



TOWN COUNCIL SPECIAL MEETING - BUDGET WORKSHOP

Monday, August 26, 2024 at 9:00 AM
Fulton Council Chambers, 201 N. 7th Street

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIANCE – U.S. Flag and Texas Flag

OBSERVE A MOMENT OF SILENCE/PRAAYER

CITIZENS TO BE HEARD (PUBLIC FORUM)

Public participation is valued and at this time, comments limited to three (3) minutes will be taken from persons who have signed the Speaker's Card located on the table inside the Council Chambers and delivered to the City Secretary before the meeting begins. Written comments received by submission to the City Secretary in person or emailed to citysec@fultontexas.org by 3:00 p.m. on the day of the meeting, on any subject matter that is not on the agenda, will be read and summarized in the minutes of the meeting. Persons wishing to address the Council and who have registered using the Speaker's Card will have up to three (3) minutes to speak. In accordance with the Open Meetings Act, Council may not discuss or take action on any item that has not been posted on the agenda. While civil public criticism is not prohibited; disorderly conduct or disturbance of the peace as prohibited by law shall be cause for the chair to terminate the offender's time to speak.

ITEMS FOR CONSIDERATION

- 1.** Presentations and general discussion of Hotel Occupancy Tax (HOT) fund request from the Rockport-Fulton Chamber of Commerce.
- 2.** Presentations and general discussion of Hotel Occupancy Tax (HOT) fund request from the Aransas County Council on Aging.
- 3.** Presentations and general discussion of Hotel Occupancy Tax (HOT) fund request from the Texas Maritime Museum.
- 4.** Presentations and general discussion of Hotel Occupancy Tax (HOT) fund request from the Friends of Fulton Mansion.
- 5.** Presentation and general discussion of proposed FY 2024-25 Budget.

CLOSED SESSION

The Town Council may elect to go into closed session pursuant to Chapter 551, Government Code on any Agenda item where appropriate and particularly Sections 551.071 (consultation with attorney) and 551.074 (personnel matters), Government Code.

OPEN SESSION

Discuss/Approve/Disapprove any and all action necessary with regard to the preceding matter(s).

EXECUTIVE SESSION - PUBLIC NOTICE is given that the Town Council may elect to go into executive session at any time during the meeting in order to discuss any matters listed on the agenda when authorized by the Open Meetings Act, Chapter 551, Texas Government Code. If the Council elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the Mayor. The Council may deliberate and take action in open session on any issue that may be discussed in executive session.

ADJOURNMENT

NOTICE

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 361/729-5533 or by email at citysec@fultontexas.org for further information. Braille Is Not Available. The Town of Fulton reserves the right to convene into Closed Session under Government Code 551.071-551.074 and 551-086.

CERTIFICATION

I certify that the above notice of meeting was posted at Town Hall, 201 N. Seventh Street, Fulton, Texas, on Thursday, August 22, 2024, at 4:00 p.m., and at the U.S. Post Office located at 301 Cactus Street, Fulton, Texas. I further certify that the following News Media were properly notified of this meeting as stated above: The Rockport Pilot.

/S/ Stephanie Garcia, City Secretary

Application

Organization Information

Date: 5/20/2024

Name of Organization: Rockport-Fulton Chamber of Commerce and Visitor Center

Address: 319 Broadway St

City, State, Zip: Rockport, TX 78382

Contact Name: Shelly Stuart

Contact Phone Number: 361-729-6445 Contact E-Mail Address president@lrockport.org

Web Site Address for Event or Sponsoring Entity rockport-fulton.org

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

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

Purpose of your organization: To work in partnership with businesses, individuals, and government entities to promote commerce and tourism while enhancing the environment.

Name of Event, Project or Facility 2024-25 Marketing and Promotion Plan for Rockport-Fulton

Date of Event or Project: October 1, 2024 - September 30, 2025

Primary Location of Event or Project: Marketing our area as a tourism destination/R-F Chamber of Commerce and Visitor Center

Amount Requested: \$66,500

How will the funds be used: For purchasing, monitoring, modifying, and upgrading all forms of media to promote the Rockport-Fulton area. Forms of media to include: state tourism publications that focus on travel and the activities that would attract visitors to Rockport-Fulton. Maintaining a presence on statewide tourism websites, again promoting local events and activities. Digital marketing, TV in major proven feeder markets, billboards and social media.

Primary Purpose of Funded Activity/Facility: To put heads in beds while promoting/growing local businesses.

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

_____ Note Percentage of Staff Costs Covered by Hotel Occupancy Tax

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____

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. X \$66,500

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 most participants are tourists who substantially increase economic activity at hotels and motels within the Town 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 Town or county? _____

Please check all promotion 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 See Attached Worksheet

What areas does your advertising and promotion reach?
Houston, San Antonio, Austin, Dallas, and surrounding areas.

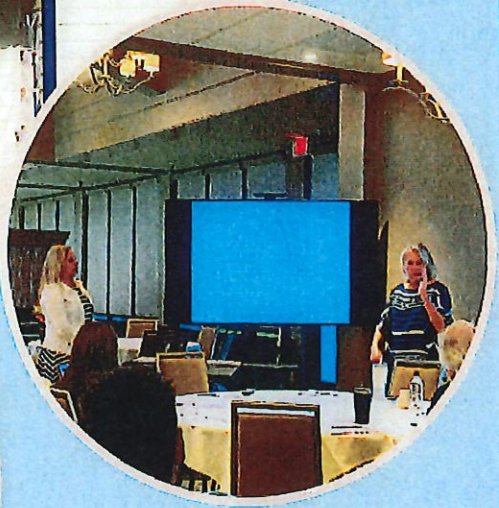
What number of individuals will your proposed marketing reach that are in another City or county?
42,662,196 total impressions

If a permanent facility (e.g. museum, visitor center)
Expected Attendance Monthly/Annually: 15,000

Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities:
86.99%

2024-2025 Marketing Plan

FIND YOURSELF IN
**ROCKPORT
FULTON**



Making Great Things Happen
- Together

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

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

The plan was approved by the Tourism Development Council (TDC) and submitted for approval to the Rockport-Fulton Chamber of Commerce Board of Directors.

This plan is set in motion for the fiscal year beginning October 1, 2024 and ending September 30, 2025, and includes advertising purchase for radio, TV, print, online, outdoor (billboards), Digital & Social Media. It also includes a public relations program and ongoing marketing research programs.

This marketing plan is designed to improve the overall success of how we sell the Visitor Center’s brand. To maintain relevance and effectiveness this plan should be reviewed and modified at least once a year or as needed.

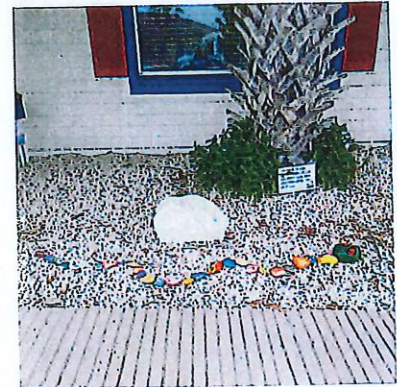
This comprehensive marketing strategy will showcase the unparalleled allure of Aransas County, inviting visitors to immerse themselves in its natural beauty, cultural richness, heritage sites, artistic endeavors, culinary delights, and outdoor adventures. Through a blend of digital, paid, earned media, and print campaigns, we aim to captivate and entice potential visitors to explore the multifaceted experiences awaiting them in Rockport-Fulton. Through the efforts of this marketing campaign we will unveil the treasures of Aransas County and invite the world to experience the magic of our coastal haven.





At the Rockport-Fulton Chamber of Commerce & Visitor Center, we recognize the significance of tourism as more than just an industry; it is a collaborative effort that thrives on the dedication and passion of many. Together, we drive economic growth and prosperity through tourism. We extend a warm invitation to both locals and tourists to embark on this exciting journey with us. Whether a business owner, a hospitality professional, or simply someone who appreciates the beauty of our destinations, involvement is crucial. Active participation in the tourism sector helps weave the fabric of unforgettable experiences for travelers. Skills, innovation, and dedication are vital in crafting welcoming atmospheres, showcasing cultural richness, and delivering exceptional service that goes above and beyond and we deliver on that. We are asking our community to join us in shaping the future of tourism and creating lasting memories for all who visit our region.

The Visitor Center is here to serve the visitors to the Rockport-Fulton area. It continues to be a very popular stopping place for tourists and locals alike. Annually, we serve just under 15,000 walk-in visitors. Visitors coming to the building continue to be amazed at what a beautiful addition it is to our area. The landscaping is geared towards attracting various species of birds, especially hummingbirds. Donated landscape glass rock has been added to allow for less overall maintenance. Another new addition to the Visitor Center has been Rickey the Rock Snake. This is a rock snake that we have requested both visitors and locals add a rock to Rickey and watch him grow. Rickey has continued to grow from day 1.



Our Charmers are a very important feature to the Visitor Center. They are volunteers who make all of our visitors feel welcome. They are ready to help make everyone's visit more interesting, and showcase the Rockport-Fulton area. We present them with an update on our community and calendar of events along with a monthly tour of the town and lunch in appreciation for their time and dedication.

Once inside the Visitor Center, guests spend time looking at the map room, our history timeline and the viewing panels. We often have people linger for a long time just taking in all the information.

