11.8% of circulation is out of station
- Median HH Income - \$112,500
- 1 in 8 Texas Adults reads Texas Monthly
- 1X Traveling Texan Trip Planner e-blast to 28,000 recipients

## Southern Living

- 630,000 circulation for Texas, Louisiana, Arkansas and Oklahoma
- 1 in 5 southern women read Southern Living
- 1.2 million Southern Living consumers traveled to Texas in 2014
- 88% of readers take action from *SL* Travel Directory Ads

## Austin Monthly

- Urban Lifestyle Magazine with 32,000 circulation
- Available on more than 200 newsstands
- Average HH Income of \$207,000
- 66% of readers are female
- 44% of readers are between 35-54 years of age

## Texas Highways

- Monthly publication of 200,000+ copies per month
- Each issue contains stories about destinations, travel tips, history and culture, events calendar
- 62% of readers traveled to a destination that was advertised or written about

## AARP Magazine

- AARP's members represent the largest and fastest growing demographic in the US.
- The 50+ market's spending on domestic travel has increased 25% in the past 5 years
- Each issue contains stories about destinations, travel tips, history and culture, events calendar
- 62% of readers traveled to a destination that was advertised or written about
- Travel Southwest (AR, LA, NM, OK, TX) issue mailed monthly to 794,900 Households who are between the ages of 50-69
- Includes Reader Service response card to gather leads

### AARP The Magazine

- 18.5 Million AARP Members – Texas is 3<sup>rd</sup> largest membership state
- Health, financial security and travel are top priorities for members
- AARP members living in Texas have 70% higher net worth than the average Texan (\$545,780)
- 50+ Consumers dominate the travel market
- 50+ Consumers spend 80% more on travel annually than the 18-49 demo
- 6 in 10 readers take domestic vacations
- 2.4 million are travel Influentials – they'll spread the word!

## TourTexas.com

- Brand new look in 2016
- Over 1.16 million visits per year
- Opportunity for leads from opt-in travelers who specifically requested information from you
- All Inclusive Content Plan
  - 4 SEO-rich content pages with more and larger images
  - Link to your newsletter sign-up page
  - Enriched Engagement Reports – providing ROI measurements as well as statistics highlighting your performance (emailed monthly)
  - Leads emailed weekly
  - .PDF of brochure
  - Upload all of your events via an Excel file on XML feed
  - Video with link to your YouTube page (if you have one)

## ABA.org

- 234 x 60 banner on top left side of homepage [www.aba.org](http://www.aba.org)
- 19,000 Unique visitors per month

## Cornell Lab – [www.allaboutbirds.org](http://www.allaboutbirds.org)

- Banner ad on Ruby-throated Hummingbird species profile
- [http://www.allaboutbirds.org/guide/Ruby-throated\\_Hummingbird/id](http://www.allaboutbirds.org/guide/Ruby-throated_Hummingbird/id)
- Banner ad also on the Allen's, Anna's, Black-chinned, Blue-throated, Broad-billed, Broad-tailed, Buff-bellied, Calliope, Costa's, Lucifer, Magnificent and Rufous Hummingbird species profiles
- 250,000 Impressions to run March – mid-September

## Go-Texas.com

- Customized Full Page promotion with photo headers, videos, highlights and attractions, activities, lodging opportunities, event calendars and links to web site
- Home Page – Featured Destination: 170 x 70 dynamic ad
- Full Page Promotion – Highlights, Photos and Links
- <http://www.go-texas.com/Rockport-Fulton-Area-Chamber-of-Commerce-TX-DMO/>
- Site-wide Banner: 160x240
  - 100,000 impressions targeted on all destinations and activities on Go-Texas.net and linking back to RFCC website
- Weekly Lead Generation reports – Names, email addresses and physical address to remarket back to visitor about RFCC

# Tripadvisor.com

- The World’s largest online travel guide, global travel information provider and travel review resource.
- 67% of users are ages 25-54
- 23% of users took a beach vacation in the last 12 months
- DMO Tourism Sponsorship:
  - Up to 10 photos & 2 videos (10 minute max per video)
  - Exclusive ownership of 2 banner ads on the Rockport, TX and Fulton, TX pages
  - RFCC Promotional link to drive Travel Brochure/Travel Guide click-thrus, downloads and emails
  - Official Visitor’s Center flagged on the map
  - Events Calendar (with 5 events listed at a time)
  - 5 text links for Deals/Specials that will link to RFCC web site
- [http://www.tripadvisor.com/Tourism-g56565-Rockport\\_Texas-Vacations.html](http://www.tripadvisor.com/Tourism-g56565-Rockport_Texas-Vacations.html)
- Banner Display Media – Pinpoint your target audience:
  - Market to travelers actively researching coastal travel options in the cities of: Corpus Christi, Port Aransas, South Padre Island, and Galveston
  - 650,000 impressions (300 x 250, 728 x 90, 160 x 600 banners)

# Recommendation – Online

**tripadvisor**  
Fulton Vacations, Tourism and Travel

Home | Fulton | Hotels | Flights | Vacation Rentals | Restaurants | Things to Do | Best of 2012 | More | Write a Review

City, hotel name, etc. **SEARCH**

Home → United States → Texas (TX) → Texas Gulf Coast → Fulton Tourism

## Visiting Fulton, TX

**TripAdvisor best fares**  
Boston to Corpus Christi: only \$426  
See more flights

**Rockport Visitors Bureau**  
Website | E-mail | Download Official Guide

**Free Fulton Guide**  
Get your quick guide to the top hotels, restaurants and things to do.  
Hotels | Restaurants | Things to Do  
Grab it and Go!

**Rockport Fulton**  
Charm of the Texas Coast  
Win Tickets to Special Events at [www.rockport-fulton.org](http://www.rockport-fulton.org)

**Backpedal on a Bayside Beach**  
Wiggle your toes in the sand at our Blue Wave Beach.  
Coastal cuisine and leisurely lodging.  
**Rockport Fulton**  
Charm of the Texas Coast  
Win Tickets to Special Events at [www.rockport-fulton.org](http://www.rockport-fulton.org)

**Top-rated accommodations** All 4 accommodations

- 1 Inn At Fulton Harbor 27 reviews
- 2 Woody Acres Resort 4 reviews
- 3 Sandollar Resort Motel & RV Park 11 reviews
- 4 BEST WESTERN Inn by the Bay 29 reviews

**Top-rated things to do** All 2 things to do

- 1 Rockport Birding and Kayak Adventu... 3 reviews
- 2 Fulton Mansion 9 reviews

**Top-rated restaurants** All 5 restaurants

- 1 Charlotte Plummer Seafare 62 reviews
- 2 Moon Dog 67 reviews
- 3 Captain Benny's Seafood 3 reviews

**Rockport Visitors Bureau events**

**Annual HummerBird Celebration**  
ACISD School Complex  
Ongoing  
Sept. 13-16. Informative, educational programming centering on the migrating hummingbirds and other birds. Complete Birding Expo. Birding trips, Vendor set-up, lectures and much more... more

**Annual Rockport Seafair**  
ACND Festival Ground, Rockport  
Ongoing  
October 5-7Celebrate the Sea! Fresh from the bay seafood, live entertainment, arts & crafts, crab races and much more... more

**23rd Annual Tour of Homes**

**Fulton weather essentials**

| Month | High | Low  | Precip |
|-------|------|------|--------|
| Apr   | 76°F | 62°F | 1 in   |
| May   | 82°F | 70°F | 1 in   |
| Jun   | 87°F | 74°F | 2 in   |
| Jul   | 88°F | 76°F | 2 in   |
| Aug   | 89°F | 75°F | 2 in   |
| Sep   | 86°F | 71°F | 5 in   |

SEE NEXT 6 MONTHS »  
More weather for Fulton  
Powered by Weather Underground C° | F°

**Top Deals for April 9**  
\$65 Look no Further! Rockport Hotels Fr \$63+/Nt Travelocity

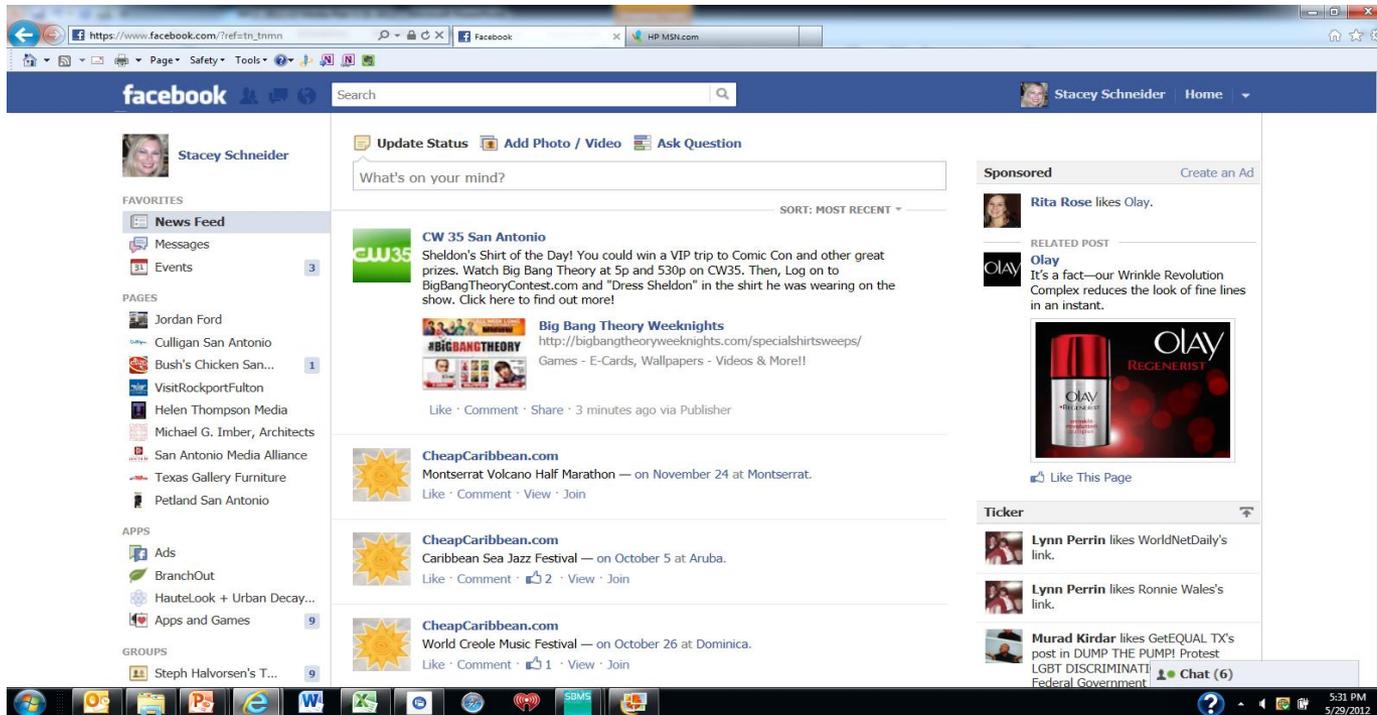
### Mobile QR Code Reader

- Download any QR Code reader App on your Smartphone
- Customers take picture with QR Code reader App of QR code and a Video, TV spot, website, coupon (whatever we want) starts playing
- QR Codes can be imbedded into any print ads, posters, packaging, etc.
- RFCC QR Codes:



## Facebook Ads

- Ads directing Facebook users to “Like” Visit Rockport Fulton Facebook Page
- Target by Interests, Age, Education, Marital Status, State, City (can add in mile radius filter), etc.
- Targeted towards Friends of those who already “Like” Visit Rockport Fulton



## Outdoor – San Antonio

- 1 bulletin (14' x 48')
- North San Antonio for best targeting
- 12 month program (increased from 8 weeks in 2014-15)
- Boards are illuminated from dawn to dusk.

## Outdoor – Mathis

- Permanent 14' x 48' bulletin on IH-37 south of Hwy 359 (existing location)
- Great long right hand read location a couple of miles prior to Rockport exit at Hwy 188

## Outdoor – South Houston

- 1 bulletin (14' x 48')
- Hwy 59 (Southwest Freeway) 0.35 miles East of Hartledge Rd.
- 12 month program (increase from 5 months in 2014-15)

## Port A South Jetty Visitor's Guide

- 35,000 copies are printed per quarter
- Print ads are also included in online version of newspaper
- Online averages over a million impressions with an average of 8,427 unique visitors per month
- Full Page 4-color ad in Summer & Fall issues

## TTIA See Texas First Newspaper Inserts

- 1/8 Page 4-color brochure ad in the Fall and Spring Inserts
- Targeted circulation = 975,755 Includes 13 newspapers in Texas, plus newspapers in Louisiana, Arkansas, Mississippi, New Mexico and Oklahoma
- Includes listing on Vacationfun.com website, which attracts an estimated 775,000 unique users

## Certified Folder Display

- Annual contract for Corpus Christi placement

## Local Community News

- San Antonio Monthly Community Newspaper
- Direct mailed to residences and business owners in affluent communities throughout San Antonio
- Zone 1 – 32,500 Distribution to Alamo Heights, Monte Vista, Olmos Park, Lower Broadway, Downtown, King William, Southtown, Terrell Hills
- Zone 2 – 45,500 Distribution to Shavano Park, Castle Hills
- Zone 3 – 37,500 Distribution to Hollywood Park, Hill Country Village
- Zone 5 – 29,300 Distribution to Selma, Bracken, Schertz, Garden Ridge Cibolo
- Zone 6 – 37,000 Distribution to Stone Oak, Encino Park, Far North

*\*Zone 4 isn't as affluent as the other zones*

# San Antonio

## KENS-TV Great Day SA

- Live in-studio interview segment on the show – guaranteed positive public relations story
- On-screen contact information during show
- Featured Guest listing on the Great Day SA website which includes description of your business, contact information and video posting of segment for a month. Client may post link on to their website.
- Spot schedule to air in November and December
- Re-broadcast of segment possibility on Sundays 6a-7a.
- 7 In-show segments (October, November, December, February, March, April and September)
- Production of :30 and 2X :15 spots for KENS and other TV, Cable outlets

## Time Warner | AT&T U-verse | GVTC Cable

- November - February Schedule to air in programming that skews well against demo and travelers: CNN, DISC, ESPN, FNC, Hallmark, History, Travel, The Weather Channel, Versus, TBS, TNT, USA

## San Antonio

### KABB/WOAI-TV Road Trippin’

- 3 to 5 minute “Road Trippin’” Interview segment to air on KABB Daytime at Nine and WOAI San Antonio Living shows
- Will highlight places to stay, eat and things to do in Rockport-Fulton
- Interview segments will be showcased on the Road Trippin’ pages on FoxSanAntonio.com and News4SanAntonio.com from your air date through the end of the year
- Link to your website from the Road Trippin’ pages

## Houston

### KHOU-TV Great Day Houston

- Houston’s #1 entertainment/lifestyle show!
- Live in-studio interview segment on the show – guaranteed positive public relations story
- On-screen contact information during show
- Featured Guest listing on the Great Day Houston website which includes description of your business, contact information and video posting of segment for a month. Client may post link on to their website.
- Promo schedule included for Great Day Houston and chatter during week announcing upcoming interview segments

## Austin

### Time Warner Cable | AT&T U-verse

- November/December and March/April Schedules
- Spots to air in programming that skews well against demo and travelers; SYFY, Travel, TNT, Food, A&E, ESPN, FAM, TLC, YNN, Travel On Demand
- ClickedIn Promotion for Weekend for 4 to Rockport-Fulton scheduled for March 2016
- Travel on Demand Video of Rockport-Fulton November – April (tune-in promos included in schedule)

## New Braunfels | San Antonio

### KNBT-FM (Americana format)

- Fall & Spring Schedules
- :30 second spots to air M-Su 6a-8p
- “What’s Rockin’ in Rockport-Fulton?” report – every Wednesday in the 7am hour
  - RFCC to furnish interviewees to talk about upcoming Events & Attractions

### Texas Public Radio

- KSTX-FM 89.1 – News & Information Station (NPR)
- November – February underwriting schedule
- Influential & affluent listeners – over-index against HHI of \$150K+, Home Value of \$500K+, Post graduate degrees
- Huge arts & culture following; love to travel - spent \$6,000 or more on a Domestic vacation in the last year
- More than 95% of Public radio listeners report to have taken direct action as a result of hearing an underwriting message

Negotiated to hold rates from last year – Some media have been holding rates for the last 3 years!