Our gift shop continues to offer maps, postcards, caps and t-shirts and items on a regular basis. We are constantly on the lookout for brochures and items that will reflect our wonderful coastal home as well as promote our member businesses.

The Rockport-Fulton Chamber of Commerce & Visitor Center continues to stay up with the latest information and visitor wants.

- In March 2024, Target SA surveyed 1540 Bexar County residential households via an online methodology. The Target SA sample is stratified to accurately represent Bexar County's (San Antonio's) geo-demographic population characteristics.

- Rockport-Fulton Chamber of Commerce & Visitor Center has inserted custom questions in the survey for several years to better understand and track San Antonio consumer's travel patterns to the Rockport-Fulton area and the Texas Coast, and to track Rockport-Fulton's image as a tourism destination.

• Specific topics probed in the research include:

- When you think of leisure travel destinations or locations you might like to go to for a travel getaway or a family vacation, that is, destinations within a 3-hour drive of San Antonio, where would you think or choose to go? (Unaided)

- Incidence of actually traveling to Corpus Christi, South Padre Island, Port Aransas, North Padre Island, Mustang Island and Rockport-Fulton in the recent past (Aided)

- Image of Rockport-Fulton as a Texas coastal travel and tourism destination
 - (Open-ended)

- Likelihood to visit Rockport – Fulton in the near future
 - If likely to visit Rockport – Fulton: (Added in 2023)

- How many people usually make up your travel party to Rockport – Fulton?

- How many nights do you typically spend on a trip to Rockport – Fulton?

With the assistance of Scott Joslove, President/CEO - Texas Hotel Lodging Association, we were able to create a pretty accurate “Heads in Beds Calculation” formula for calculations is as follows:

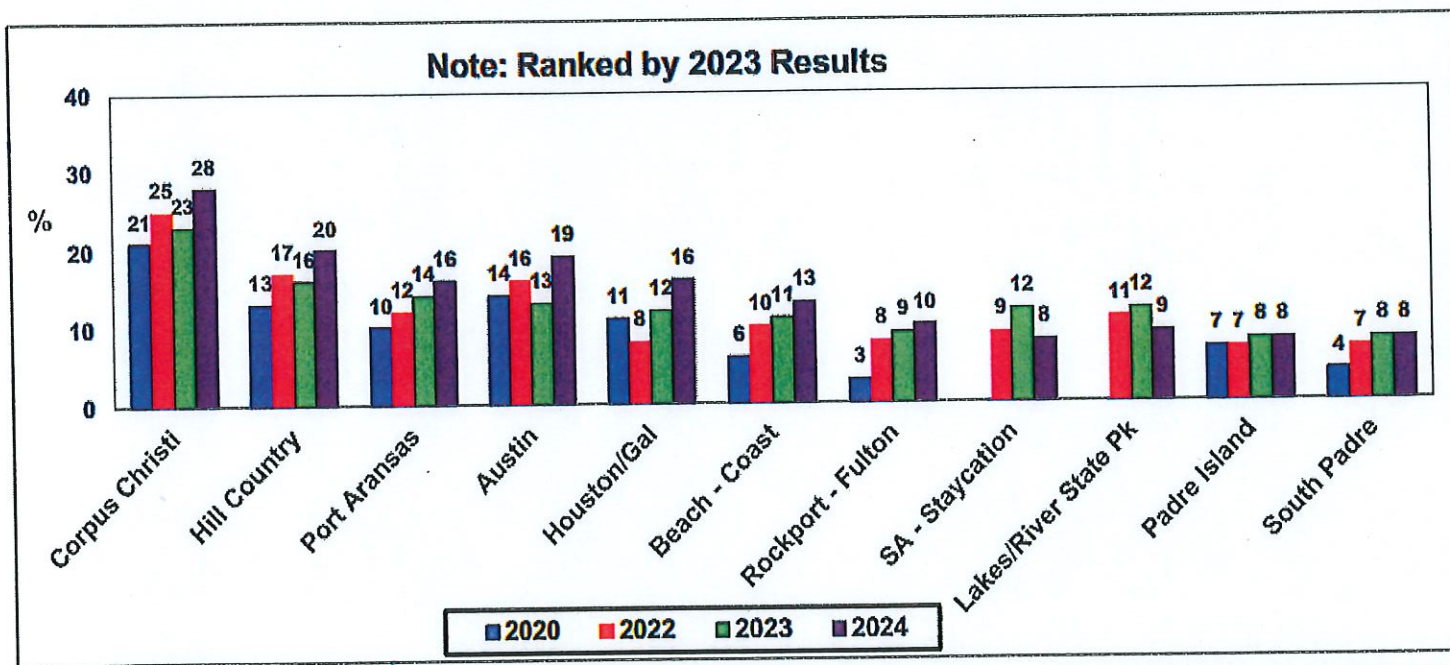
Heads in Beds Calculation	
Use Rockport-Fulton Number of Hotel Rooms as Base	
1. Number of Hotel Rooms in Rockport-Fulton (Source: Texas Comp)	1975
2. Number of Nights in Quarter (Sample: 4Q 2022 (Oct. - Dec.))	92
3. Available Room Nights to Sell in Rockport-Fulton (1 * 2)	181,700
4. Rockport-Fulton Hotel Occupancy (Estimated by Source Strategies)	45.20%
5. Rockport-Fulton Rooms Nights Sold (3 * 4)	82,128
6. Number of Visitors in Each Room (Size of Party Assumption)	1.9
7. Number of Rockport-Fulton Hotel-Based Visitors (5 * 6)	156,044
8. Average Number of Nights Spent in Rockport-Fulton (Assumption)	4
9. Number of “Heads in Beds” Rockport-Fulton (7 * 8)	624,176

KEY FINDINGS 2023 SAN ANTONIO CONSUMERS

- San Antonio consumers were asked to type in which leisure travel destination or location they might want to travel to for a getaway or family vacation within a 3-hour drive of San Antonio:
 - Beach destinations continue to dominate overall, with the percentages for Corpus Christi, Port Aransas, Rockport – Fulton, and general Beach destination increasing
 - Responses for Rockport – Fulton have steadily increased (from 3% in 2020 to 10% in 2024) as a preferred destination over the past three years
 - Incidence of mentioning both North and South Padre have leveled
 - References to the Hill Country and Austin are both about 20%
 - San Antonio Stay-cation and Lakes/Rivers/State Parks have declined
- Consumers were presented with a list of coastal places and asked to indicate which they have actually traveled to in the past year:
 - Rockport Fulton has continued to stair step up, now at 18% (doubled since 2019)
 - All Texas Gulf beach destinations have increased
 - South Padre and Port Aransas are now up to the low to mid 30s
- The likelihood to visit Rockport-Fulton continues to stair-step upward from previous years. When asked their likelihood to travel to Rockport – Fulton in the near future, 72% in 2024 are positively predisposed to visit the Rockport – Fulton area (as compared to 69% last year and 65% the previous year), with 32% indicating they are "very likely" to consider traveling to Rockport – Fulton and another 40% "somewhat likely."
 - The overall party size averaged 3.4 persons, with the vast majority of the travel parties consisting of 3-4 (42%) or 1-2 (36%) travelers.
 - The overall average length of stay in Rockport – Fulton is 2.7 nights with the most (40%) staying 2 nights and another 25% staying 3 nights
- Consumers were asked to describe their image of Rockport-Fulton as a Texas coastal travel and tourism destination:
 - Generally positive responses were provided about Rockport – Fulton and increased versus last year:
 - Good/Nice/Like/Beautiful/Picturesque/Ambiance/Relaxing overall with specific references to fishing, beach, family destination, seafood, would like to go, and heard/saw an ad
 - About 1% to 3% describe festivals, birding, history/museum/culture, pier, bike path, live music, shopping among their images of Rockport - Fulton
 - Minimal negatives were expressed about Rockport – Fulton

DESTINATIONS SAN ANTONIANS WOULD THINK TO TRAVEL TO WITHIN A 3-HOUR DRIVE OF SAN ANTONIO (UNAIDED)

- San Antonio consumers were asked to type in which leisure travel destination or location they might want to travel to for a getaway or family vacation within a 3-hour drive of San Antonio:
 - Beach destinations continue to dominate overall, with the percentages for Corpus Christi, Port Aransas, Rockport – Fulton, and general beach destinations increasing.
 - Both North and South Padre have leveled
 - Responses for Rockport – Fulton have steadily increased (from 3% in 2020 to 10% in 2024) as a preferred destination over the past three years
 - References to the Hill Country and Austin are both about 20% • San Antonio Stay-Cation and Lakes and Rivers/State Parks have declined