## TX Parks & Wildlife

- 1 Rotating banners on [www.TPWMagazine.com](http://www.TPWMagazine.com) during print ad months
- Free listings on reader service card during print ad months
- 10X Frequency rate for any ad
- 3 e-newsletters mailed to 150,000 opt-ed in requests

## Go-Texas.com

- 50,000 impressions for the 160 X 600 skyscraper banner targeted on destination and activity pages
- Lead Generation reports

## KNBT-FM

- “What’s Rockin’ in Rockport-Fulton” segment every Wednesday in the 7 am hour (during flight weeks)

## Gulf Coast Fishing Magazine

- 120 x 240 digital ad on GCG website's West Gulf Forecast and West Gulf Calendar Pages during print ad months

## PlanYourMeetings.com

- Resource Directory link to website for 12 months

## KABB-TV/WOAI-TV

- Interview segments will be posted on FoxSanAntonio.com and News4SanAntonio.com from May through the end of the 2016

## Southern Living Magazine

- 1 Bonus Travel Directory Ad
- Listing on Reader Service Page
- Listing on [southernlivingvacations.com](http://southernlivingvacations.com)

## Outdoor

- 1 bonus month for both SA and Houston boards

## KENS and KENS5.com

- Rockport Fulton is able to go on to the KENS5.com calendar of events and post their events and attractions
- Re-broadcast of GDSA show on Sundays

## Austin Monthly

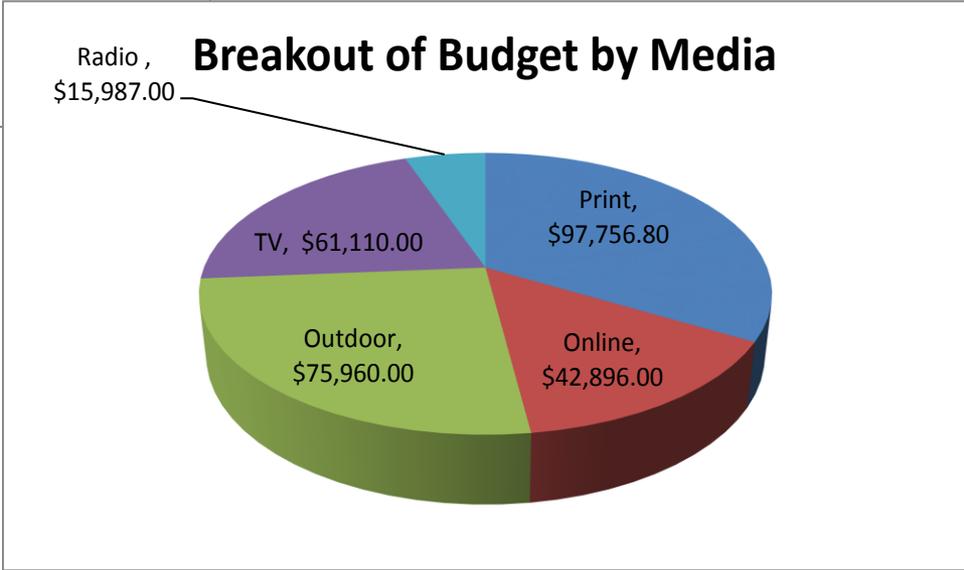
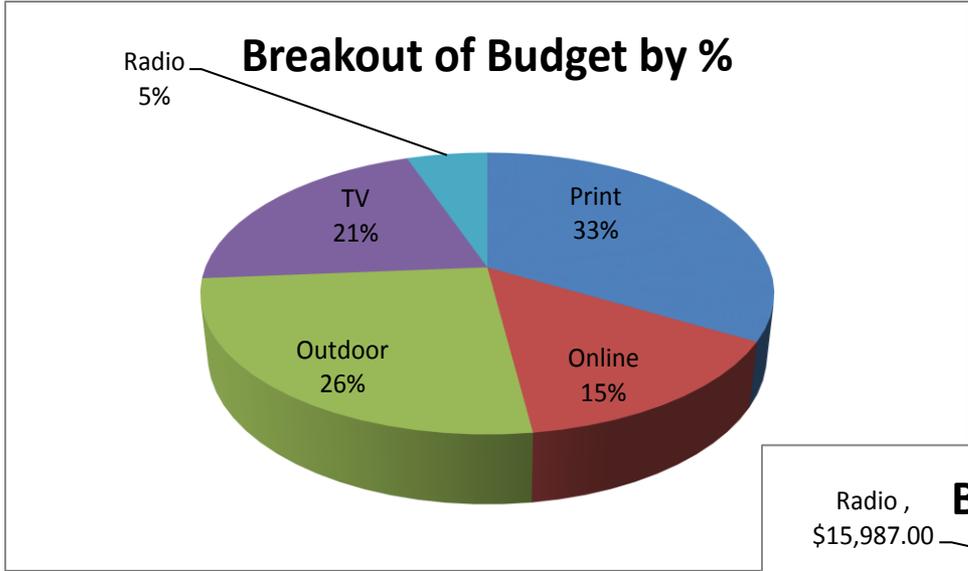
- 1X Great Destinations e-blast to 16,000+ subscribers

## AARP

- Reader Service Response inclusion
- Digital inclusion during same months as Print ad runs

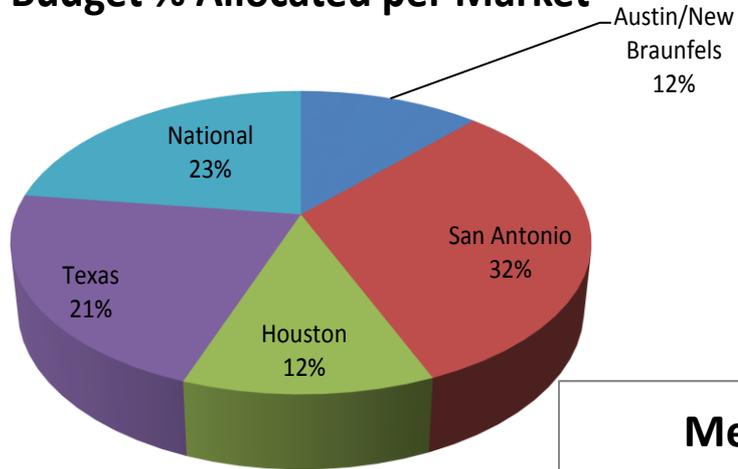
Total Value of Added Value = \$150,000+

# MEDIA BREAKOUT

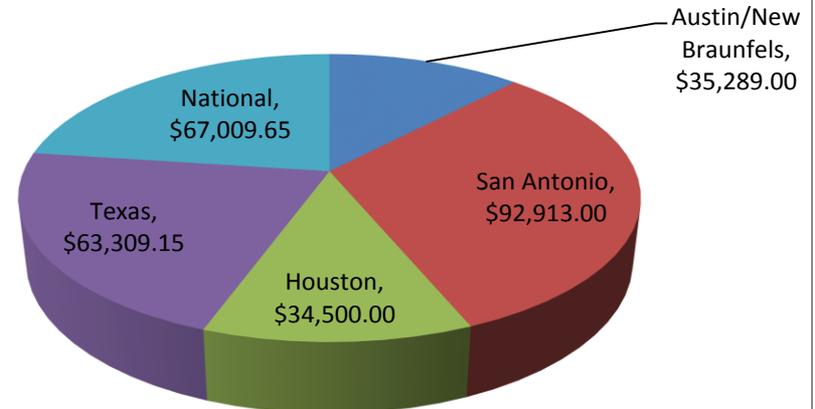


# MEDIA BREAKOUT

### Budget % Allocated per Market



### Media Budget Allocated per Market



**Thank you for the business!**

# 2015-2016 Media Flowchart

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

---

**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.

---

**FISCAL ANALYSIS:**

---

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

## APPLICATION

---

*Organization Information*

Date: 5-13-2015

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 17-20 2015

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

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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

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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;

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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.

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

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

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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? 26 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

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> |
| <u>Rockport</u>  | <u>September 2014</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

**2015 HummerBird Celebration  
Media Selections**

| Media  | Dates Scheduled   | Cost       |
|--|---|------------|
| Google Ad Words<br>"HummingBird"   | Continuous  | \$1000.00  |
| <b>Cornell University Living Bird Magazine &amp; Online</b><br>Contact: Susanna Lawson<br>Jennifer Smith<br>Cornell Lab of Ornithology<br>159 Sapsucker Woods<br>Road<br>Ithaca, NY 14850<br><br>Run date: All throughout year<br>Online advertising on Cornell Laboratory Web site \$50 per month | Year-round  | \$600.00   |
| <b>Texas Birds Annual</b><br>Contact: Texas Ornithological Society<br>218 Conway Drive<br>San Antonio, TX 78209-1716<br>Circulation: Members of the TOS - Thousands<br><br>Run date: July Issue<br>"Hummingbird feature issue"<br>Full Page Ad in Annual Magazine<br>Newsletter B&W Ad.            | Annual Directory - July   | \$375.00   |
| <b>Direct Mail of Brochures</b><br>Our mailing list of Hummer/Bird attendees is kept up to date by our Charmer volunteers. In July, nearly 2,000 brochures are printed and mailed all over the United States to past attendees.  | Distribution in July<br><br>Printing \$2,500.00<br>Postage \$500.00 | \$3,000.00 |
| <b>Total</b>   |   | \$4,975.00 |

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

**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

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

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**FISCAL ANALYSIS:**

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

APPLICATION

*Organization Information*

Date: 5-13-2015

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 8-11, 2015

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

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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.

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### **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? 40 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

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> |

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

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

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**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:** Luis Puron, Rockport Center for the Arts

**APPROVED FOR AGENDA:** PKC

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**BACKGROUND:** The Rockport Film Festival grant fund request was included in the Rockport Center for the Arts grant fund request (Agenda Item 3.E.).

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**FISCAL ANALYSIS:**

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

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**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

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**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:** Barbara Koster, Rockport Yacht Club

**APPROVED FOR AGENDA:** PKC

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

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**FISCAL ANALYSIS:**

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



## ROCKPORT YACHT CLUB

RECEIVED

MAY 26 2015

CITY SECRETARY

May 28, 2015

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 2016

Greetings to The Rockport City Council:

The Rockport Yacht Club's request for 2016 Hot Funds is attached. Your support during the past 14 years has been instrumental in ensuring the steady growth of this popular event. 2015 continued with 3000 attendees (including vendors) with 1197 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 double 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 15<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, religious organizations and even realty agencies 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,

Barbara Koster  
Commodore  
214.543.0775  
[rvctx@sbcglobal.net](mailto:rvctx@sbcglobal.net)

## APPLICATION

Organization InformationDate: May 26, 2015Name of Organization: Rockport Yacht ClubAddress: 722 Navigation Cr.City, State, Zip: Rockport, TX 78382Contact Name: Barbara KosterContact Phone Number: 214.543.0775Web Site Address for Event or Sponsoring Entity: www.rockportyachtclub.orgIs your organization: Non-Profit:  Private/For Profit: Tax ID#: 19121577605 Entity's Creation Date: \_\_\_\_\_Purpose of your organization: Promote boating safety, youth sailing, school & promote Rockport Water recreation activities, support a myriad of community events. Member of US Sailing Assoc, Tx Sailing Assoc, & of Amer. Yachting ClubsName of Event or Project: Nautical Flea Market - 15<sup>th</sup> AnnualDate of Event or Project: May 7-8, 2015 (Vendor set-up May 6)Primary Location of Event or Project: Rockport Harbor Marina & Festival Grnds.Amount Requested: \$4000How will the funds be used: statewide advertising in all media, i.e. newspapers, internet sites, mailings, magazines, posters/signs, Television, etc.Primary Purpose of Funded Activity/Facility: Fundraising to support Rockport Yacht Club's Community activities, emphasis on youth sailing outreach programs. Event is an avenue for various charitable organizations, churches, museums, aquarium.

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

38% 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

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**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; \_\_\_\_\_

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**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: 2016 will be 15<sup>th</sup> year  
Expected Attendance: 4000

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts? 1350

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:

| City     | Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|----------|-----------------|-------------------|----------------------------|
| Rockport | May 2015        | \$ 2000           | unknown (est. @ 50+)       |
| "        | 2014            | \$ 150            | unknown                    |
| "        | 2013            | \$ 1000           | "                          |

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

Please list other organization, 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 \$ 5000 Newspaper 1400.00 Radio 1000.00 TV ~~2000.00~~ 2000.00  
 Press Releases to Media \_\_\_\_\_ Direct Mailing to out of town recipients 450.00  
 Other magazines @ \$150

What areas do you reach with your advertising and promotion:

We reach the entire state of TX, with focus on S. TX - Houston - Austin and south

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

~~Approximately~~ (43) are more than 75 miles away.  
Historically,

### Proposed Marketing Plan for NFM

We intend to add Chamber of Commerce brochures in our mailings. Change emphasis to City of Rockport as a place to visit, in addition to marketing the nautical flea market. The 2016 NFM will be on Mother's Day that year, thus, we plan to emphasize activities for the entire family, and a celebration for Mom's, as well.

### Schedule of activities -

See cover letter, please.

**CITY COUNCIL AGENDA**  
**Special Meeting: Tuesday, June 2, 2015**

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**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

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

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**FISCAL ANALYSIS:**

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

**APPLICATION**

***Organization Information***

Date: May 26, 2015

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](http://www.TexasMaritimeMuseum.org)  
[www.texasfestivalofwines.com](http://www.texasfestivalofwines.com) (See Attached Website 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 Opened to the Public

Purpose of your organization: The Mission of the Texas Maritime Museum is to excite and 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: 21<sup>st</sup> Annual Mah Jongg Tournament, 20<sup>th</sup> Annual Bell Ball, 20<sup>th</sup> Annual Festival of Wine & Food

Date of Event or Project: MJ Tournament: Jan. 29-30th, 2016/Ball: December 4, 2015/  
Festival: May 28-29, 2016

Primary Location of Event or Project: Texas Maritime Museum and Rockport

Amount Requested: \$80,000 See Attached Budget

How will the funds be used: Advertising, promotions, operational expenses applicable. (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 budget proposed. Museum Budget for 2015-16 = \$464,000. The line item for fundraising is \$250,000.00

### 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.

\_\_\_\_\_ 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:

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

---

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

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X 3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity \_\_\_\_\_ See Attached Budget \_\_\_\_\_

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X 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;  
See Attached Budget

---

X 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; \_\_\_\_\_  
See Attached Budget

---

**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.** \_\_\_\_\_ N/A \_\_\_\_\_

**Sporting Related Event Funding:** N/A

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: Mah Jongg: 20 years/Belle Ball: 19 years/Wine Festival: 19 years

Expected Attendance: Mah Jongg: 150 attendees max/ Belle Ball: 250 attendees max/Wine Festival 2,500 attendees max

How many people attending the Event or Project will use Rockport hotels, motels or bed & breakfasts? Approximately 30-50% of attendees from Wine Festival/Mah Jongg 70%, Belle Ball 5% (See Attached report)

How many nights will they stay: 2-3 nights per weekend

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, Lighthouse Inn (8), Hoopes House (full-booked for next 2 yrs Memorial Day for ease of walking, Holiday Inn Express, Hampton Inn, LaQuinta, Motel Six

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     | Month/Year Held | Assistance Amount                     | Number of Hotel Rooms Used |
|----------|-----------------|---------------------------------------|----------------------------|
| Rockport | Last 19 years   | (See attached Area Hotel report 2015) |                            |

How will you measure the impact of your event on area hotel activity?  
Zip codes received, reviewed, tabulated in an excel spreadsheet into a 12 page report. (See Attached Festival Report) Which will be delivered to the council no later than May 27<sup>th</sup> after the festival. We need the time for compilation.

Please list other organization, government entities and grants that have offered financial support to your project: See Attached List of Other Hot Funds Acquired

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

Paid Advertising   X   Newspaper   X   Radio   X   TV   X  

Press Releases to Media   X   Direct Mailing to out of town recipients   X

Other See Attached 2015 Advertising/Marketing

What areas do you reach with your advertising and promotion:  
See Attached Area Coverage Maps

What number of individuals will your proposed marketing reach that are located in another city or county? See Attached Area Coverage Maps

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

| <b>CATEGORY</b>     | <b>REQUESTED<br/>FY 15-16</b> | <b>GRANTED<br/>FY 15-16</b> |
|---------------------|-------------------------------|-----------------------------|
| Advertising         | \$26,000.00                   |                             |
| Curatorial          | \$7,000.00                    |                             |
| Salaries            | \$28,000.00                   |                             |
| Education           | \$7,000.00                    |                             |
| Office Supplies     | \$6,000.00                    |                             |
| Website Maintenance | \$6,000.00                    |                             |
|                     | \$80,000.00                   |                             |

## TEXAS MARITIME MUSEUM MARKETING PLAN

2015-2016

Marketing requires an understanding of six basic principles to be most effective: **Product, Public, Price, Production and Promotion**. We must know what we are selling, who we are trying to access, 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 about Texas' maritime history, and providing ample opportunities to promote tourism in Aransas County. For the upcoming fiscal year this will be accomplished through the following goals established under key criteria for soliciting hotel/motel funding:

I. Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel/Convention Industry:

August, 2015 – A rededication ceremony will be held for the public and patrons for the restoration of the signature outdoor artifact, the Texas Scow Sloop entitled “La Tortuga”. The sloop was originally built in 1989 on the grounds of the Museum (see photos attached). It is a sail-powered fishing vessel used from the mid 1800's until the 1950's. The majority of sailors on these vessels were of Mexican – American descent, making this a valuable piece of their heritage. The vessel was sailed several times and then placed on the grounds of the Museum. The completion of this restoration will be the third.