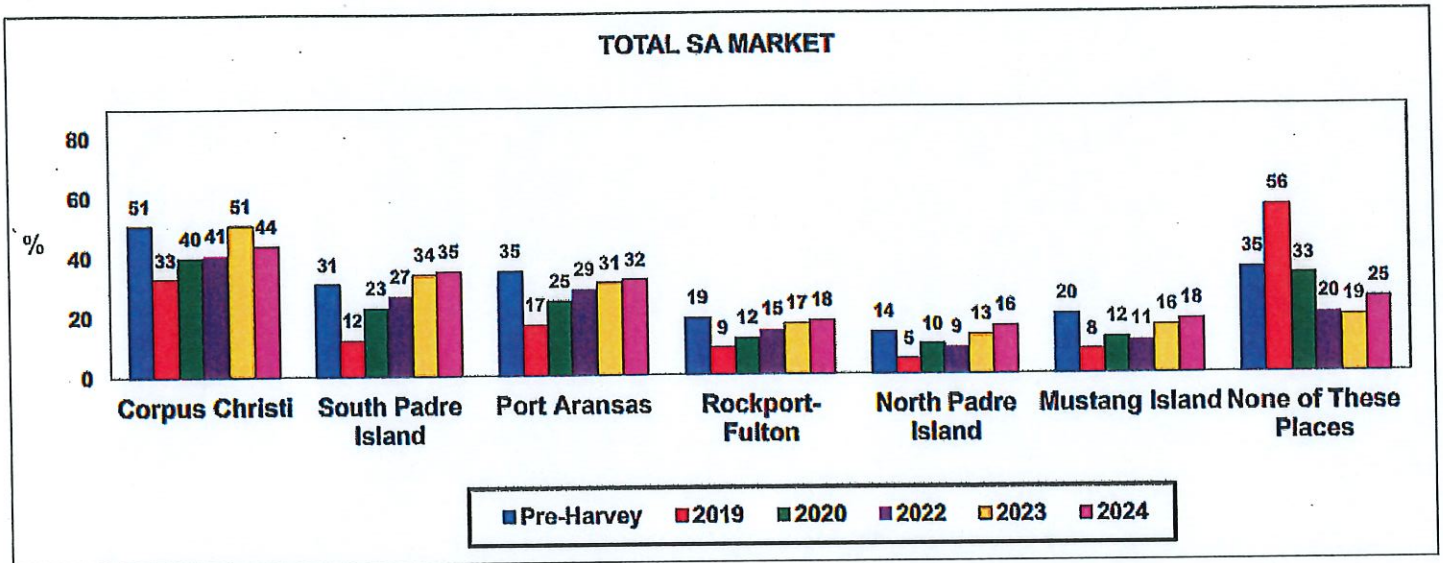


Target SA Spring 2024

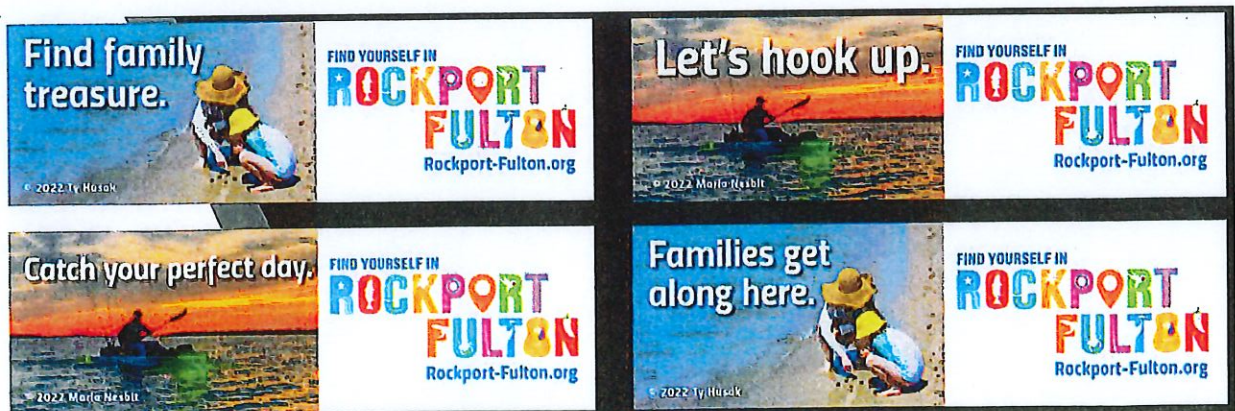


COASTAL DESTINATIONS SAN ANTONIANS HAVE TRAVELED TO

- Consumers were presented with a list of coastal places and asked to indicate which they have actually traveled to in the past year:
 - All Texas Gulf beach destinations have increased
 - South Padre and Port Aransas are now up to the low to mid 30s
 - Rockport Fulton has continued to stair step up, now at 18% (doubled since 2019)



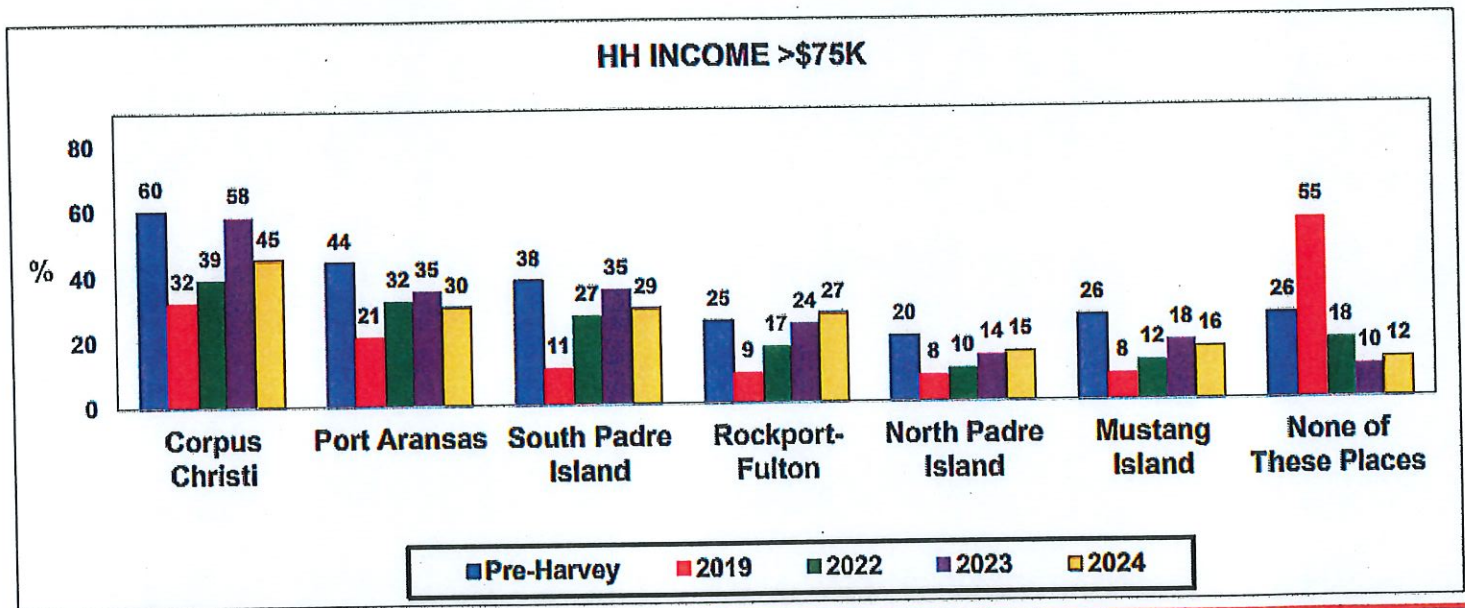
Target SA Spring 2024



COASTAL DESTINATIONS SAN ANTONIANS HAVE TRAVELED TO (BASE = HH INCOME >\$75K)

High income San Antonio consumers (HH Inc \$75K+) were presented with a list of places to choose from relative to travel before Harvey, and again each year since.

- Rockport-Fulton: 25% of higher income households claim to have visited Rockport-Fulton pre-harvey, and after declining to 9% post-Harvey, incidence of visitation has surpassed pre-harvey levels (27%)
- Corpus Christi: Declined from 2023 (58%) to 45% in 2024
- Port Aransas: Travel is averaging in the low to mid 30s
- North Padre: Slowly stair-stepping up, now at 15%
- Mustang Island: The percentages are very similar to the data for North Padre (16%)
- South Padre Island: A significant 38% had visited South Padre before the storm. The percentage for 2024 is at 29%

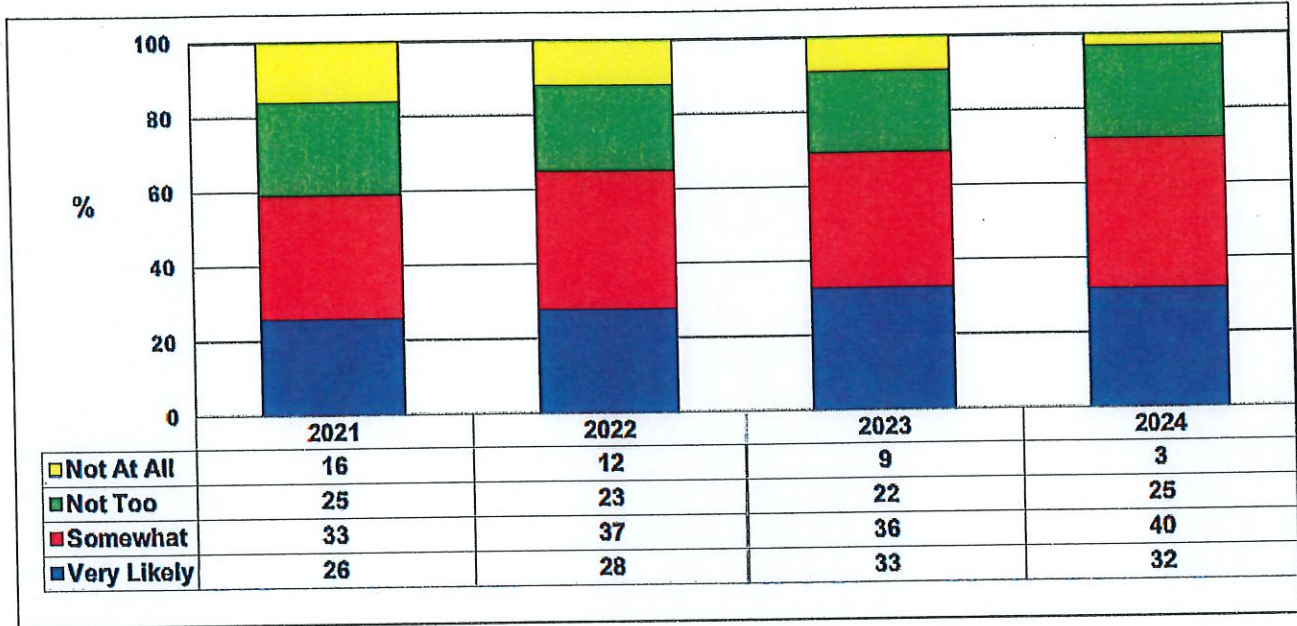


LIKELIHOOD TO TRAVEL TO ROCKPORT – FULTON IN NEAR FUTURE – TRENDS

Item 1.

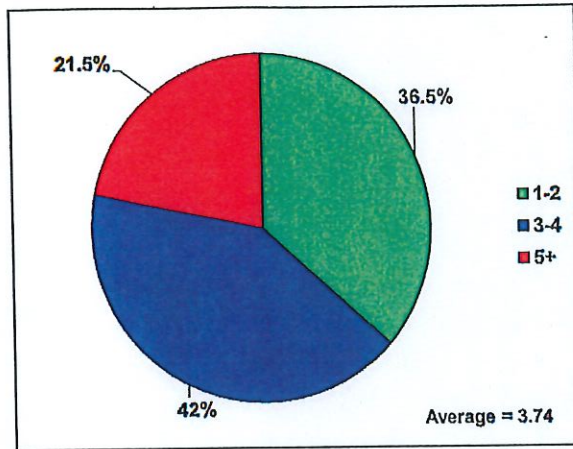
- When asked their likelihood to travel to Rockport – Fulton in the near future, 72% in 2024 are positively predisposed (as compared to 69% last year and 65% the previous year), with 32% indicating they are "very likely" to consider traveling to Rockport – Fulton and another 40% "somewhat likely."

- The positive likelihood to visit Rockport-Fulton continues to stair-step upward



SIZE OF PARTY WHEN LIKELY TO TRAVEL TO ROCKPORT – FULTON (BASE = THOSE VERY OR SOMEWHAT LIKELY TO TRAVEL TO ROCKPORT – FULTON)

- The 72% of San Antonians reporting they are likely to travel to Rockport – Fulton were further asked the typical size of party when traveling to Rockport – Fulton
 - The overall average party size was 3.4 persons, with the vast majority of the travel parties consisting of 3-4 people (42%)
 - The average party size originating from San Antonio declined slightly in 2024 (3.4 persons per party) vs. 2023 (3.7 per party)

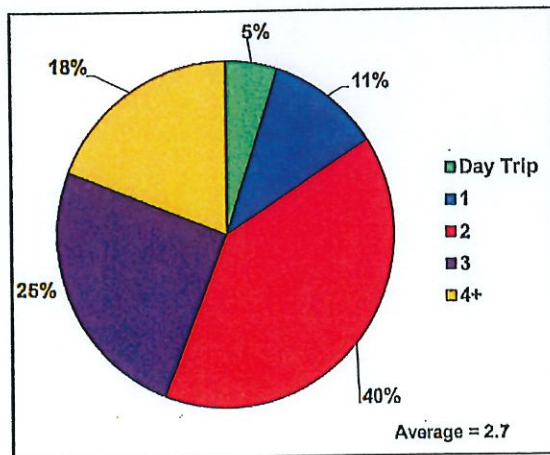


SIZE OF PARTY IN R-F	
1-2	36.5%
3-4	42.0%
5+	21.5%
AVG.	3.4

BASE = Those "Very" or "Somewhat" Likely to Travel to Rockport – Fulton

NUMBER OF NIGHTS TYPICALLY SPENT WHEN TRAVELING TO ROCKPORT – FULTON (BASE = THOSE VERY OF SOMEWHAT LIKELY TO TRAVEL TO ROCKPORT – FULTON)

- The vast majority of San Antonians likely to visit Rockport – Fulton claim they stay two nights (40%) or three nights (25%). A smaller minority stay 1 night (11%). About 9% each stay 4 or 5 nights
- 5% indicated they go to Rockport-Fulton for the day while staying elsewhere
 - The overall average length of stay in Rockport – Fulton is 2.7 nights, down slightly from 2023 (2.9 nights)



NIGHTS SPEND IN R-F	
	%
Day Trip	5.0%
1	11.0%
2	40.0%
3	25.0%
4	8.0%
5+	11.0%
AVG # NIGHTS	2.7

BASE = Those "Very" or "Somewhat" Likely to Travel to Rockport – Fulton

DEMOGRAPHICS – TOTAL MARKET TRAVELED TO THE DESTINATION PRE-HARVEY & 2024 WAVE

	Corpus Christi		Rockport		Port Aransas		South Padre Island	
	Pre %	2024 %	Pre %	2024 %	Pre %	2024 %	Pre %	2024 %
GENDER								
Primary	Female	Female	Female	Female	Female	Female	Female	Female
Secondary	Male	Male	Male	Male	Male	Male	Male	Male
AGE								
Primary	18-34	18-44	50+	18-54	35+	18-49	18-49	Equal
Secondary	35+	45+	18-49	55+	18-34	50+	50+	Across All
MARITAL								
Primary	Married	Married	Married	Married	Married	Married	Married	Married
Secondary	Single	Single	Single	Single	Single	Single	Single	Single
EDUCATION								
Primary	SC+	SC+	SC+	CG+	SG+	CG+	SC+	CG+
Secondary	HSG	HSG	HSG	HSG/SC	HSG	HSG/SC	HSG	HSG/SC
HH INC								
Primary	\$50K+	\$75K+	\$50K+	\$75K+	<\$75K	\$50K+	<\$75K	\$75K+
Secondary	<\$50K	<\$75K	<\$50K	<\$75K	\$75K+	<\$50K	\$75K+	<\$75K
ETHNICITY								
Primary	Anglo	Anglo	Anglo	Anglo	Anglo	Anglo	Ang/His	Ang/His
Secondary	Hispanic	Hispanic	Hispanic	Hispanic	Hispanic	Hispanic	Other	Other
AREA								
Primary	NE/NC	NE/NC	NE/NC	NC/NE/SS	NE/NC	NE/NC	NE/NC	NC/NE/SS
Secondary	NW/SS	NW/SS	NW/SS	NW	NW	NW/SS	NW/SS	NW

LEGEND:
EDUCATION: CG = College Grad, SC = Some College, HSG = High School Grad
ETHNICITY: Other = African American and Asian
AREA WITHIN BEXAR COUNTY: NE = Northeast, NC = North Central, NW = Northwest, SS = Southside (See Map in Appendix)

IMAGE OF ROCKPORT – FULTON - TRENDS (UNAIDED)

- Consumers were asked to describe their image of Rockport-Fulton as a Texas coastal travel and tourism destination.
- Generally positive responses were provided about Rockport – Fulton and increased versus last year:
 - Good/Nice/Like/Beautiful/Picturesque/Ambiance/Relaxing overall with specific references to fishing, beach, family destination, seafood, would like to go, and heard/saw an ad
 - About 1% to 3% describe festivals, birding, history/museum/culture, pier, bike path, live music, shopping among their images of Rockport - Fulton

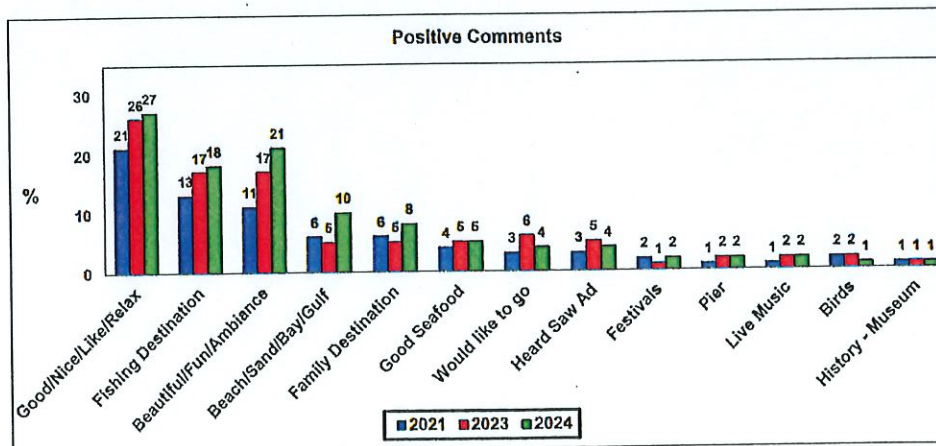


IMAGE OF ROCKPORT-FULTON AS A TEXAS COASTAL DESTINATION WORD CLOUD (FULL VERBATIMS PROVIDED SEPARATELY)

Item 1.