October, 2015 – The next novel of the writing team, Miles Arceneaux from Austin/San Antonio will be unveiled at the Texas Maritime Museum titled, “North Beach – 1962”. The novel will be showcased by the team of writers with visitors/guests from different locations within TEXAS. We anticipate a large interest with tourists due to the writers' statewide visibility as their fourth novel is unveiled.

**November, 2015** – “Gulf Coast Archeology” will open to the public as the new temporary exhibit. The Gulf waters of the Texas Coast have been a dangerous place over the years and many ships have succumbed to the waters. The exhibit will focus on several shipwrecks dating from 1554 until World War II. Ship’s histories mapping, and technology will help to provide the story of what transpired, and how they were discovered.

**December 4, 2015** – 20<sup>th</sup> Annual La Belle Ball will be presented with the continued plan of the La Belle French exhibit being presented in 2016 at the Musee National de la Marine in Paris (see book) A 20<sup>th</sup> annual theme is being developed to honor the black tie event.

**January 29-30<sup>th</sup> 2016** – Texas Maritime Museum’s 21<sup>st</sup> Annual Mah Jongg Tournament. This event continues to attract players from all over the state of Texas. The largest attendance occurred in 2015 with 148 players from 36 cities (70 miles out) and 3 states. According to the stats provided to us by Brian Olsen from the Lighthouse Inn 68 rooms were sold for two nights during the 2015 event. Over \$4,000 revenue was collected before taxes due to this event. Thus, one of the reasons increasing the budget request to assist this event in advertising/website.

**May 28-29<sup>th</sup> 2016** – The 20<sup>th</sup> Annual Rockport Festival of Wine and Food....The largest fundraiser for the Museum continues to attract visitors from across the nation including internationally. (See attached Demographic Report breakdown for the 2015 Festival). The 20<sup>th</sup> Annual Committee will establish a complete marketing plan which will include the promotion through digital media, television, radio, small print, and large scale printing by April 2016. The Museum will continue to utilize [www.texasfestivalofwines.com](http://www.texasfestivalofwines.com), a separate website, as well social media.

## **II, Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel/Convention Industry –**

- A. The Museum has been involved the entire prior fiscal year as well as the present calendar year with the Texas Historical Commission plan to assist the French Museum in Paris, France, on the FIRST exhibit of the La Belle ever. Since the opening of the Bob Bullock permanent exhibit in May, 2015 with the hull from Texas A&M, the time line for the French exhibit opening has been pushed back to 2016/2017 for further preparation. We had the French exhibitors from Paris during a visit to the Texas Maritime Museum in November 2014 to clarify what needs to be presented for the French public. We know the process is tedious and it is important to continue to tell the historic story of La Belle not only in Texas, but now FRANCE.**
  - B. The Texas Scow Sloop will be completely restored with a new constructed roof by August 2015. The signature outdoor exhibit is the only one on the Texas coast.**
  - C. All restoration and preservation activities directly promote tourism as the data collected reflects 10,620 visitors since July 1, 2014 70 miles outside of Rockport to May 1, 2015, which includes out of state and international. The demographics of the most recent Rockport Festival of Wine will reflect the month of May2015 stats.**
- 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 then and especially from the Hill Country and his former home sites. The entire paintings 13 total is award winning and held in perpetuity for Harold and his family. Harold died in June 2009. He was a dear colleague and friend of the Museum.**
  - B. The original oil painting, Marion Meat Packing which is showcased in the Museum has new LED lighting to be archival**

**safe. This beautiful painting depicts Rockport/Fulton in the 1880's and the history of exploration and development of the coastal region. Similar lighting will be installed with the Lighthouse paintings during the next fiscal year, as well.**

**TEXAS MARITIME MUSEUM  
FISCAL YEAR OF JULY 2014-JUNE 2015  
LIST OF OTHER HOT FUNDS ACQUIRED**

1. ARANSAS COUNTY:

|   |                   |
|---|-------------------|
| 2013/3 <sup>rd</sup> quarter-July-Sept.       | \$5,162.14        |
| 2013/4 <sup>th</sup> quarter-Oct.-Dec         | \$6,264.59        |
| 2014/1 <sup>st</sup> quarter-Jan.-March       | \$1,855.70        |
| <u>2014/2<sup>nd</sup> quarter-April-June</u> | <u>\$1,412.76</u> |
| TOTAL   | \$14,695.19       |

2. FULTON:

|   |                   |
|---|-------------------|
| 2013/3 <sup>rd</sup> quarter-April-June       | \$2,500.00        |
| 2013/4 <sup>th</sup> quarter-July-Sept.       | \$2,500.00        |
| 2014/1 <sup>st</sup> quarter-Oct.-Dec.        | \$2,500.00        |
| <u>2014/2<sup>nd</sup> quarter-Jan.-March</u> | <u>\$2,500.00</u> |
| TOTAL   | \$10,000.00       |

3. MARGARET SUE RUST FOUNDATION:

- a.) Restricted Funds received in 3/2015 for S.E.A. Camp for 6 weeks in the amount of \$15,000.
- b.) Restricted Funds received in 9/2014 for the restoration of the Scow Sloop in the amount of \$13,000.00

4. NYSTROM FAMILY FOUNDATION:

Restricted Funds received in 2/2015 in the amount of \$14,600 for the construction of a roof over The Scow Sloop (once completed) to protect from weather in the future. The work to begin June 2015 after the RFW.

## **Texas Maritime Museum 2015 Advertising/Marketing**

### **Newspaper/Print Media:**

- **Corpus Christi Caller Times**
- **Rockport Pilot**
- **City of Rockport, Texas Utility overlay**
- **Festivals of Texas – Spring 2015 Edition**
- **Houston Chronicle**
- **Austin American Statesman**
- **The Bend Coastal Life Magazine**
- **Houston Home Magazine**
- **The Eagle Eye Eagle Ford Shale Counties Magazine + Aransas Pass**

### **Billboard**

- **Texas Hill Country**

### **Radio:**

- **WOAI 1200 Radio-San Antonio**
- **Live Coverage on Saturday May 23rd**

### **TV:**

- **NBC 17 – KMOL – Victoria**
- **Fox 19 – KVCT – Victoria**
- **KIII – Channel 3 – Corpus Christi (Live interviews + spots for 2 weeks)**
- **KRIS – Channel 6 – Corpus Christi (Live interviews + spots)**
- **Fox – KABB**

### **Web Advertisement:**

- **On The Water Lifestyle.com**
- **Coastal Bend**
- **Austin 360.com Flash Web**
- **Eagle Eye Billboard in Aransas Pass**

**Rockport/Fulton Area Hotels  
Memorial Day Weekend May 24<sup>th</sup> & 25<sup>th</sup> 2015**

**Lighthouse Inn**

- 67 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**

- 39 rooms, 2-4 people each room
- Half full capacity
- Majority of guests attended Rockport Festival of Wine and Food

**Hampton Inn**

- 62 rooms, 2-6 people each room
- Half full capacity
- Majority of guests attended Rockport Festival of Wine and Food

**Pelican Inn by the Bay**

- 28 rooms, 2-4 people each room & Lodge, 11 people
- Full to capacity
- Majority of guests attended Rockport Festival of Wine and Food

**Inn at Fulton Harbor**

- 29 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**

- 67 rooms
- Near full occupancy
- Small portion of guests attended the Rockport Festival of Wine and Food

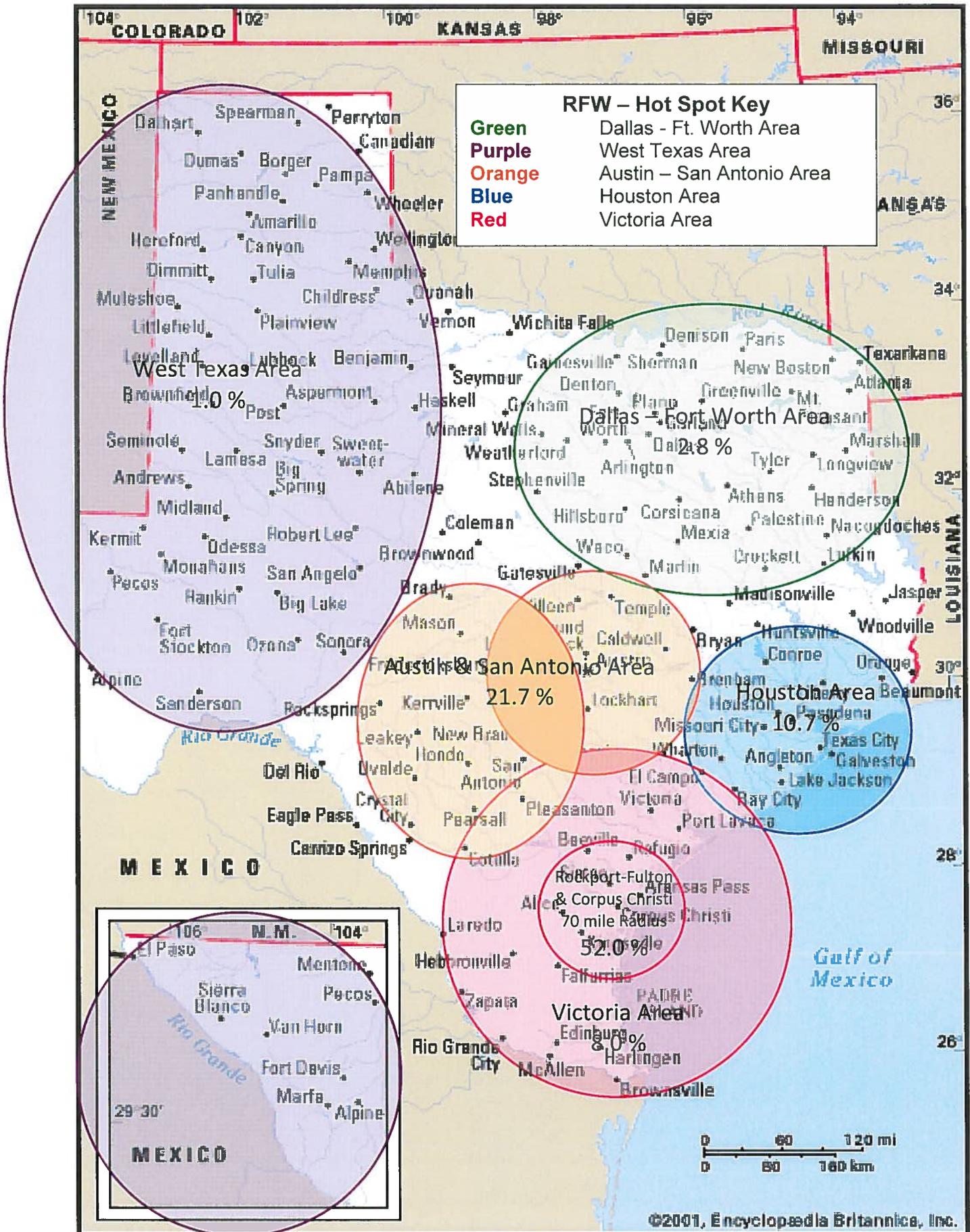
**Motel 6**

- 49 rooms
- Full occupancy
- Some guests attended Rockport Festival of Wine and Food

**LaQuinta Inn & Suites**

- 72 rooms
- Full occupancy
- Some guests attended Rockport Festival of Wine and Food

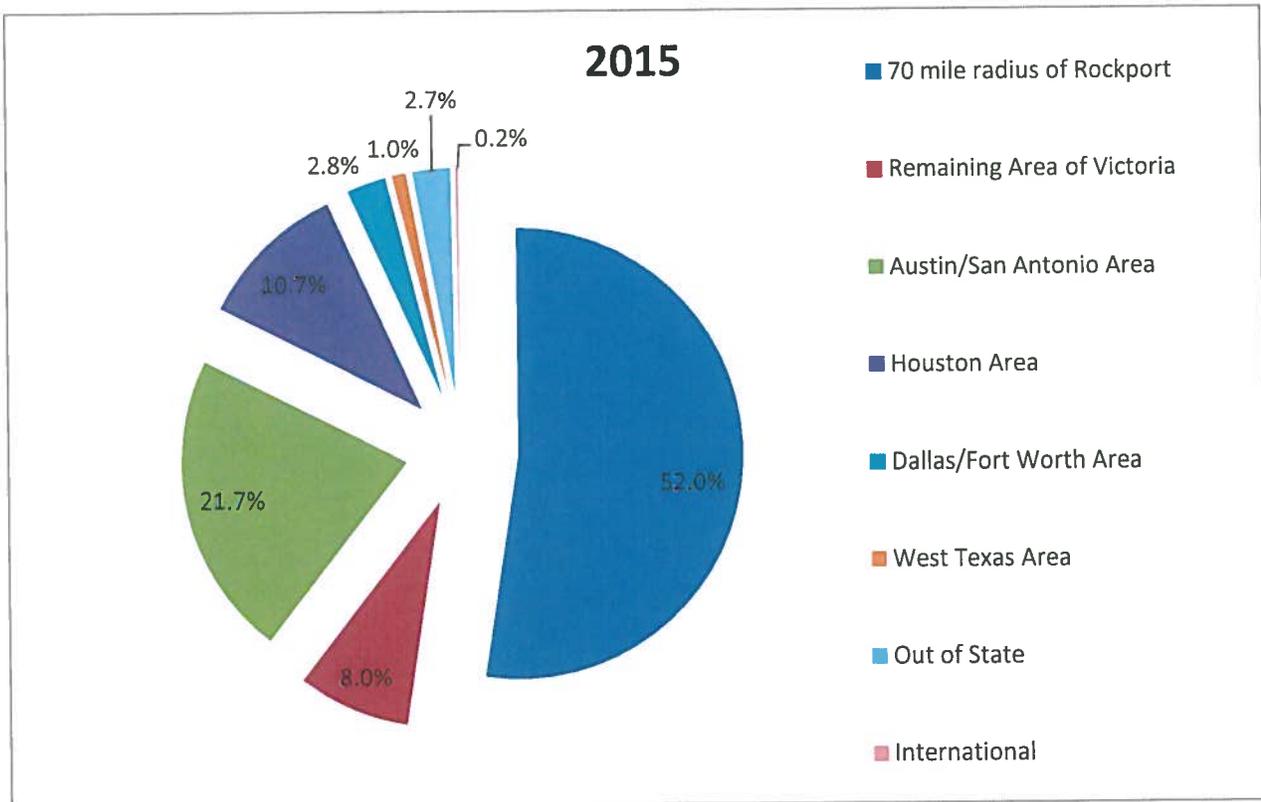
# Rockport Festival of Wine & Food 2015 Report



## 2015 Festival of Wine and Food - Attendance

|   |             |               |
|---|-------------|---------------|
| <b>70 mile radius (Rockport-Fulton &amp; Corpus Christi)</b>  | 647         | 52.0%         |
| <b><u>70 + miles</u></b>  |             | 48.0%         |
| Victoria Area   | 100         | 8.0 %         |
| Austin/San Antonio Area   | 270         | 21.7 %        |
| Houston Area  | 133         | 10.7 %        |
| Dallas-Fort Worth Area  | 35          | 2.8 %         |
| West Texas Area   | 12          | 1 %           |
| Out of State Attendance   | 33          | 2.7 %         |
| 13 states represented outside of Texas. These include: Arizona, Colorado, Florida, Georgia, Kansas, Louisiana, Missouri, New Jersey, New Mexico, North Carolina, Oklahoma, Oregon, and Wisconsin. |             |               |
| <b>Total Zip Codes Recorded</b>   | <b>1245</b> | <b>74.9 %</b> |
| <b>Total Attendance:</b>  | <b>1662</b> |               |