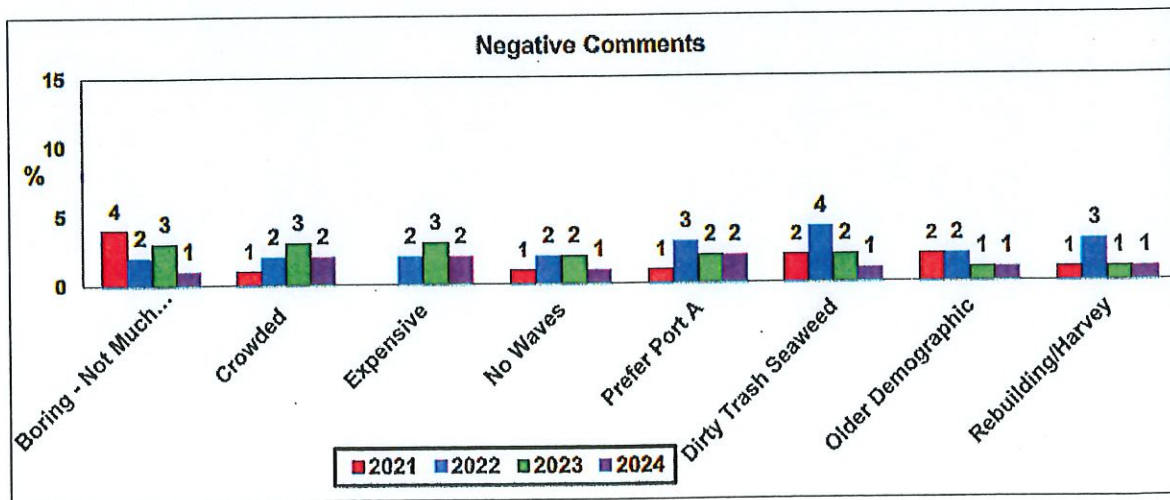


TRENDS IN NEGATIVE IMAGES OF ROCKPORT – FULTON (UNAIDED)

• Consumers were asked to describe their image of Rockport-Fulton as a Texas coastal travel and tourism destination:

• While the vast majority of the comments were positive, consumers did provide a few negative responses. The negative responses are not significant, and many have declined over time.

- Boring – not much to do
- Crowded (slight increases annually)
- Expensive (slight increase)
- No waves
- Prefer Port A
- Dirty/Trash/Seaweed
- Older demographic
- Still rebuilding - Harvey



COMMUNITY COLLABORATION

Item 1.

By pooling our collective knowledge, experiences, and resources, we can overcome challenges, capitalize on opportunities, and collectively work towards a shared vision of a thriving tourism industry that benefits everyone involved. Together, we can attract more visitors, create memorable experiences, and ultimately contribute to the sustainable growth and prosperity of our community.

In today's fast-paced world, it's easy to get caught up in our own lives and forget the importance of community collaboration. However, working together to make a community stronger is crucial for several reasons. Firstly, collaboration allows us to pool our resources and share our expertise. This means that we can achieve more together than we ever could alone.

Secondly, community collaboration can help build trust and foster a sense of belonging among community members. When we work together towards a common goal, we create a shared sense of purpose which can help to strengthen relationships and create a greater sense of community cohesion.

Thirdly, community collaboration can help to address complex social problems that cannot be solved by individuals or small groups alone. By working together, we can bring diverse perspectives to the table and develop more effective solutions that benefit everyone.

In conclusion, community collaboration is vital for creating a strong and cohesive community. By joining hands and working together, we can achieve great things and make our community a better place for everyone.

Our goals towards creating a community partnership include:

1. Building trust & mutual understanding
2. Fostering meaningful relationships
3. Collaborating to create positive change

We are excited about the potential of our community partnerships and look forward to working together to create a brighter future for all.



TEXAS LODGING INDUSTRY PERFORMANCE

First Quarter 2024

(Three Months Ending March 31, 2024)

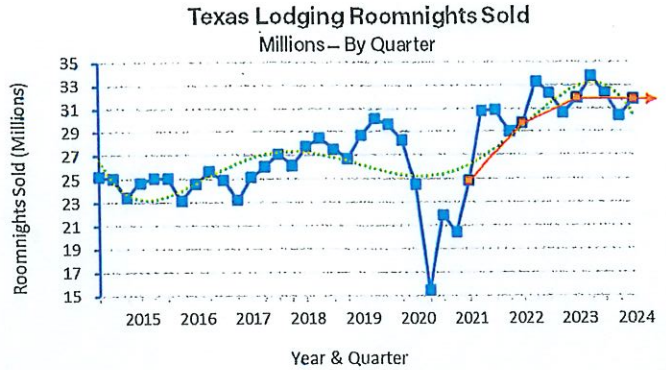
First Quarter 2024 Lodging Revenues Rose Slightly from Q1 2023, Powered by the Texas Energy Sector.

Texas lodging industry statewide revenues exceeded \$3.93 billion in the First Quarter of 2024, 1.8% higher than Q1 2023. Hotel and motel revenues approached \$3.44 billion in the quarter, 1.4% higher than the same period last year, while alternative lodging revenues hit \$496 million, 5% above Q1 2023.

The Odessa metro continues to have the largest percentage increase in revenues, up 16.4% in the quarter, followed by Wichita Falls (up 14.7%) and Beaumont-Port Arthur (up 12.7%).

Compared to First Quarter 2023, Q1 2024 revenues rose 4.5% in Texas' top 100 Oil & Gas producing counties, well ahead of the balance of the state that saw revenues slip 0.1%.

Annual Revenue Recap: Lodging room revenues rose 6.9% in calendar year 2023, compared to 25.1% in 2022 and a 59.9% increase in 2021 after 2020's disastrous Covid-related 40.8% drop. Revenue growth was 4% in pre-pandemic 2019.

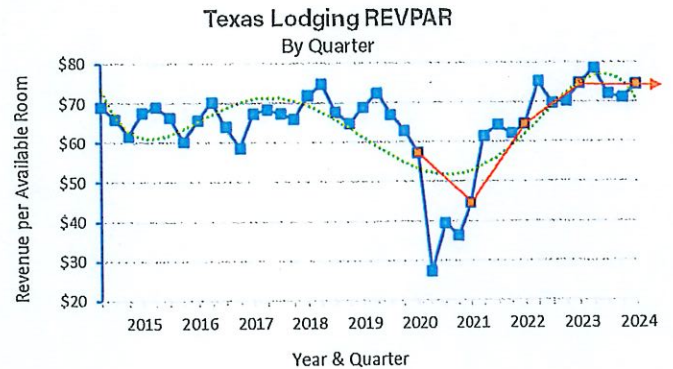
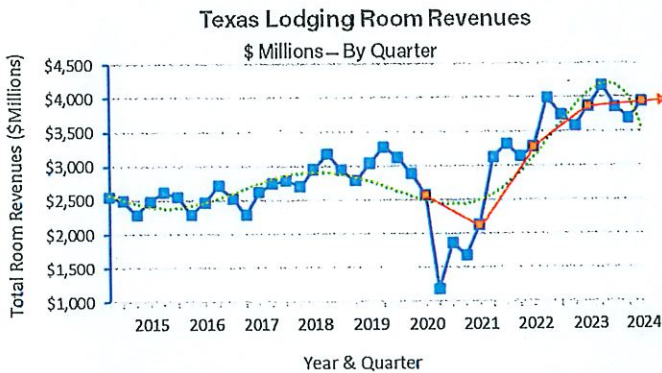


Slight REVPAR Contraction in Q1 2024

Revenue Per Available Room (REVPAR) dipped 0.2% from Q1 2023 to \$74.40 for the overall lodging industry statewide. This was 8% above First Quarter 2019's REVPAR of \$68.88.

REVPAR for the average hotel property was \$77.64 for the quarter, 0.1% below Q1 2023 and 11% above the pre-pandemic First Quarter 2019.

Annual REVPAR Recap: REVPAR in Texas averaged \$74.07 in 2023. REVPAR averaged \$69.86 in 2022 and \$57.62 in 2021. Statewide REVPAR was only \$39.50 in the pandemic year of 2020, and \$68.84 in 2019.



Demand Dropped 0.4% in First Quarter 2024

First Quarter demand for lodging (as measured by room-nights sold) fell 0.4% from Q1 2023. This demand level was 10.7% over pre-pandemic Q1 2019. The Oil & Gas producing counties experienced a demand increase of 0.7% quarter-over-quarter (13.1% higher than Q1 2019). Demand fell 1.2% in the balance of Texas, but was still 8.7% over First Quarter 2019.

Annual Demand Recap: Statewide demand rose 1.8% in 2023. Demand rose 8.9% in 2022, and 38.4% in 2021 after falling 27.5% in 2020, the worst year of demand losses we have seen in over 30 years tracking the Texas lodging industry. In 2019 real demand increased 4.4%.

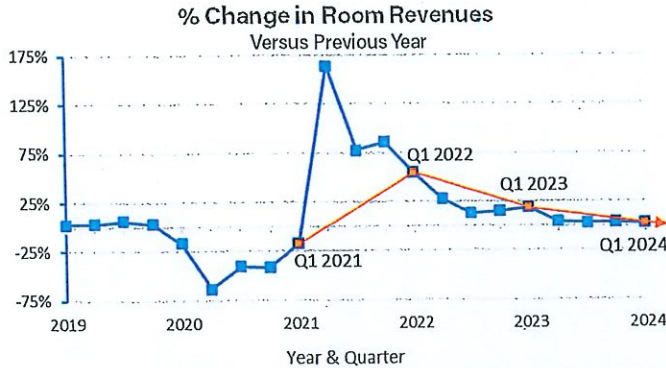
First Quarter 2024 Occupancy was 60.1%

Statewide First Quarter occupancy of 60.1% was 2.3% (1.4 points) lower than Q1 2023, and 7.7% (5 points) below First Quarter 2019.