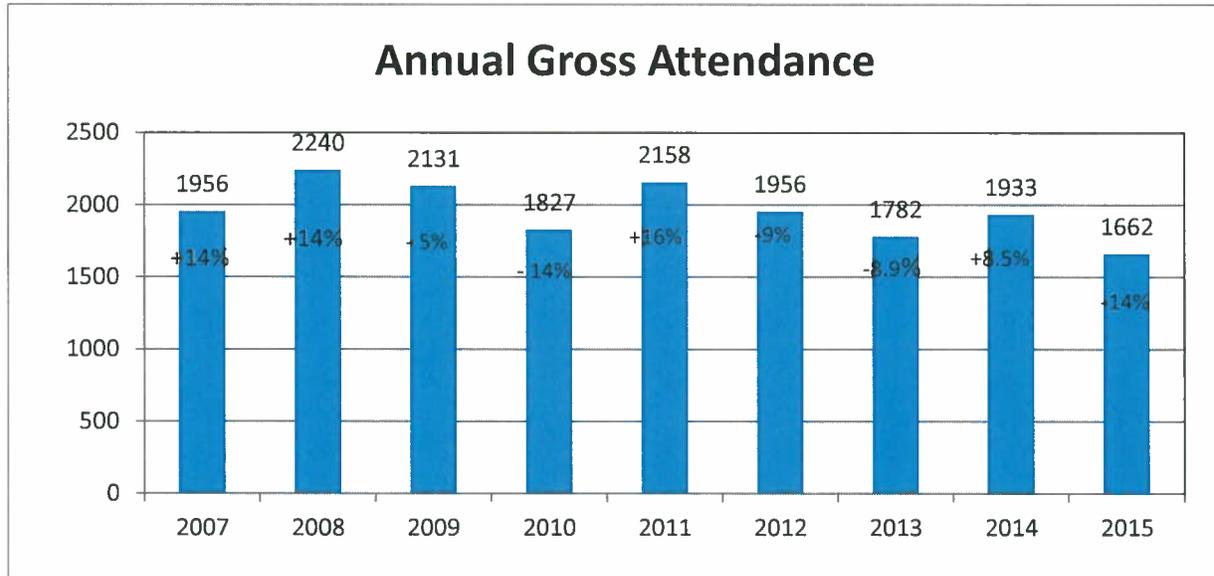
### 2015 Rockport Festival of Wine and Food Attendance



# 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> |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Attendance | 1956        | 2240        | 2131        | 1827        | 2158        | 1956        | 1782        | 1933        | 1662        |



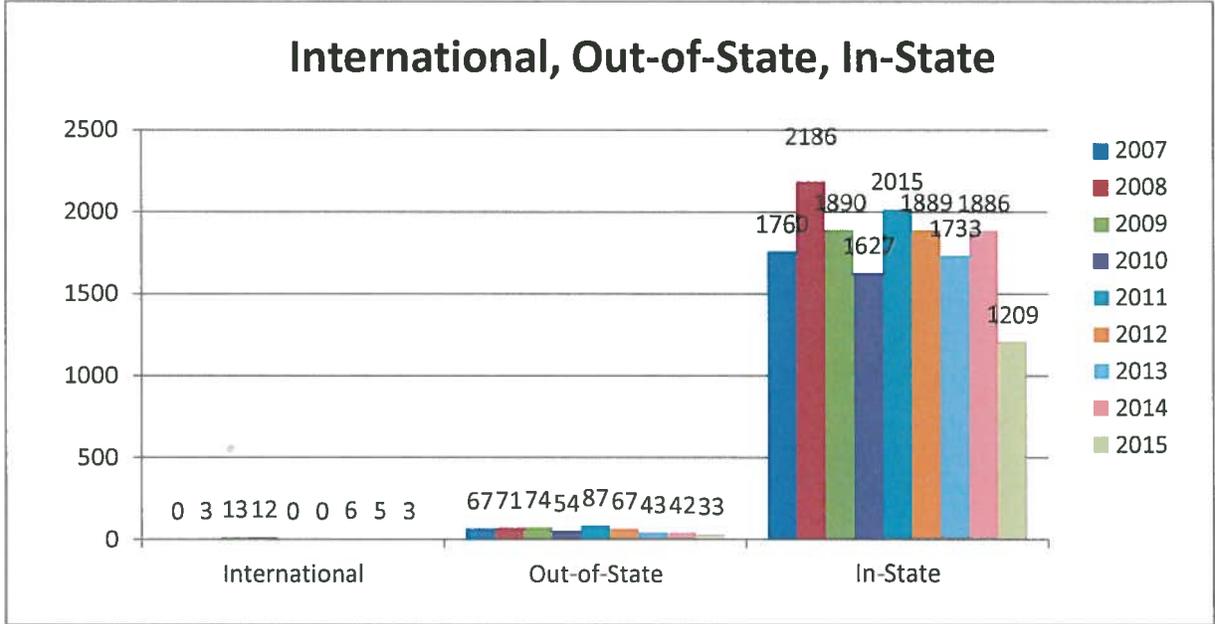
- 2011** 16% increase from 2010; external factors affecting attendance were gas prices of \$3.70 a gallon and the continuing economic recession. The temperature was in the 90s, but the new UV resistant tents and a breeze both days helped keep the heat manageable.
- 2012** 9% decrease from 2011; external 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.



|                 |           |           |           |           |           |           |           |           |           |
|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Oregon          |           |           |           |           | 1         | 1         |           | 1         | 1         |
| Pennsylvania    |           | 1         |           |           |           | 1         |           |           |           |
| Rhode Island    |           |           |           |           |           |           |           |           |           |
| South Carolina  |           | 1         |           |           | 1         |           |           |           |           |
| South Dakota    |           |           |           |           | 1         |           |           |           |           |
| Tennessee       |           | 1         | 1         |           |           | 1         |           | 1         |           |
| Texas           | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         |
| Utah            |           | 1         |           |           |           |           |           | 1         |           |
| Vermont         |           | 1         | 1         | 1         |           |           |           |           |           |
| Virginia        | 1         | 1         | 1         | 1         |           | 1         | 1         | 1         |           |
| Washington      | 1         |           | 1         | 1         | 1         |           |           |           |           |
| West Virginia   |           |           |           |           |           | 1         |           |           |           |
| Wisconsin       |           |           |           |           |           | 1         |           |           | 1         |
| Wyoming         |           |           |           |           |           | 1         |           |           |           |
| Washington D.C. |           |           |           |           | 1         |           |           |           |           |
|                 | <b>21</b> | <b>24</b> | <b>23</b> | <b>15</b> | <b>21</b> | <b>26</b> | <b>14</b> | <b>15</b> | <b>14</b> |

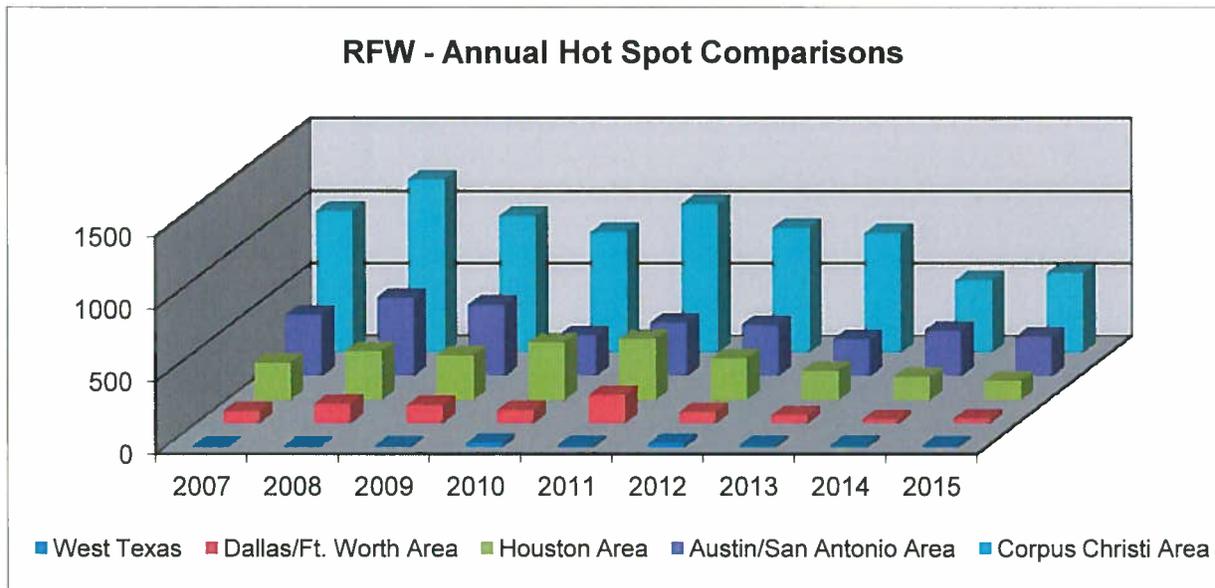
**Annual Wine Festival Attendance (Zip Code Data) - International, Out-of-State, In-State**

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



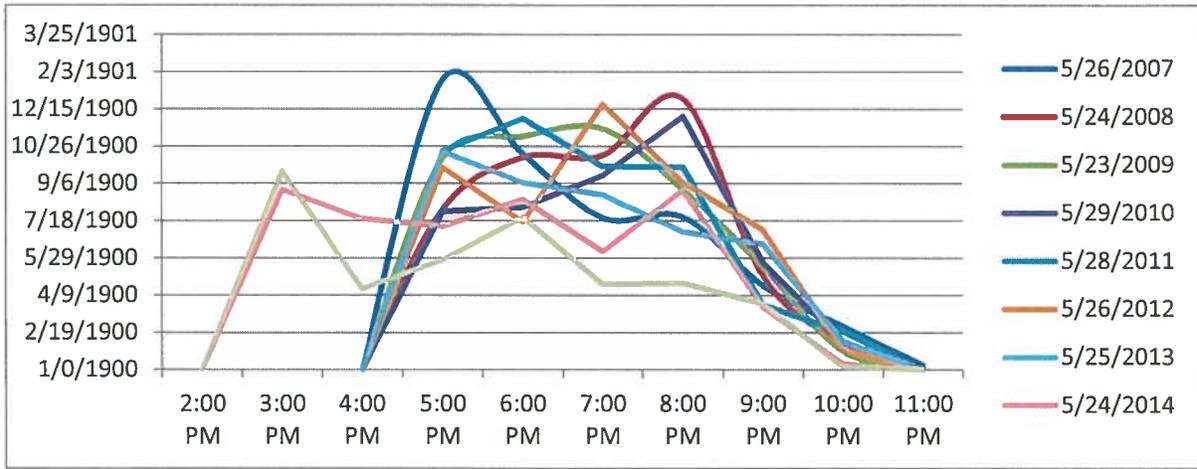
**Annual Hot Spot Comparisons (Zip Codes Data):**

|                         | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|-------------------------|------|------|------|------|------|------|------|------|------|
| West Texas              | 5    | 6    | 10   | 27   | 14   | 26   | 15   | 16   | 12   |
| Dallas/Ft. Worth Area   | 85   | 136  | 124  | 93   | 194  | 80   | 56   | 30   | 35   |
| Houston Area            | 256  | 335  | 309  | 396  | 418  | 284  | 201  | 156  | 133  |
| Austin/San Antonio Area | 422  | 540  | 492  | 283  | 368  | 353  | 254  | 312  | 270  |
| Corpus Christi Area     | 976  | 1192 | 941  | 828  | 1020 | 860  | 821  | 497  | 547  |



**Saturday Wine Festival Attendance (Combined Data):**

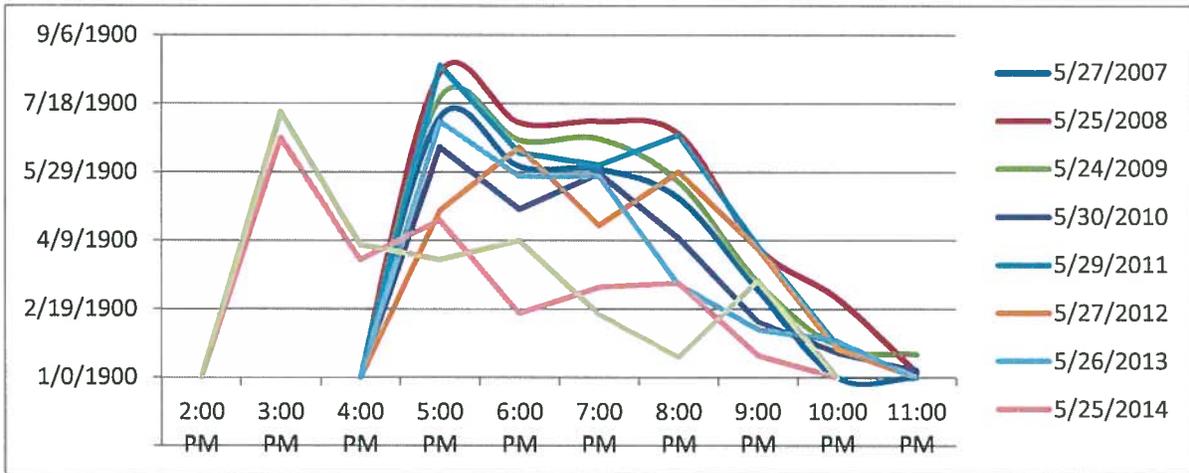
|          | 5/26/2007   | 5/24/2008   | 5/23/2009   | 5/29/2010   | 5/28/2011   | 5/26/2012   | 5/25/2013   | 5/24/2014   | 5/23/2015   |
|----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 2:00 PM  |             |             |             |             |             |             |             |             | 0           |
| 3:00 PM  |             |             |             |             |             |             |             |             | 242         |
| 4:00 PM  | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 203         |
| 5:00 PM  | 389         | 215         | 284         | 213         | 294         | 272         | 293         | 193         | 148         |
| 6:00 PM  | 290         | 285         | 313         | 218         | 337         | 199         | 251         | 229         | 205         |
| 7:00 PM  | 204         | 288         | 323         | 261         | 273         | 357         | 235         | 159         | 115         |
| 8:00 PM  | 205         | 364         | 242         | 340         | 272         | 252         | 185         | 241         | 116         |
| 9:00 PM  | 113         | 126         | 138         | 144         | 87          | 188         | 169         | 84          | 89          |
| 10:00 PM | 58          | 37          | 25          | 36          | 51          | 26          | 38          | 8           | 4           |
| 11:00 PM | 6           | 0           | 2           | 2           | 0           | 0           | 0           | 0           | 0           |
|          | <b>1265</b> | <b>1315</b> | <b>1327</b> | <b>1214</b> | <b>1314</b> | <b>1294</b> | <b>1171</b> | <b>1359</b> | <b>1053</b> |



- 2007** Defined attendance spike when gate opens b/w 4 and 6 pm - possibly due to band; Trend undefined due to lack of previous data.
- 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 Wonderland) starting at 9 pm. New use of pre-paid internet tickets (VIP/WILL CALL GATE) left numbers from that entrance unaccounted for until the 3rd hour (6-7).
- 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.