Annual Occupancy Recap: Texas annual occupancy was 61% in 2023, up half a point from 2022's 60.5% and nearly three points higher than 2021's 57.7%. Statewide occupancy was 46.1% in 2020 and 64.6% in 2019.

Changes vs Year Ago

Statewide lodging revenues in First Quarter 2024 rose 1.8% compared to Q4 2023. Rates increased 2.2%, real demand slipped 0.4%, and net room supply rose 2%. Occupancy fell 2.3% quarter-over-quarter while REVPAR declined 0.2%. Compared to Fourth Quarter 2019, total lodging revenues rose 29.4%, demand rose 10.7%, supply rose 19.8%, occupancy fell 7.7%, rates rose 16.9% and REVPAR rose 8%.



Year	Room Supply	Room Rev \$	Rooms Sold	% OCC	\$ ADR	\$ RVPR
2019	4.2%	4.0%	4.4%	-0.8%	-0.4%	-1.2%
2020	0%	-40.8%	-27.5%	-28.7%	-19.5%	-42.6%
2021	10.5%	59.9%	38.4%	25.2%	16.5%	45.9%
2022	4.2%	25.1%	8.9%	4.9%	15.6%	21.2%
2023	0.9%	6.9%	1.8%	0.9%	5.1%	6.0%
Q1 24	2.0%	1.8%	-0.4%	-2.3%	2.2%	-0.2%

Energy Sector Revenue Stays Strong!

First Quarter 2024 lodging revenues rose 4.5% in the Oil & Gas producing areas of the state, accounting for 42% of the Texas lodging market. Supply rose 2.1% versus Q1 2023 while demand increased 0.7% and rates inflated 3.9%. Occupancy was 59.9% in the First Quarter of 2024, down from 60.8% a year ago. Energy

First Quarter 2024	Revenues (000s)				First Quarter 2024 Metrics			Changes vs 2019		
	% Market	Q1 2023	Q1 2024	Change vs Q1 2023	Q1 2024 % Occ	Q1 2024 \$ ADR	Q1 2024 REVPAR	Occ Change vs Q1 2019	ADR Change vs Q1 2019	REVPAR Change vs Q1 2019
Dallas	19.9%	\$761,050	\$783,436	2.9%	62.4%	\$131.26	\$81.91	-10.6%	20.5%	7.8%
Fort Worth-Arlington	9.2%	\$357,665	\$362,846	1.4%	62.3%	\$135.84	\$84.63	-8.9%	21.2%	10.4%
Houston Metro	20.5%	\$757,780	\$807,753	6.6%	60.6%	\$122.69	\$74.35	-1.3%	14.3%	12.8%
Austin-Round Rock	15.2%	\$625,503	\$597,261	-4.5%	64.1%	\$173.90	\$111.47	-10.2%	19.7%	7.5%
San Antonio	10.4%	\$411,981	\$410,088	-0.5%	60.9%	\$130.49	\$79.47	-8.7%	13.1%	3.2%
Non-Metro Areas	7.7%	\$295,743	\$304,028	2.8%	55.0%	\$94.86	\$52.17	-9.1%	15.6%	5.1%
Corpus Christi	2.1%	\$85,363	\$83,988	-1.6%	52.2%	\$107.44	\$56.08	-8.3%	16.1%	6.5%
El Paso	1.8%	\$75,122	\$71,569	-4.7%	60.5%	\$105.15	\$63.62	-15.5%	29.3%	9.2%
Midland & Odessa	2.0%	\$74,093	\$79,704	7.6%	63.5%	\$96.29	\$61.10	-12.5%	-26.4%	-35.7%
Balance of Texas	11.0%	\$418,844	\$432,388	3.2%	56.7%	\$94.15	\$53.39	-6.8%	24.6%	16.1%
Total State of Texas	100%	\$3,863,144	\$3,933,061	1.8%	60.1%	\$123.74	\$74.37	-7.7%	16.9%	8.0%

sector REVPAR of \$67.85 was 2.4% higher than Q1 2023.

Item 1.

Revenues in the balance of Texas fell 0.1% with demand declining 1.2% quarter-over-quarter. ADR rose 1.1% and occupancy in these areas was 60.3%, nearly two points lower than Q1 2023. First Quarter REVPAR was \$80.04, 1.9% below Q1 2023, in these areas that made up 58% of the state market.

Oil & Gas Areas See Slight Demand Bump.

More than 14.65 million room-nights were sold in the top 100 oil & gas producing Texas counties, 0.7% over Q1 2023, and 13.1% higher than the same period in 2019. Room supply rose 2.1%.

First Quarter 2024	Room Nights	Room Revenues
OIL & GAS COUNTIES*	0.7%	4.5%
BALANCE OF TEXAS	-1.2%	-0.1%

*Includes Harris & Tarrant Counties

Q1 2024 Relative Metro Performance

The Houston Metro's recovery continues with a strong performance in Q1 2024 as revenues beat the year-ago quarter by 6.6%. Dallas and Fort Worth also noted revenue increase. San Antonio noted revenues fall 0.5%, while Austin-Round Rock had a 4.5% revenue drop.

On percentage basis, Odessa led all metro revenue gains at 16.4%. Other leaders in the quarter were Wichita Falls (up 14.7%), Beaumont-Port Arthur (up 12.7%), McAllen-Edinburg (up 11.5%), Brownsville-Harlingen (up 10.4%), and Victoria (up 9.2%). The largest percentage revenue drops in the period were in Abilene (-6.7%), Sherman-Denison (-5.8%), and Killeen-Temple (-5%).

Top ADRs were in Austin-Round Rock (\$174), Fort Worth-Arlington (\$136), Dallas (\$131), and San Antonio (\$130). REVPAR leaders were Austin-Round Rock (\$111), Fort Worth-Arlington (\$85), and Dallas (\$82). Occupancy leaders were Austin-Round Rock (64.1%), Midland (64%), and Odessa (62.9%). Lowest Occupancy was Victoria at 50%.

Target Markets:

- San Antonio Focus, followed by Austin
- Hill County & Central Texas, Houston & Dallas are secondary targets

Seasonality:

- The bulk of the 2024 “Media” is launching March and will continue through August.
- Digital & Social Media have a year-long presence

Reaching Targets:

- Texas-focused Magazines
- San Antonio Broadcast TV, Cable, Streaming TV
- Austin Broadcast TV, Cable, Streaming TV
- Targeted Digital Banner Display
- Mobile banner Geo-targeting
- Digital Video Pre-Roll
- Travel eNewsletters
- Outdoor billboards between Dallas, Austin, San Antonio, Houston, Corpus Christi
- Social Media Ads and promoted posts

Texas Magazines:

Texas Highways Magazine –

- Covers small towns, travel recommendations, road trips, food, Texas History & Culture,

Events & more

- Total Circulation: 167,382

Texas Monthly –

- Upscale magazine with over 2.5 million readers
- Advertise in March Spring Travel issue & June Texas Coast issue

Texas Parks & Wildlife Magazine –

- Official Outdoor Magazine of Texas reaching avid outdoorsmen and women in Texas with readership of 435,000

San Antonio Television:

- Launch Broadcast TV & Cable in March
- KENS (CBS), KSAT (ABC), WOAI (NBC) – 6,211,000 Imps
- Spectrum Cable & AT&T U-verse Cable – 3,912,000 Imps
- CTV/OTT Streaming TV – 520,832 Imps
- Early Morning, Mid-Day and Evening News programming
- Cable Networks: Spectrum Cable News Sponsorship, Fox News, ESPN, Food, Fox Sports, FX, Hallmark, HGTV, TBS, Golf, AMC, TNT, National Geographic

Austin Television:

- Launch Broadcast TV & Cable in March
- KVUE-TV (ABC), KTBC-TV (FOX) – 7,534,000 Imps
- Spectrum Cable & AT&T U-verse Cable – 3,912,000 Imps
- CTV/OTT Streaming TV – 520,832 Imps
- Early Morning, Mid-Day and Evening News programming
- Cable Networks: Spectrum Cable News Sponsorship, Fox News, ESPN, Food, Fox Sports, FX, Hallmark, HGTV, TBS, Golf, AMC, TNT, National Geographic

Digital Sponsorships + eBlasts:

- Digital Sponsorship Pages
- TourTexas.com Destination Page
- o <https://www.tourtexas.com/destinations/rockport-fulton>
- Go-Texas.com Destination Page
- o <https://www.go-texas.com/Rockport-Fulton-Area-Chamber-of-Commerce-TX-DMO/>
- Texas Road Trips monthly eNewsletter to 100,000+ opted-in subscribers
- SA Report Dedicated eBlast
- San Antonio online news Blog with 12,750 subscribers

Digital Display + Video – SA, Austin, Houston:

- Behavioral Targeting
- o Searches for: Travel, Beach, Fishing, etc.
- Mobile GeoTargeting
- o Target people based on places they go
- o GPS fence around location to follow visitors once they enter and leave (Corpus & Port Aransas hotels/motels, attractions)
- Site Conquesting
- o Targeting people who are actively visiting competitor or travel related websites
- Website Retargeting
- Social Marketing
- o Targeting people on social media platforms based on their behaviors and demographics
- Video Pre-Roll
- Total Impressions = 5,980,000

Outdoor Billboards:

- 71% of people consciously look at Billboards while driving
- Americans spend close to 300 hours in their cars each year
- Ability to reach a large audience on a daily basis
- 5 locations across Texas, delivering 10,856,400 Impressions over 24 weeks
- o IH-35, IH-37, IH-10, Hwy 281, Hwy 59.
- Working on new creative for billboards and other media sources.

TOURISM DEVELOPMENT COUNCIL OVERVIEW

The Tourism Development Council (TDC) a representative mix of businesses, individuals and government officials. TDC, also known as The Council, is the governance aspect of the marketing and promotion effort. The Council sets forth the goals and objectives for the year. It identifies prospective target groups and studies the types of visitors who are coming here and why they come. This information allows the Council to make informative and effective decisions. There are six meetings per year.

A creative team, media buying experts, and Chamber staff review ads for their placement and creativity, length of run and return on investment, budgeting, etc. As a result, a multi-page Marketing Plan is created.

The combined efforts of the above and a lot of energy result in a plan to impact our economy through tourism in the Rockport-Fulton area. Current members of the Council are:

Craig Griffin, Chairman	Inn @ Fulton Harbor/Charlotte Plummer's & TG's
Andrea Hattman	City of Rockport
Chad Lee	Lee Construction
Dawn Walker	Angler's RV Retreat
Donna Townsend, Vice-Chairman	Sugar Shack, Magnolia's Two & Legends
Jatin Bhakta	Hampton Inn & Suites, Fairfield & La Quinta Inn & Suite
Jennifer Day	Cultural Arts District
John Berlet	Tandem Trust Financial
Michael Ables	Texas Maritime Museum
Bob Dupnik	Aransas County
Luis Puron	Rockport Center for the Arts
Mary Ann Pahmiyer	Town of Fulton
Pam Stranahan	Aransas County Historical Society
Robert Hamilton	Aransas Area Bay Fishing
Robert Mitchell	HIIT Enterprises
Sandy Jumper	Texas Tropical Trail
Alyssa Massingill	Rockport-Fulton Chamber of Commerce
Diana Pardue	Rockport-Fulton Chamber of Commerce
Shelly Stuart	Rockport-Fulton Chamber of Commerce

THLA GROUP LISTING PARTNERSHIP

THLA and Rockport-Fulton will be working closely together through our THLA Group Listing Partnership!

Item 1.

Currently THLA has over 150 cities, counties, chambers of commerce and CVBs in this group listing program. It is a tremendously beneficial use of local hotel occupancy tax funding that provides important marketing and other beneficial services for Rockport-Fulton lodging properties.

Through the THLA group listing program, all of the 476 properties on the list provided to us back in May will be included individually or through their vacation rental company on the State's tourism website, www.traveltexas.com, and will be featured as well on the two additional websites noted below.

The standard annual fee to list all of the 476 properties provided as outlined above as part of our THLA group listing program would be \$24,257.50. However, they have provided Rockport-Fulton an extraordinary discount as a participant in the group listing program, making the total annual fee \$10,000.00. Rockport-Fulton, like other Texas cities and CVBs, can use its local hotel tax or other marketing funds to fully cover this expense as part of its advertising and promotion budget. Not only will your properties have this marketing benefit, they will also be provided access to all of the THLA services noted below.

Our group listing program benefits include:

Listing of Rockport-Fulton Properties on THLA Partner Tourism Websites:

www.traveltexas.com –THLA group listing hotels are exclusively included on the State's Travel & Tourism website. The State will spend over \$140 million over the next two years marketing the TravelTexas website. According to the Governor's Office of Economic Development and Tourism, during the 2018 and 2019 fiscal years the Travel Texas advertising and website influenced 2.8 million non-Texan leisure trips and created an estimated \$4.8 billion in direct tourism spending.

www.texaslodging.com Texas Lodging – THLA's website showcases all of our member properties and provides hotels with invaluable innkeeper information ensuring lodging properties are compliant with the Americans with Disabilities Act (including service animal information), guest safety and security resources, information on reducing premises liability, employment law information, avoiding landlord/tenant disputes, and tax guides to aimed at reducing lodging property liability in an audit. The THLA site contains an immense Member Resources section that also includes vital information on all of the new laws and regulations impacting hotel operations.

www.tourtexas.com - TourTexas.com– The #1 independent Texas travel website for travelers looking for inspiration and information to plan their trip to and within Texas. All THLA members are listed on the booking widget of this site.

Complimentary THLA In-House Legal Services: THLA maintains a staff of three in-house lawyers. Their lawyers handle over 900 inquiries monthly from THLA members on a diverse variety of legal issues that impact local governments, CVBs, tourism districts, lodging operators, tourism businesses, and chambers of commerce. Group listing partners are able to call the State Association for **free legal advice on day-to-day operational issues** that their properties face.

Local Area Seminars: THLA provides **complimentary** THLA staff presentations and seminars on Hotel Law, Hotel Occupancy Tax, Legislative Updates, and on other topical issues for group partners throughout Texas. I have attached an overview of the seminars we provide.

Situation Analysis

Item 1.

The Rockport-Fulton Chamber of Commerce & Visitor Center is under contract with the City of Rockport, Town of Fulton and Aransas County Commissioners' Court to advertise and promote the community with funding from the Hotel Occupancy Tax. Expenditures of the Hotel Occupancy Tax are required by statutory law to be spent to directly enhance and promote tourism and the convention and hotel industry.

Tourism is a good investment of Hotel Occupancy Tax – for the State of Texas every \$1 spent on Texas travel advertising, it generates \$7 in return tax revenues to the state.

Hotel occupancy tax imposed on an overnight stay in Rockport, Fulton or the County totals 15%. To break that down, each governmental entity collects 7%, the State receives 6% and the remaining 2% is the Aransas County Venue Tax.

We fluctuate around 1975 hotel rooms and just under 1,000 short term rentals. If these rooms were full one half of the year (182 days), that would mean $(2,975 \times 2.5$ [less than state avg. of people in a group] = 7,437.5 @182 days (annual occupancies are averaging a little more than 50 percent) approximately 1,353,625 visitors are driving to our community and staying in our establishments. Also, we need to take into account the visitors that come to our homes year round or visit relatives for the weekend.

We have additional visitors staying in our resorts and RV parks. During the winter months, RV Park occupancies reach 95 %. We have approximately 5,500 RV spaces (hookups) so with that you can estimate approximately 3,000 to 5,000 Winter Texans adding to our population during this winter month period.

Also, if you tally visitors coming into town to enjoy our local attractions, events and festivals you can account for approximately 50,000 to 60,000 day trippers.

Our local attraction leaders and staff gather monthly to collaborate and coordinate calendars. This area is fortunate to have many local attractions to enhance the visitor experience. Those local attractions include Rockport Beach, Aransas National Wildlife Refuge, Goose Island State Park and the Big Tree, Fulton Mansion, Texas Maritime Museum, Rockport Center for the Arts, Train Depot, History Center, Aquarium at Rockport Harbor (to be rebuilt), Key Allegro Island, Connie Hagar Wildlife Refuge and Sanctuary, Golf Courses, Community Aquatic Park, Memorial Park, Lamar Cemetery, Stella Maris Chapel and Schoenstatt Shrine, Copano Causeway, Bay Education Center Science on a Sphere, Fulton Convention Center, Fulton Pier, Fulton Schoolhouse Museum, Rockport Community Theatre, piers, harbors, Rockport Cultural Arts District (RCAD) and Aransas Pathways - featuring sites for birding, history, kayaking and hike and bike trails.

Market definitions are:

- Core – Cities within a 200 mile radius. (San Antonio, Austin, Houston)
- Secondary – Cities within a 75 mile radius.
- Out of State – Minnesota, Michigan, Iowa, Illinois, Wisconsin, Kansas, New York and Canadians are the major states/countries where our winter visitors originate from.