**Sunday Wine Festival Attendance (Clicker Data):**

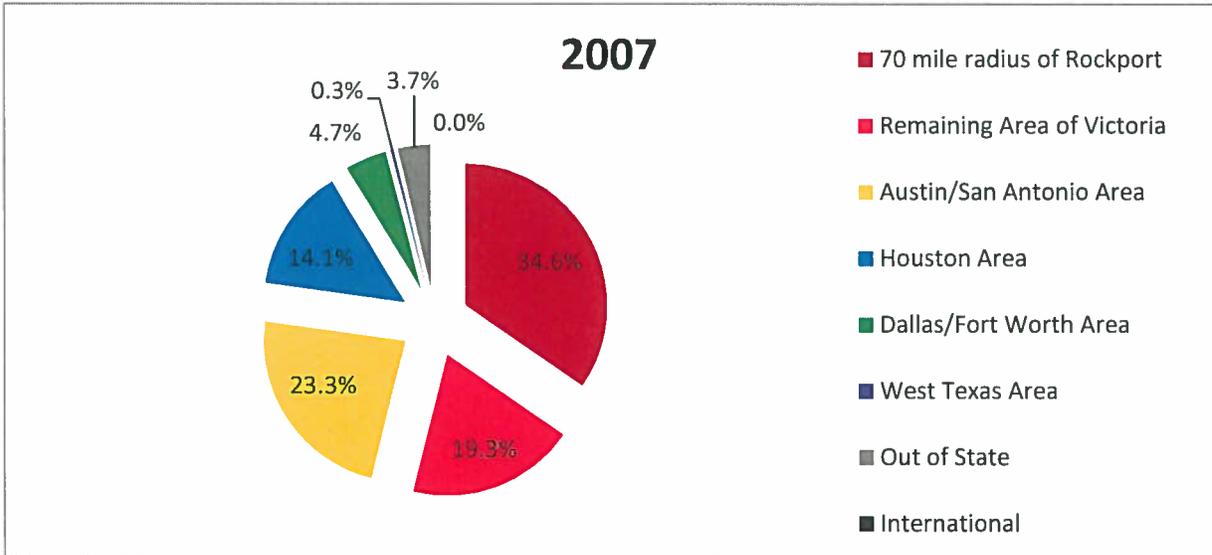
|          | 5/27/2007  | 5/25/2008  | 5/24/2009  | 5/30/2010  | 5/29/2011  | 5/27/2012  | 5/26/2013  | 5/25/2014  | 5/24/2015  |
|----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 2:00 PM  |            |            |            |            |            |            |            | 0          | 0          |
| 3:00 PM  |            |            |            |            |            |            |            | 175        | 194        |
| 4:00 PM  | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 86         | 97         |
| 5:00 PM  | 190        | 222        | 204        | 168        | 228        | 122        | 187        | 115        | 86         |
| 6:00 PM  | 154        | 186        | 173        | 123        | 164        | 168        | 147        | 47         | 100        |
| 7:00 PM  | 152        | 187        | 174        | 149        | 155        | 111        | 147        | 66         | 46         |
| 8:00 PM  | 131        | 178        | 143        | 102        | 177        | 150        | 68         | 69         | 15         |
| 9:00 PM  | 64         | 95         | 70         | 41         | 96         | 94         | 35         | 16         | 71         |
| 10:00 PM | 0          | 58         | 23         | 18         | 24         | 21         | 27         | 0          | 0          |
| 11:00 PM | 0          | 4          | 17         | 5          | 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> |



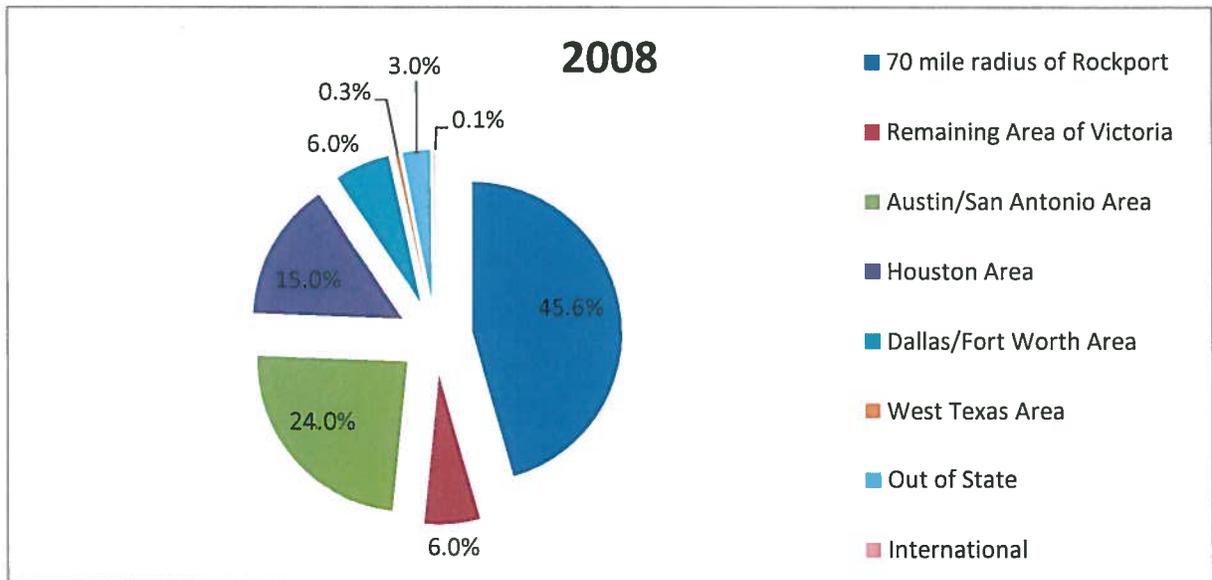
- 2007** Defined spike from 4 to 6 pm.
- 2008** Defined spike from 4 to 6 pm.
- 2009** Defined spike from 4 to 6 pm. - Trend is set.
- 2010**
- 2011** Defined spike from 7 to 9 pm. Probably due to the band (Joe Ely Band).
- 2012** Significant drop in first hour attendance. No 4:30 presentation/cook-off this year. Drop in attendance at 7 pm possible remedy is more well known band.
- 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 7 PM
- 2015** Highest opening hour on Sunday since 2011.

**Attendance Area Percentages (Zip Code Data):**

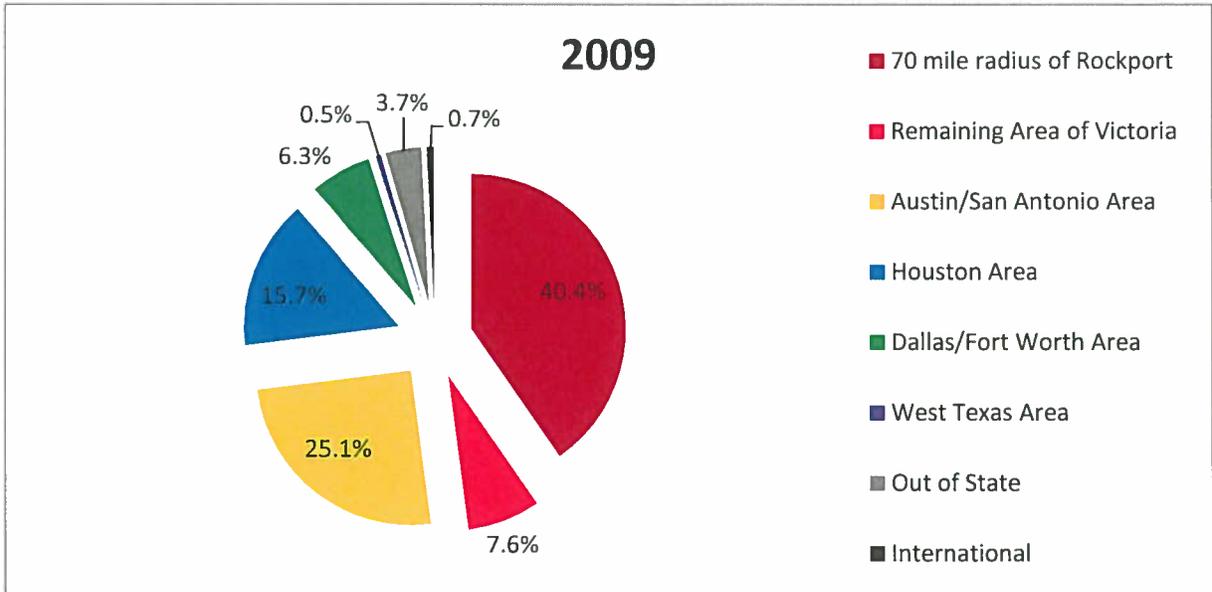
|                            | 2007  | 2008  | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 70 mile radius of Rockport | 34.6% | 45.6% | 40.1% | 42.1% | 33.6% | 45.1% | 56.2% | 43.3% | 52.0% |
| Remaining Area of Victoria | 19.3% | 6.0%  | 7.5%  | 6.8%  | 14.9% | 6.4%  | 4.2%  | 5.5%  | 8.0%  |
| Austin/San Antonio Area    | 23.3% | 24.0% | 24.9% | 23.4% | 17.6% | 21.1% | 17.8% | 19.1% | 21.7% |
| Houston Area               | 14.1% | 15.0% | 15.6% | 16.7% | 19.9% | 17.0% | 13.8% | 9.6%  | 10.7% |
| Dallas/Fort Worth Area     | 4.7%  | 6.0%  | 6.3%  | 5.5%  | 9.2%  | 4.8%  | 3.8%  | 1.8%  | 2.8%  |
| West Texas Area            | 0.3%  | 0.3%  | 0.5%  | 1.6%  | 0.7%  | 1.6%  | 1.2%  | 1.0%  | 1.0%  |
| Out of State               | 3.7%  | 3.0%  | 3.7%  | 3.2%  | 4.1%  | 4.0%  | 3.0%  | 2.6%  | 2.7%  |
| International              | 0.0%  | 0.1%  | 0.7%  | 0.7%  | 0.0%  | 0.0%  | 0.4%  | 0.3%  | 0.2%  |



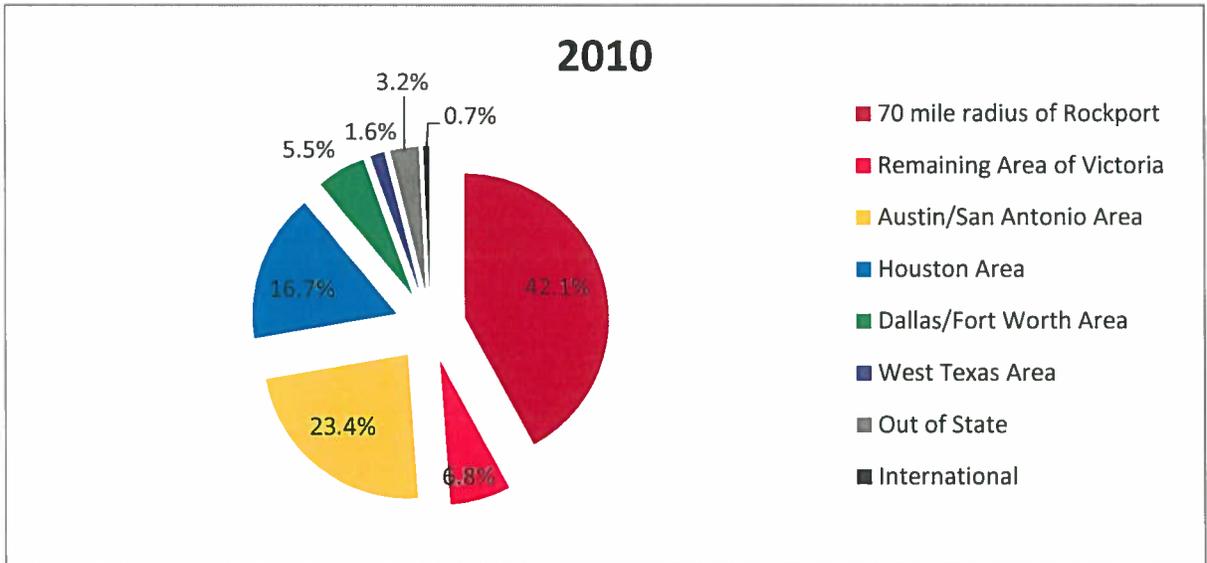
**Drawing more attendance from outside of the 60 mile radius from the Victoria and surrounding area. Fewer attendance from the San Antonio / Austin area.**



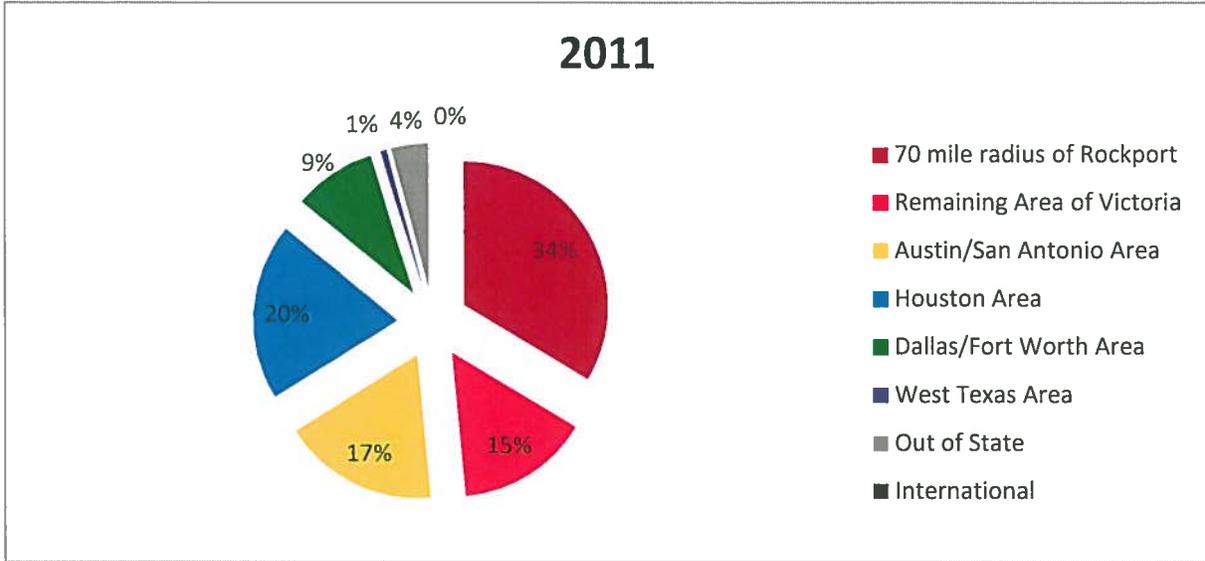
**Increased local attendance from within 60 mile radius. Reduced attendance from outside of 60 mile radius, especially the Victoria area due to increased gas prices.**



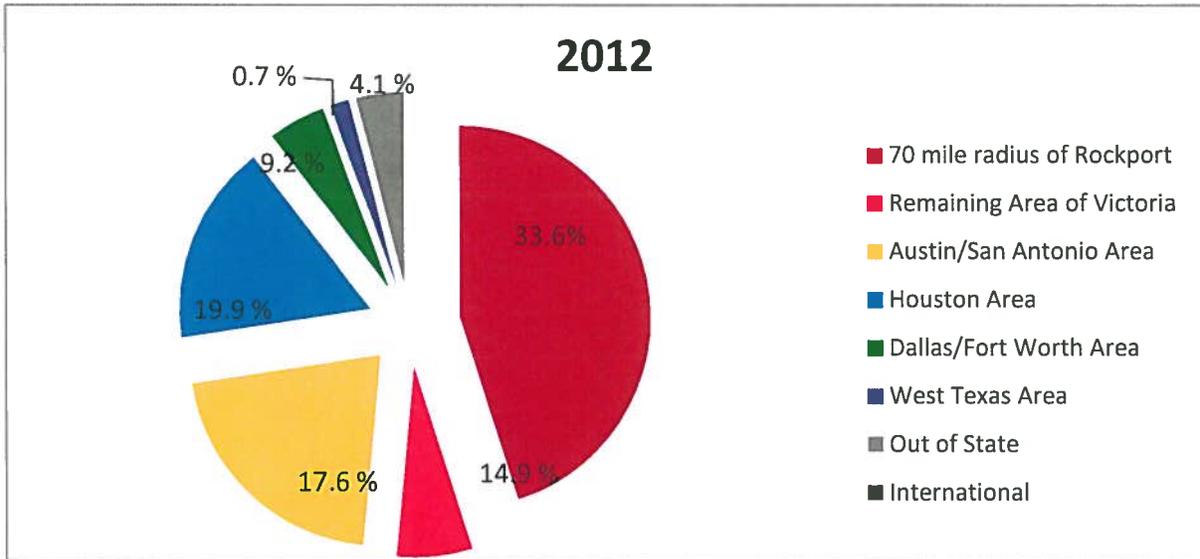
Decreased local attendance from within 60 mile radius, potentially due to decreased gas prices from 2008. All other areas show at least a 1 % increase.



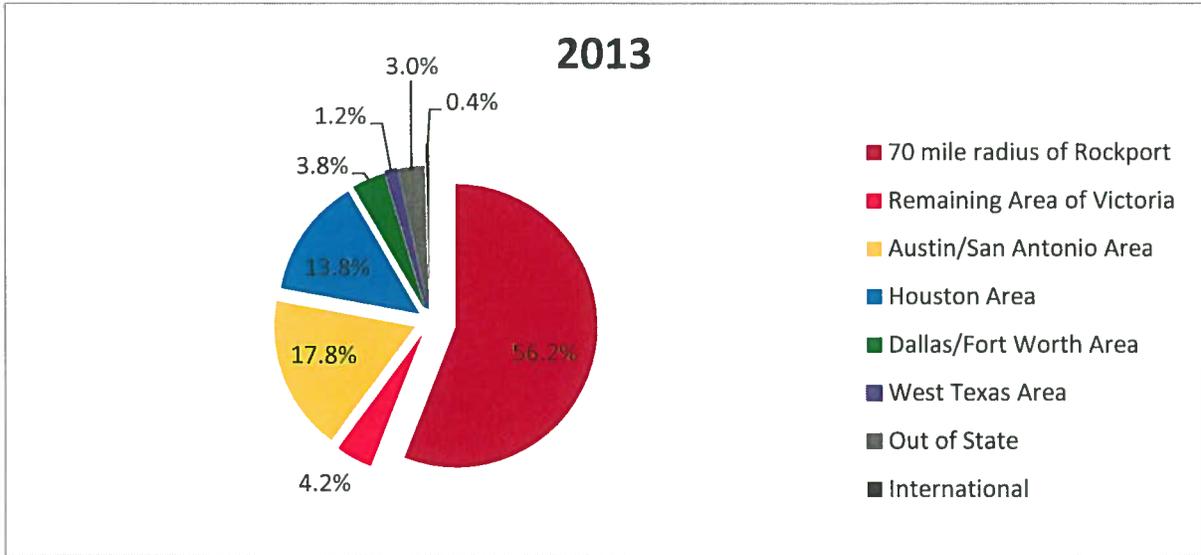
Increased local attendance (2%) from within 60 mile radius, potentially due to increased gas prices from 2009. Austin/San Antonio (2%) & Out-of-State (1%) market decreased. Meanwhile the Houston (1%) & West Texas (1.5%) areas showed increase.



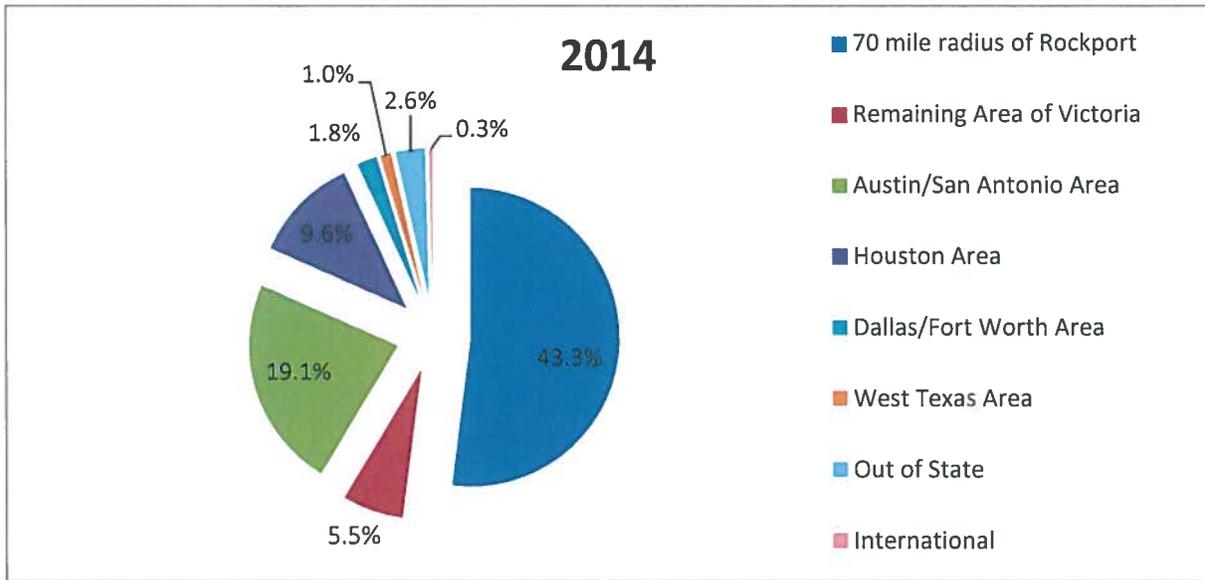
Increased attendance from outside of a 60 mile radius of Rockport, with the highest percentages since 2006 from the Houston, Dallas/Ft. Worth and out of state areas. Attendance from the Victoria area increased significantly this year, while attendance from the Rockport area was at its lowest.



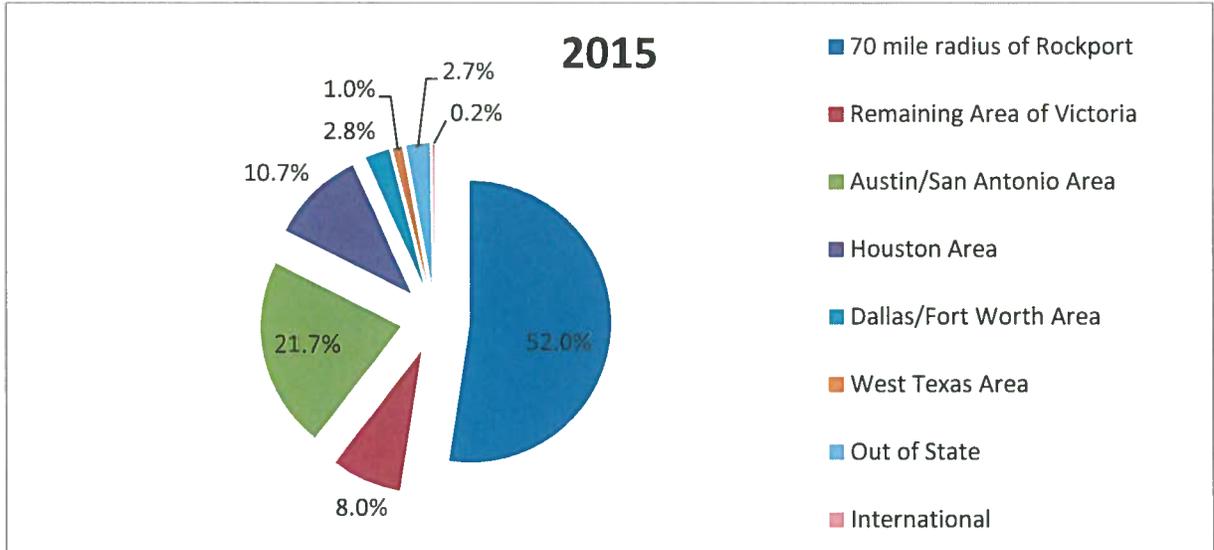
Increased attendance from within 60 miles of Rockport, the second highest in six years. Out of state numbers about average, but representing the highest number of states (26).



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.



# NORTH BEACH

The Texas Gulf Coast is a swell place for a boy to grow up, especially in 1962 when most of the country is enjoying prosperous, upbeat times. The Twist is all the rage, America's Sweetheart is a Corvette Stingray, and the USA is kicking Russia's ass in the Space Race. Charlie Sweetwater is like most kids—happily oblivious to the world's problems. His main concerns during the summer of his fifteenth year are qualifying for an upcoming Golden Gloves boxing tournament, ducking a bully named Karl McDevitt, and with any luck, stealing a kiss from Lydia Delfin, a pretty ballet dancer two years his senior.

But a young troubadour named Bob Dylan would soon warn America that “the times they are a changing.”

Charlie's world is upended when his friend, a black Cuban boxer named Jesse Martel, is accused of murdering his Corpus Christi manager. Charlie and his brother, Johnny, believe Jesse is innocent, but a crooked cop wants to make sure it's an open and shut case, no matter what the cost.

Jesse's problems are compounded when he becomes a political pawn in a high-stakes contest between Cuba and the CIA—a contest that intensifies when the Cuban Missile Crises begins and the world's two superpowers come within an eye blink of mutual destruction. Through it all, Charlie is determined to find the real murderer and clear Jesse's name before time runs out, navigating through a world that is suddenly much bigger and scarier than he ever imagined.

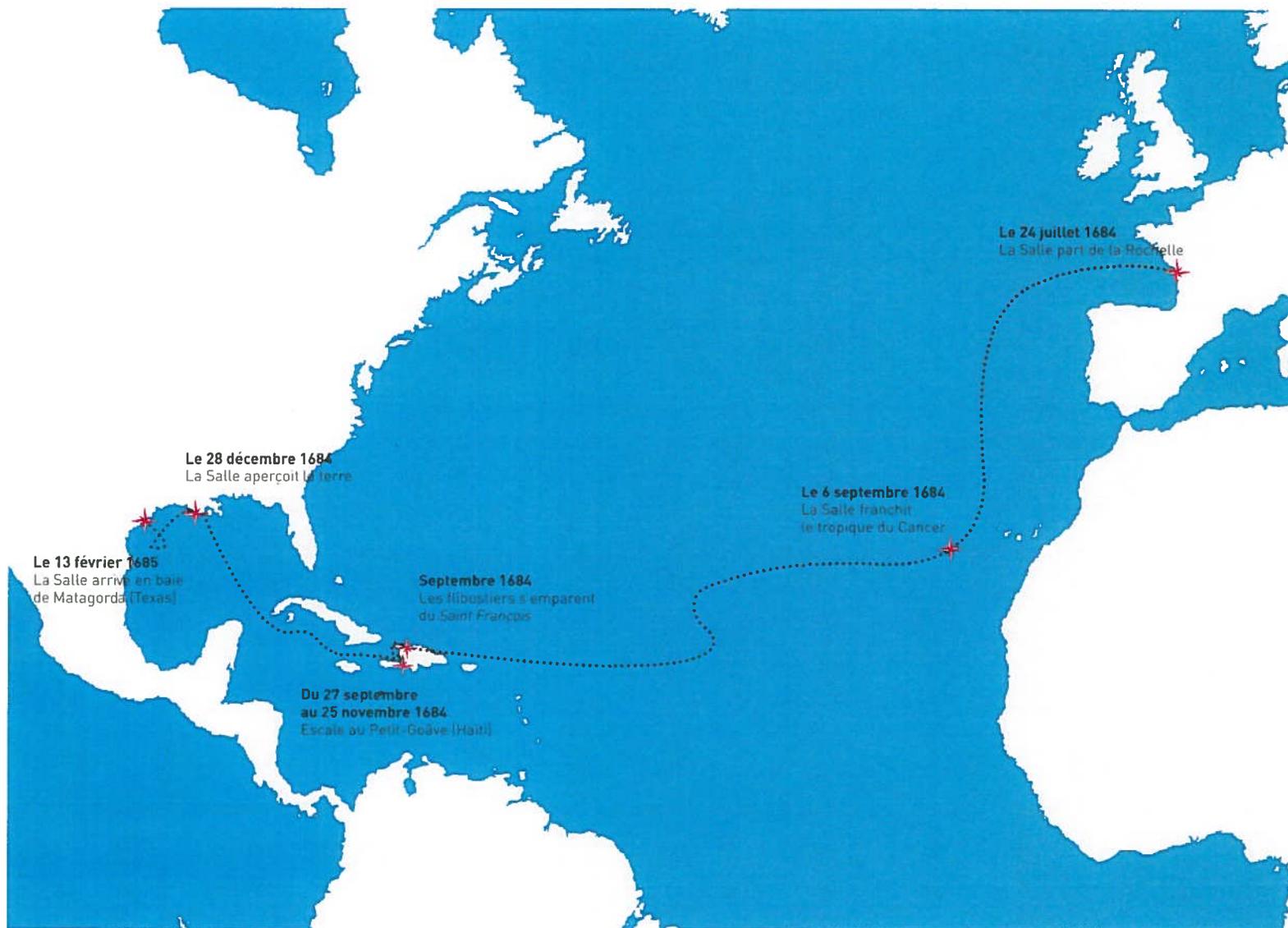


# LA BELLE

# BELLE



MUSÉE NATIONAL  
DE LA MARINE



Carte retraçant l'expédition de Cavelier de la Salle

© Musée national de la Marine / M. Ben Sassi

## HISTOIRE DE L'EXPÉDITION

### Un voyage secret

Le 24 juillet 1684, quatre navires quittent le port de La Rochelle vers le golfe du Mexique dans un but tenu secret pour les quelques 300 personnes embarquées. Seul Cavalier de La Salle, meneur de l'expédition, en connaît le véritable dessein. Explorateur de la Nouvelle-France et découvreur de la Louisiane, territoire baptisé ainsi en l'honneur du Roi-Soleil, il a déjà descendu le Mississippi depuis les Grands Lacs et traité avec les Indiens.

## THE STORY OF THE EXPEDITION

### Secret voyage

On 24 July 1684, four ships sailed out of the port of La Rochelle headed for the Gulf of Mexico. Their true goal was kept secret from the 300 people who had embarked on the voyage. Only René-Robert Cavalier, Sieur de La Salle, the expedition's leader, knew his real intentions. As one of the explorers of New France, and the man who claimed Louisiana – a territory named in honour the Sun King, Louis XIV – he had already sailed down the Mississippi from the Great Lakes Basin and traded with First Nations and Native Americans.

**Portrait de Robert Cavalier de La Salle**

D'après le médaillon de la cathédrale de Rouen  
*Histoire de la Louisiane*

*Française - 1673-1939*

Emile Lauvrière

Louisiana State University

1940

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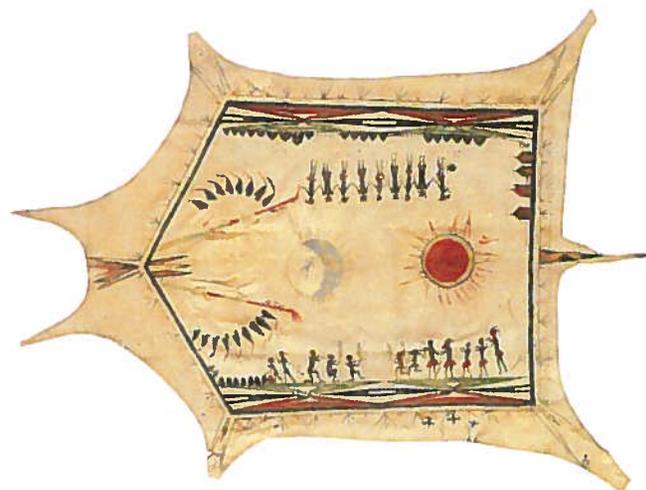


Although the initial aim of the exploration of New France had been to find a new route to the Indies and China via North America, La Salle very rapidly decided he wanted to develop and control the fur trade, one of the principal resources of North America.

La Salle's new undertaking is shrouded in mystery even now, since his settlement was to be located in places controlled by the Spanish, and the King had even commissioned him to obtain information about their rich silver mines. La Salle had, in fact, been economical with the truth in order to gain the support of the French court in Versailles, showing the mouth of the Mississippi river closer to Mexico than it actually was. He obtained a commission and set sail with four ships: *Joly*, *Aimable*, *Saint-François*, and *La Belle*.

Si le dessein initial de l'exploration de la Nouvelle France était de trouver une nouvelle route vers les Indes et la Chine à travers l'Amérique, La Salle en était venu très vite à vouloir développer et contrôler le commerce des pelleteries, l'une des principales ressources en Amérique du Nord.

La nouvelle entreprise de La Salle reste mystérieuse puisque l'implantation doit se faire en des lieux contrôlés par les Espagnols, et le roi l'a même chargé d'obtenir des informations sur leurs riches mines d'argent. La Salle a en effet menti pour s'assurer le soutien de Versailles, et a fait paraître l'embouchure du Mississippi plus proche du Mexique qu'elle ne l'est en réalité... Il obtient une commission et prend la mer à la tête de quatre navires, *le Joly*, *l'Aimable*, *le Saint-François* et *la Belle*.



Manteau de peau indien dit "aux trois villages"

© musée du quai Branly, photo Patrick Gries



Modèle de *La Belle* - 2003 - © Photo courtesy Bullock Texas State History Museum, Austin, Texas.



## À la recherche du Mississippi

Après un voyage de deux mois sans encombre, l'expédition arrive à hauteur de l'île de Saint-Domingue.

À partir de là, les malheurs commencent : La Salle et plus de cinquante membres de l'équipage sont tombés malades par manque de vivres et d'eau et les navires sont séparés à cause d'un orage. En l'absence du *Joly* pour le protéger, le *Saint-François* est pris par des flibustiers espagnols, privant l'expédition d'une grande partie des vivres.

Trois mois plus tard, les navires errent dans les brouillards et les marécages de la côte américaine. Poursuivant vers l'ouest, La Salle manque de près de 600 km l'embouchure du Mississippi. Préférant poursuivre la recherche du fleuve par la terre, il établit un camp en baie de Matagorda. Alors que l'*Aimable* tente de rentrer dans la baie, il heurte un haut fond et s'échoue. Le capitaine Beaujeu, commandant le *Joly*, qui ne s'entend pas avec La Salle depuis le début

de l'expédition, décide de rentrer en France. Avec la *Belle* désormais pour seul navire, La Salle continue ses recherches pendant près d'un an, malgré les maladies, la nature hostile, les conflits avec les Amérindiens et les querelles intestines.

Au début du mois de janvier 1686, la *Belle* tente désespérément de quitter la baie pour retourner au fort chercher des vivres.

Mais face à la force du vent, les marins perdent le contrôle du navire, qui s'échoue au sud de la baie, engloutissant avec lui le rêve de La Salle.

Ce dernier est assassiné le 19 mars 1687 par un de ses hommes d'un coup de fusil. Plusieurs de ses compagnons sont également massacrés, et les survivants restés au fort sont tués en 1688 par les Indiens Karankawas. De l'expédition de départ, il ne reste que six rescapés, qui parviendront à gagner le Canada et à faire le récit de cette aventure.

## Searching for the Mississippi

After a trouble-free, two-month voyage, the expedition made landfall at the island of Santo Domingo. It was then that their misfortunes began. La Salle and over fifty crew members fell ill for lack of food and water, and the ships were scattered during a storm. With the *Joly* not there to protect it, the *Saint-François* was taken by Spanish pirates, depriving the expedition of much of its food.

Three months later, the ships were still adrift in the fogs and swamps of the American coast. Continuing westwards, La Salle overshot the mouth of the Mississippi by almost 600km. Preferring to continue his search for the river overland, he set up a camp in Matagorda Bay. As the *Aimable* was trying to enter the bay, it ran aground on a shoal. Captain Beaujeu, in command of the *Joly*, who had been at odds with La Salle since the start of the expedition, decided to sail back to France. Left with

*La Belle* as his only ship, La Salle continued searching for almost a year, plagued by disease, a hostile environment, skirmishes with the Native Americans, and internal quarrelling.

In early January 1686, *La Belle* made a desperate attempt to sail out of the bay and return to the fort for supplies. But due to the strong winds, the remaining sailors lost control of the ship, which sank in the southern part of the bay, taking with it La Salle's dreams of a French empire in the Americas. La Salle was shot to death on 19 March 1687 by one of his own men. Several of his companions were also murdered, and the remaining survivors at the fort were killed in 1688 by Karankawa-speaking Native Americans. Out of the original expedition, just six survivors managed to make their way to Canada and tell the tale.

## Une histoire resurgie des eaux

Trois siècles plus tard, l'épave de *la Belle*, exhumée à partir de 1995 des fonds sableux de la baie de Matagorda par les archéologues de la Texas Historical Commission, livre ses secrets : plus d'un million d'objets, propriété de la France en vertu d'un accord intergouvernemental franco-américain, témoignent de la vie à bord, des projets de

colonisation et d'échanges avec les populations autochtones. Fin 2014, une exposition présentée par le Bullock Texas State History Museum à Austin (Texas) présente au public américain une exposition intitulée *La Belle, The ship that changed History*, centrée sur l'histoire de ce navire.



### Médailon Roi Soleil

Objet archéologique  
© Photo courtesy Bullock Texas State History Museum, Austin, Texas.

### Bouteille en verre

Objet archéologique  
© Photo courtesy Bullock Texas State History Museum, Austin, Texas.

### Compas en laiton utilisé pour dessiner sur les cartes marines

Objet archéologique  
© Photo courtesy Bullock Texas State History Museum, Austin, Texas.



## The story resurfaces

Three centuries later, the wreck of *La Belle*, raised since 1995 from the sandy bed of Matagorda Bay by a team of archaeologists from the Texas Historical Commission, has delivered up its secrets: over one million artefacts, the property of France under the terms of a Franco-American intergovernmental agreement, testify to life aboard, plans for

colonisation, and trading with Native Americans. In late 2014, the Bullock Texas State History Museum in Austin is staging an exhibition entitled *La Belle, The Ship That Changed History*, focusing on the history of the ship, for an American audience.



George Catlin (1796–1872) *La Salle Meets a War Party of Cenis Indians on a Texas Prairie. 25 avril 1686.*  
1847-1848 Collection Paul Mellon, National Gallery of Art 1965.16.338 ©NGA Images

## PROJET DU MUSÉE

### Le projet du Musée National de la Marine

Le musée national de la Marine a décidé de consacrer sa grande exposition annuelle à l'aventure tragique de Robert Cavelier de La Salle et de ses compagnons. Il souhaite offrir au public une plongée dans l'histoire de la Nouvelle France, en lui racontant cette recherche désespérée du Mississippi, mais aussi en l'emmenant à la découverte des Indiens d'Amérique et de ce pays inconnu alors.

L'exposition entend retracer l'histoire de cette expédition, et de faire découvrir au public français cet épisode méconnu de la présence française en Amérique. Des photographies de la baie de Matagorda et des explications sur la fouille de l'épave de *la Belle* confronteront le visiteur à l'aboutissement funeste du rêve de La Salle.

## THE MUSEUM'S PROJECT

### The Musée National de la Marine Project

France's maritime museum, the Musée National de la Marine, has decided to devote its major annual exhibition to the tragic venture of Robert Cavelier, Sieur de La Salle and his companions. The Museum aims to immerse the general public in the history of New France, with an exploration not only of La Salle's desperate quest for the Mississippi, but also of the Native Americans populating those then unexplored lands.

The exhibition retraces the story of the expedition, drawing a French audience into this little-known episode of the French presence in North America. Photographs of Matagorda Bay and explanations on the excavation of the wreck of *La Belle* will introduce visitors to the lethal outcome of La Salle's dreams.



**Rareté des Indes**

Louis Nicholas 1701

La pesche des sauvages

© Musée national de la Marine

10



Le contexte de son expédition sera décrit : un continent encore peu exploré et dont la configuration se révèle peu à peu à travers les progrès de sa cartographie, des rivalités entre nations européennes concurrentes...

Depuis le passage de La Salle à la cour de Versailles jusqu'à l'errance en baie de Matagorda, le voyage des colons est relaté de façon chronologique. L'histoire de ces hommes et de ces femmes, embarqués dans le rêve de s'établir en Louisiane, la traversée, les difficultés des Antilles, les contacts avec les autochtones, hostiles ou pacifiques, les objectifs et les moyens de cette entreprise coloniale, les naufrages et le calvaire du voyage de retour par voie terrestre seront détaillés.

L'assassinat de La Salle marque le début d'une légende qui s'écrira au rythme du développement de l'empire colonial français.

The background to his expedition will be described: a continent that was as yet relatively unexplored by Europeans, whose configuration was being gradually revealed thanks to advances in cartography, not to mention rivalry among competing European nations, and more.

From La Salle's visit to the French court in Versailles to his wanderings in Matagorda Bay, the story of the colonists' voyage is told chronologically. The story of these men and women, fired by the dream of settling in Louisiana, the ocean crossing, the difficulties in the Caribbean, the contact with indigenous peoples – sometimes peaceful, sometimes hostile –, the objectives and resources of this colonial undertaking, the shipwrecks and the ordeal of the overland return journey will be described in detail. The murder of La Salle marked the start of a legend that would grow in step with the expansion of France's colonial empire.

## La découverte d'une histoire fascinante

Le musée de la Marine propose ainsi de faire venir des États-Unis et pour la première fois en France une collection d'objets exceptionnels, enfouis pendant plus de 300 ans, qui témoignent d'une entreprise coloniale du XVIIe siècle. Celle-ci sera racontée à partir des sources manuscrites écrites de la main des survivants et des contemporains du voyage et de documents originaux qui éclairent le contexte de cette aventure.

Outre ces témoins directs, le propos de l'exposition s'appuiera sur des cartes d'époque et des instruments de navigation qui aideront le public à comprendre les difficultés de repérage en

mer, part importante de l'échec de l'expédition, tandis que des objets Amérindiens permettront d'évoquer les modes de vie des autochtones et les échanges avec les Européens. Dans cette optique, le musée nourrit également l'espoir de présenter l'extraordinaire série de tableaux de George Catlin (1796-1872) relatant les aventures de La Salle.

Ces problématiques de l'aventure, de la découverte, de la conquête et de la colonisation, seront une nouvelle fois traitées par le musée national de la Marine avec le souci de la rigueur historique, éclairée par les apports de l'archéologie et de l'anthropologie.

## The discovery of a fascinating story

The Musée National de la Marine will also bring a collection of remarkable artefacts from the United States, shown for the first time in France. These had lain undisturbed for over 300 years, and reveal much about 17th-century colonial undertakings. This part of the story will also be told through manuscript sources written by survivors and other contemporary travellers, along with original documents that throw light on the background to La Salle's venture. In addition to eye-witness accounts, the message of the exhibition will be illustrated by contemporary maps and navigation instruments, which will help visitors to understand the difficulties of finding one's

bearings at sea at the time, largely contributing to the expedition's failure. Native American artefacts will be used to illustrate the life styles of the indigenous peoples and their exchanges with Europeans. With this in view, the Museum is also hoping to be able to display the extraordinary series of paintings by George Catlin (1796-1872) detailing the adventures of La Salle.

These multiple questions of adventuring, exploration, conquest, and colonisation will be examined by the Musée National de la Marine with its customary emphasis on historical accuracy, illuminated by current research in archaeology and anthropology.



George Catlin (1796–1872) *Chief of the Taensa Indians Receiving La Salle. (Le chef des Indiens Taensa reçoit La Salle). 20 mars 1682, détail*  
1847-1848 Collection Paul Mellon, National Gallery of Art 1965.16.334 ©NGA Images





## MUSÉE NATIONAL DE LA MARINE

Palais de Chaillot  
17 place du Trocadéro  
75116 PARIS  
FRANCE  
Tél. +33 1 53 65 69 45  
[presse@musee-marine.fr](mailto:presse@musee-marine.fr)

[www.musee-marine.fr](http://www.musee-marine.fr)



Photo de couverture : George Catlin (1796-1872) *La Salle Taking Possession of the Land at the Mouth of the Arkansas*, (*La Salle prenant possession du territoire à l'embouchure de l'Arkansa*), 10 mars 1802.  
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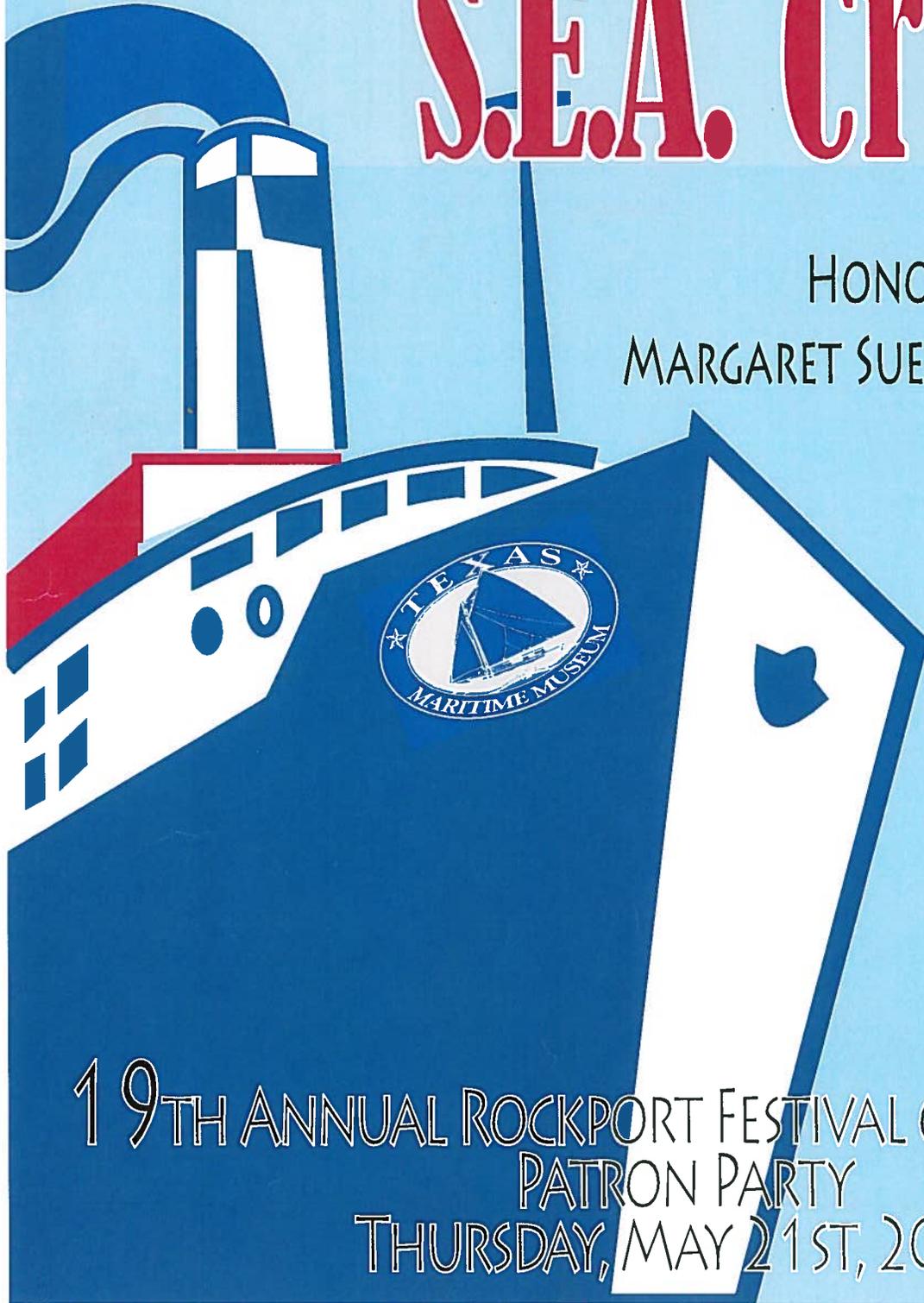
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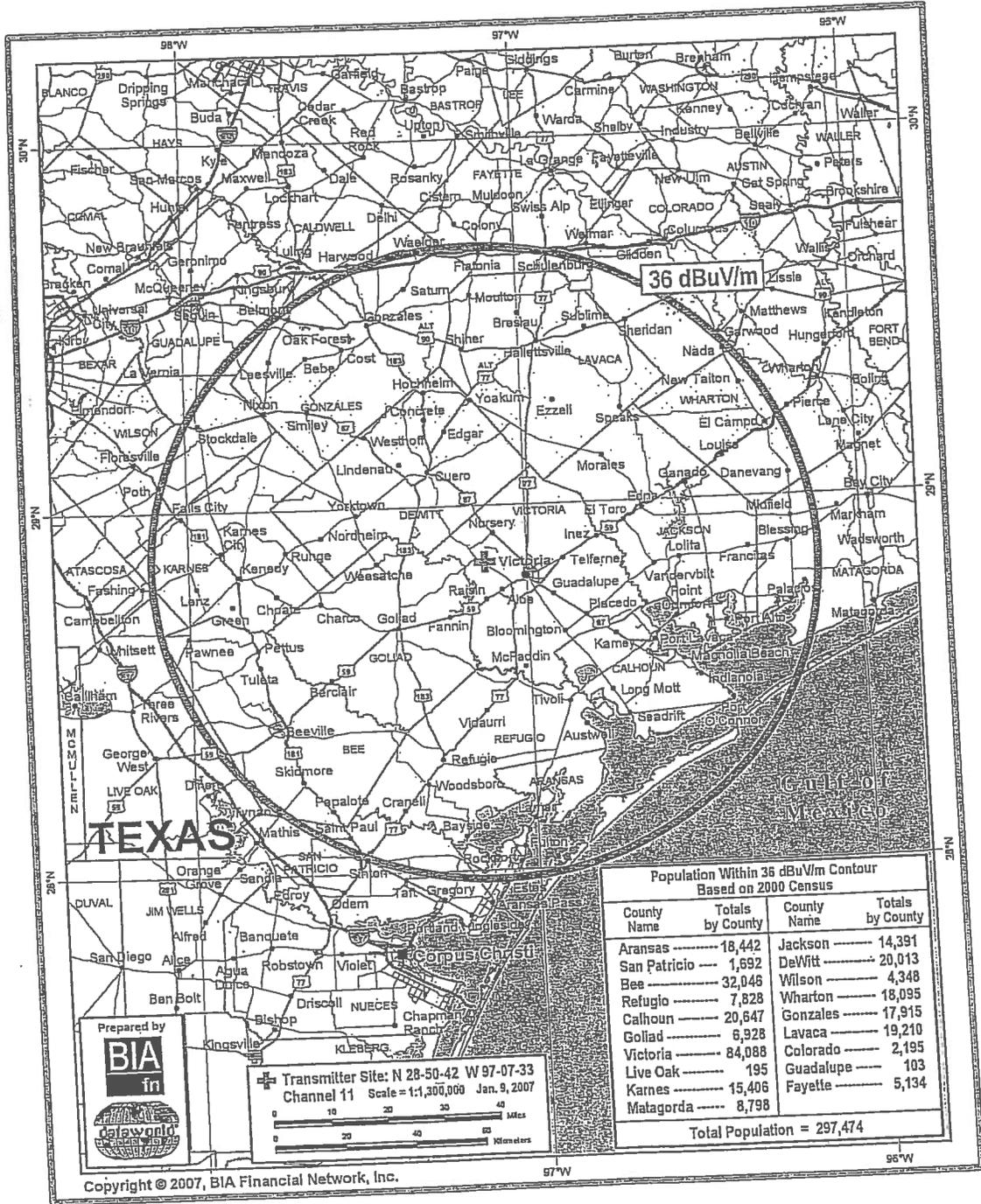


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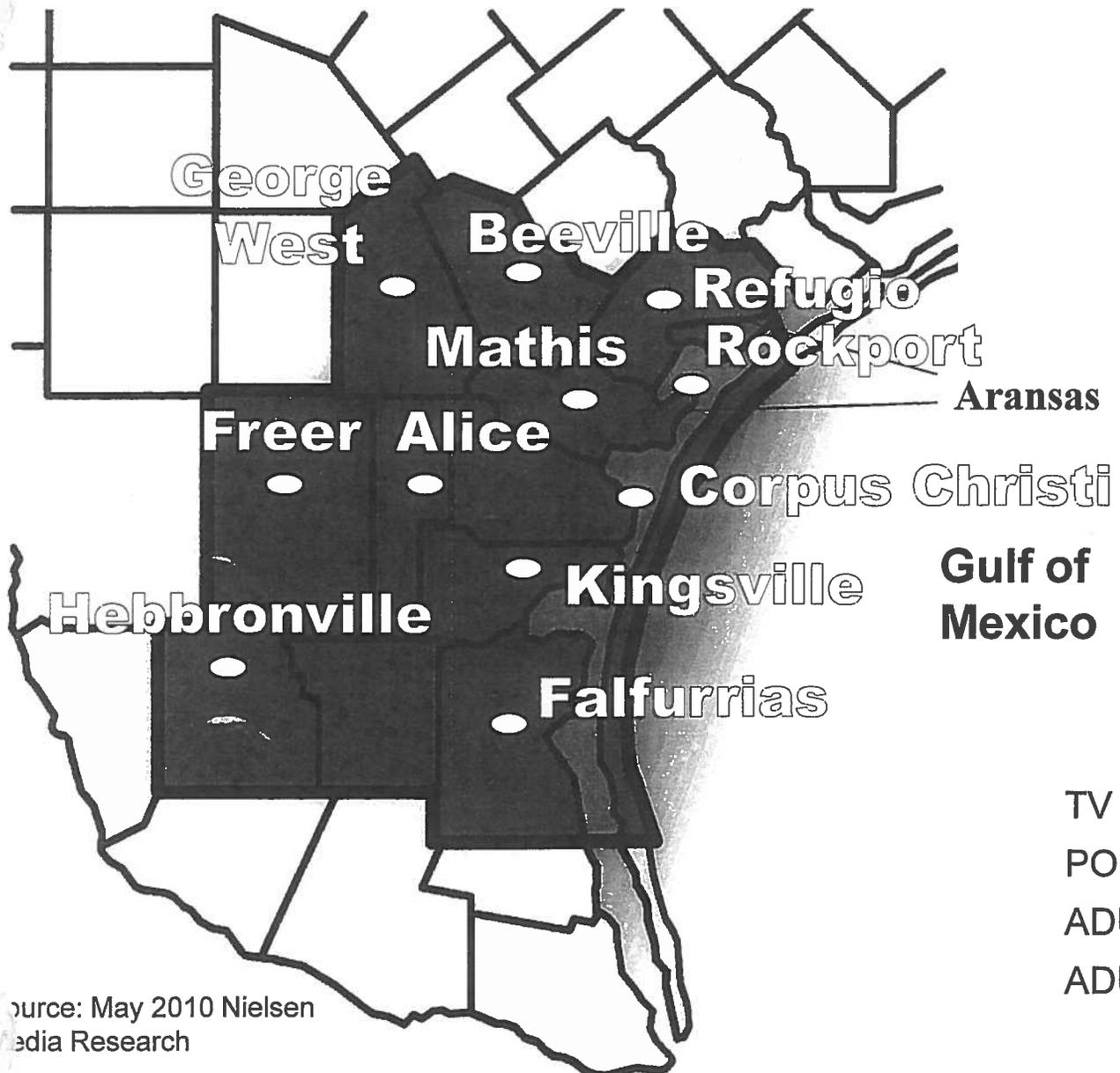
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Population Within 36 dBuV/m Contour  
Based on 2000 Census

| County Name  | Totals by County | County Name | Totals by County |
|--------------|------------------|-------------|------------------|
| Aransas      | 18,442           | Jackson     | 14,391           |
| San Patricio | 1,692            | DeWitt      | 20,013           |
| Bee          | 32,046           | Wilson      | 4,348            |
| Refugio      | 7,828            | Wharton     | 18,095           |
| Calhoun      | 20,647           | Gonzales    | 17,915           |
| Goliad       | 6,928            | Lavaca      | 19,210           |
| Victoria     | 84,088           | Colorado    | 2,195            |
| Live Oak     | 195              | Guadalupe   | 103              |
| Karnes       | 15,406           | Fayette     | 5,134            |
| Matagorda    | 8,798            |             |                  |

Total Population = 297,474



# Area Coverage Map

■ DMA

|                    |         |
|--------------------|---------|
| TV HOUSEHOLDS..... | 199,560 |
| POPULATION.....    | 556,200 |
| ADULTS 18-49.....  | 230,995 |
| ADULTS 25-54.....  | 211,000 |

Source: May 2010 Nielsen Media Research

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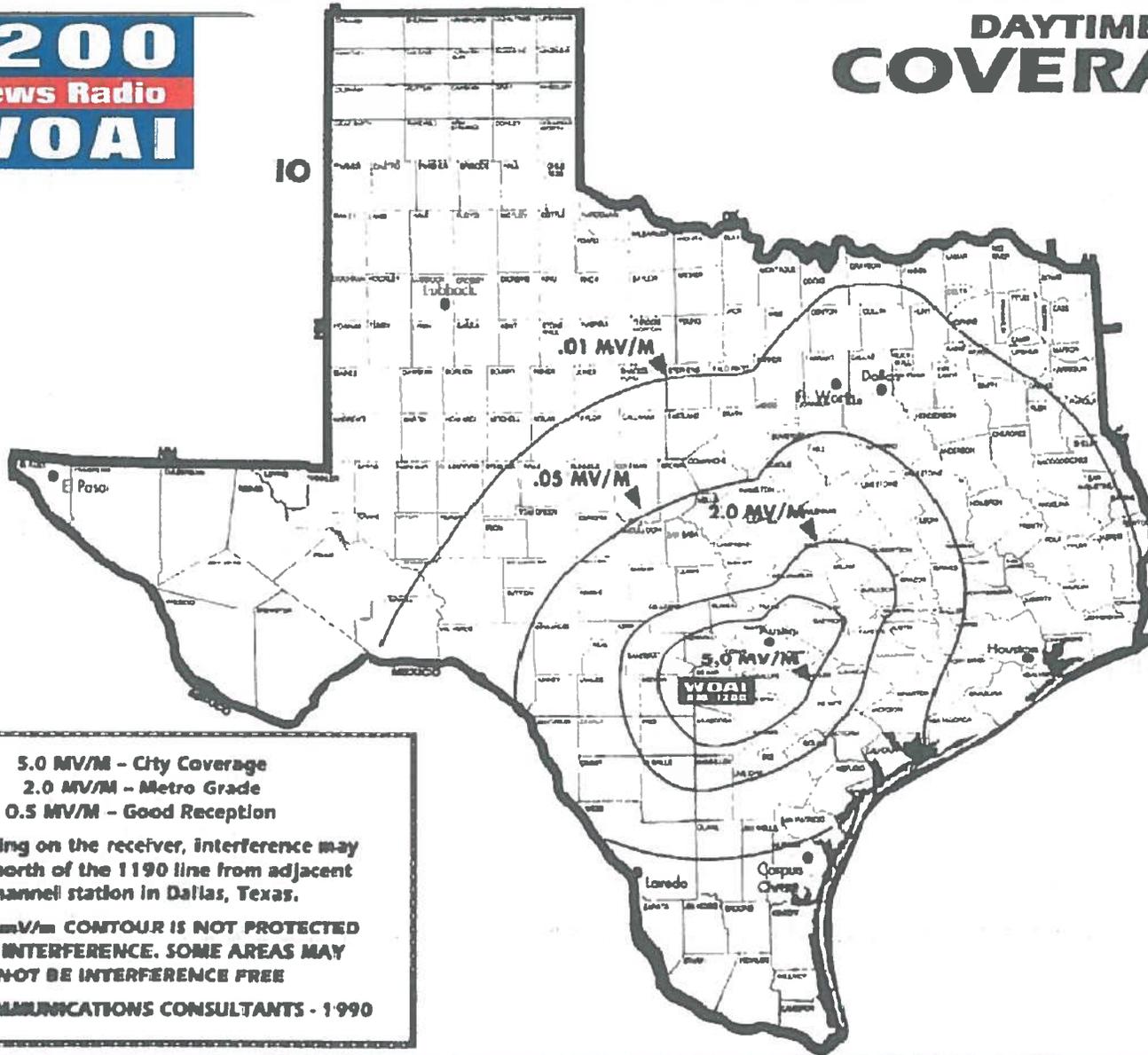
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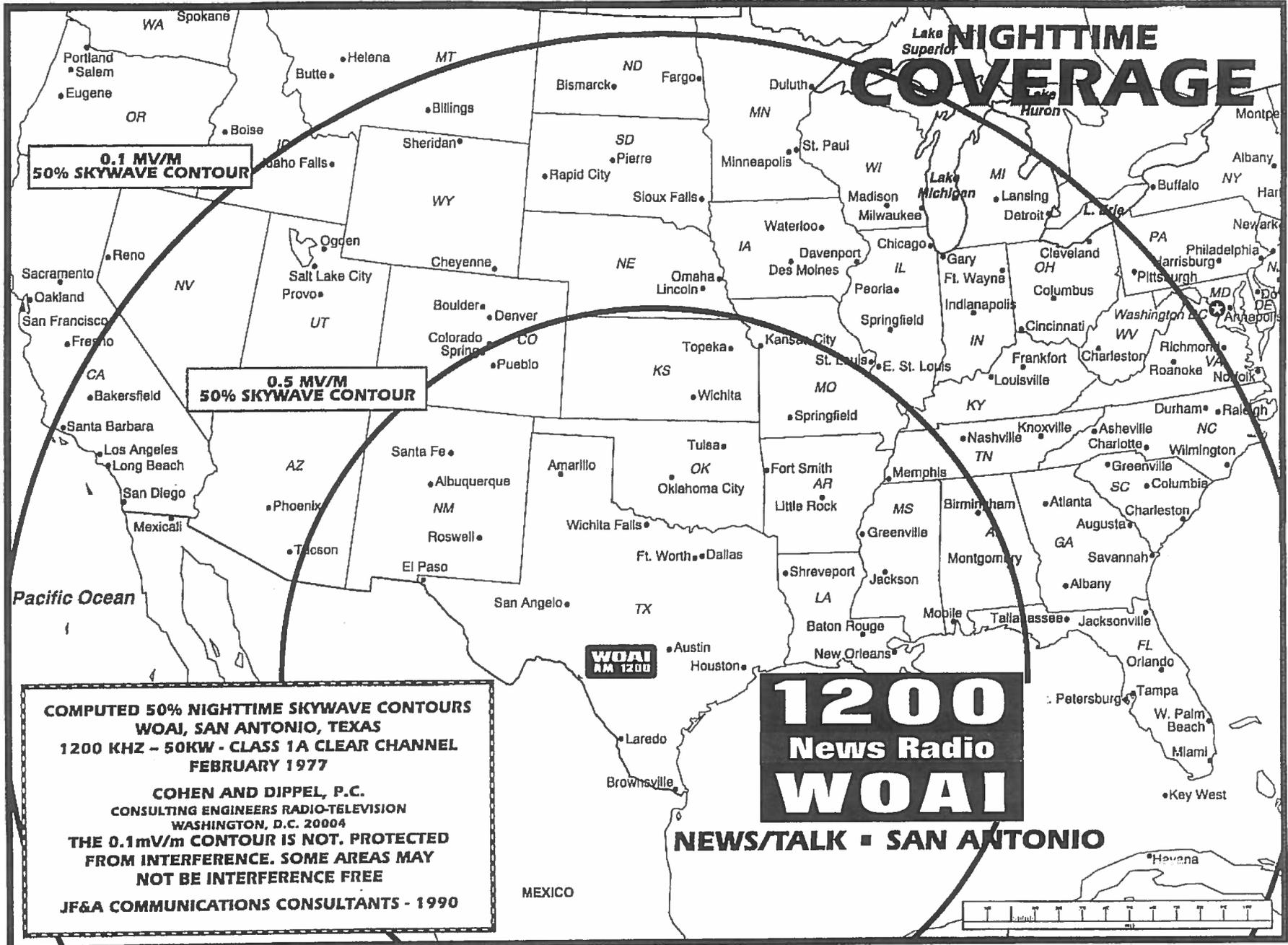


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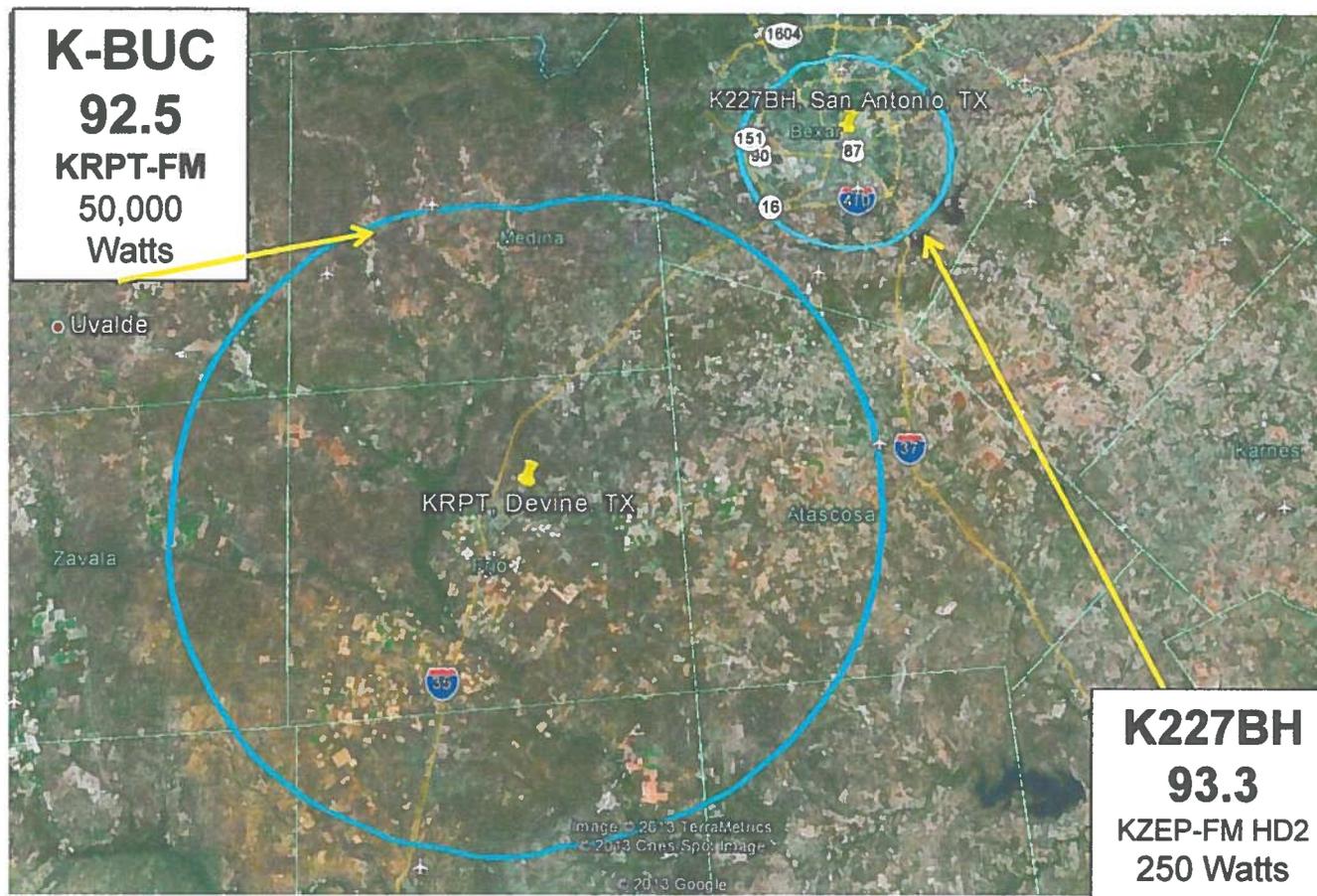
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