**RFCC Marketing Plan
Budget 2024-25 Year**

Revenues		
Rockport	\$500,000.00	
Fulton	\$ 66,500.00	
County	\$ 70,000.00	
Total	\$ 636,000.00	
Expenses		
Accounting	\$ 2,500.00	Annual Audit
Administrative Services	\$86,000.00	Administrative Services to operate Visitor Center and Marketing and Promotion Campaign
Advertising & Promotion	\$500,000.00	Full DMO Advertising, promotion, public relations and research program
Contract Services	\$5,500.00	GeoTour and miscellaneous
Bank Fees	\$300.00	Fees related
Conference Fees	\$5,500.00	Staff professional development related to tourism
Dues & Subscriptions	\$2,500.00	State and regional organization partners
Event Funding Assistance	\$4,000.00	Influencers
Food, Beverage & Meals	\$4,000.00	Groups, Charmer Appreciation, Media, etc.
Conference & Fees	\$5,500.00	Trade Shows, media travel, workshops, trainings, education travel
Postage & Freight	\$1,500.00	Bulk items sent to Visitor Centers, Travel Centers
Printing & Publication	\$6,000.00	Gen. Brochure, 100 TT, Bags, Visitor Maps
Prizes, Gifts & Awards	\$2,000.00	Basket Promotion Items, Promos, Awards, etc.
Rentals & Fees	\$4,200.00	Trade Show Booth Rentals, Meeting Planners
Supplies	\$4,500.00	Promotion items, Trade Show Banner with New Photos, etc.
Website Maintenance	\$2,000.00	Website Updates
Total	\$636,000.00	

Administrative Services to operate Visitor Center and Marketing and Promotion Campaign				
	<u>Rockport</u>	<u>Fulton</u>	<u>County</u>	<u>TOTAL</u>
	67.90%	26.57%	5.54%	20%*
Accounting	1358	531.4	110.8	2,000
Equipment Lease - Copier & Postage Machine	950.60	371.98	77.56	1,400
Insurance	1493.8	584.54	121.88	2,200
Payroll - Visitor Center, Marketing/Promotion	36,647.50	13,949.25	2,908.50	52,500
Payroll related - SS, FICA	5,092.50	1,992.75	415.5	7,500
Employee Insurance	4,413.50	1,727.05	360.1	6,500
Employee IRA	543.2	212.56	44.32	800
Postage - Inquiries, packets, mailing	1,629.60	637.68	132.96	2,400
Printing - Envelopes, letterhead, business cards, etc	950.6	371.98	77.56	1,400
Security System - Visitor Center	271.6	106.28	22.16	400
Supplies - Copier paper, color copies, folders, etc	2,037	797.05	166.05	3,000
Telephone, internet, mobile	2,172.69	850.24	177.28	3,200
Utilities	1,833.30	717.39	149.58	2,700
TOTAL	<u>\$58,394.00</u>	<u>\$22,850.20</u>	<u>\$4,764.40</u>	<u>\$86,000</u>

MEDIA/EVENTS		Net
MAGAZINES		
Texas Highways (1/3 PG 4C)		\$9,729.00
Texas Monthly (1/3 PG 4C)		\$8,650.00
Texas Parks & Wildlife (1/3 PG 4C)		\$8,318.00
Texas Parks & Wildlife e-Newsletter (250 x 250 banner)		
DIGITAL		
TourTexas.com		\$4,476.00
Full Feature Ad with 4 Photos, editorial, map, website link and listing		
Texas Road Trips eNewsletter		\$3,465.00
Go-Texas.com		\$1,795.00
Destination site & Full Pg Promotion		
Digital Marketing		
Next Gen Behavioral Targeting		\$24,500.00
Site Retargeting		
Site Conquesting		\$26,000.00
Weather Triggered Ads		\$6,000.00
Mobile GeoFence/Geo Follow		\$26,000.00
Social Marketing		\$29,500.00
SA Report - Dedicated Email Blast		\$3,600.00
OUTDOOR		
(6) boards along IH-35, IH-37, IH-10, Hwy 281, Hwy 59		\$53,581.00
AUSTIN TELEVISION		
KVUE-TV ABC		\$20,000.00
KTBC-TV FOX		\$20,000.00
Spectrum/ATT U-verse/Direct TV		\$20,000.00
CNN, FRFM, HIST, Fox News, TLC, VH1, Spectrum News, Travel, GOLF, HALL, LMN, WE, Food, AEN		
CTV/OTT - Hulu, Paramount +, Discovery		\$18,750.00
SAN ANTONIO TELEVISION		
KENS-TV CBS		\$17,000.00
KSAT-TV ABC		\$21,000.00
WOAI-TV NBC		\$17,000.00
Spectrum/ATT U-verse/Direct TV		\$34,500.00
CNN, FRFM, HIST, Fox News, TLC, VH1, Spectrum News, Travel, GOLF, HALL, LMN, WE, Food, AEN		
Spectrum OTT/Streaming		\$12,500.00
CTV/OTT - Hulu, Paramount +, Discovery		\$17,500.00
		\$403,864.00
RESEARCH		
Source Strategies		\$4,000.00
Research/Syndicated Data		\$7,800.00
Target SA		\$6,350.00
Visitor Model		\$2,200.00
OTHER		
Certified Folder Display - Corpus Christi 12 months		\$2,286.00
USA Today 10Best Logo		\$4,000.00
NEW CREATIVE - TV, Print, Digital, Outdoor		\$17,500.00
THLA Annual Membership		\$10,000.00
Agency Fees		\$42,000.00
Total		\$500,000.00



Rockport-Fulton

01/01/2024 - 05/25/2024

TOTAL CONTENT ENGAGEMENT = 24,619

154 - Total Guides Ordered
 0 - Postal requests
 154 - PDF downloads

Average economic impact for each Visitor Guide sent out is \$48*.
 TourTexas.com has facilitated **154** Visitor Guide Requests to Texas travelers on your behalf.

TOTAL ECONOMIC IMPACT OF THOSE REQUESTS

=\$7,392

Top Responding States
 TX
 TEXAS
 MO

*Source: DMA West Visitor Guide Readership Study 2022

Total actions taken - 24,619

154
 PDF Requests

694
 Website Click-Thrus

19,602
 Page Views

1,459
 Video Views

28
 Slideshow Views

593
 Facebook Click-Thrus

588
 Twitter Click-Thrus

596
 Booking Click-Thrus

598
 Newsletter Click-Thrus

307
 Content Click-Thrus

Conclusion

We are thrilled to announce that Rockport has once again been recognized in the Top 10 Best Beaches in Texas! The Rockport-Fulton Chamber of Commerce & Visitor Center is dedicated to continuing the promotion of our beautiful beaches, vibrant festivals, and welcoming community. In addition to these efforts, we are excited to announce a new focus on sports tourism.

In recent years, sports tourism has emerged as a significant driver in the tourism industry. With this in mind, we are committed to positioning Aransas County as a premier sports events destination. By attracting sports enthusiasts and athletes to our region, we aim to not only showcase our natural beauty but also provide opportunities for exciting sporting events.

In addition, we are working closely with several groups to bring the Museum on Main Street (MoMS) to Rockport. Museum on Main Street (MoMS) is a national traveling exhibition program of the Smithsonian Institution. The 2024-2025 Texas tour, "Crossroads: Change in Rural America" will travel to Rockport January 25 thru March 9, 2025. The Crossroads exhibit consists of six free-standing kiosks with one interactive digital kiosk. The exhibit examines the impacts of the population shift from rural to urban areas in the U.S. during the last century, as well as the importance of preserving small towns for their unique culture, history, and economic revitalization opportunities.

We look forward to welcoming both leisure visitors and sports enthusiasts to Rockport-Fulton and are excited about the diverse experiences our community has to offer. Stay tuned for upcoming events and initiatives as we work towards establishing Rockport-Fulton as a thriving sports tourism destination.

We will continue to foster growth in the collaboration between organizations to implement the highest ROI on our investment. We are looking forward to continuing the exceptional relationship we have with our Governmental Partners as well.

We will continue to create the best visitor experience possible for visitors. We are and will continue to position Aransas County and the surrounding area as a preferred destination for leisure visitation. Leisure travel marketing strategies will remain the highest priority for the organization.

If you have any questions, comments or concerns please feel free to contact us:

Shelly Stuart, IOM
President/CEO
president@lrockport.org
361-729-6445 (w)
361-386-4062 (d)
361-463-7641 (c)

Alyssa Massingill
Tourism Coordinator
tourism@lrockport.org
361-729-6445 (w)
361-386-4053 (d)

Aransas County Council on Aging

912 S. Church Street Rockport, Texas 78382

361-729-5352

May 22, 2024

Stephanie Garcia

City Secretary Town of Fulton

201 N. Seventh St.

Fulton, Texas 78358

I am requesting HOT Funds for Bountiful Bowl Pottery Fair 2025. We will be holding our fundraiser February 1, 2025 and will be using the requested funds for advertising in the form of electronic media, newspaper, radio and signage. The amount we are requesting is \$2500. The completed application is attached.

Thank you for considering our request.

Sincerely,



Mary Ellen Nies, Executive Director

HOTEL OCCUPANCY TAX USE GUIDELINES UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

State Law: By law of the State of Texas, the Town of Fulton collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts and inns. Per Chapter 351, Texas Tax Code, there is a two-part test that every expenditure must pass to be valid.

1. The expenditure must directly enhance and promote tourism and the convention and hotel industry.
2. The expenditure must clearly fit into one of the seven statutory categories for expenditure of local hotel occupancy tax revenues:
 - i) **Convention Centers and Visitor Information Centers**
 - ii) **Registration of Convention Delegates**
 - iii) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry**
 - iv) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry**
 - v) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry**
 - vi) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels**
 - vii) **Enhancement and upgrading of existing sport facilities or fields**

Town Policy: The Town of Fulton accepts applications from groups, businesses, and organizations whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application at least 60 days prior to the event or request for funds. The application will be reviewed by the Fulton Town Council at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review. The Fulton Town Council will make the final decision regarding any requests for Hotel Occupancy Tax expenditures.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Fulton. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **Historic information on the number of room nights used during previous years of the same events.**
- b) **Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **Historical information on the number of guests at hotel or other lodging facilities that attended the funded event or facility; and/or**
- d) **Examples of marketing of the activity, event, or facilities that are likely to generate encourage overnight visitors to local lodging properties.**

Use of Local Vendors: The Town of Fulton encourages all event organizers to patronize local businesses for food, supplies, materials, printing, etc.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project.

Supplemental Information Required with Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of activities, events or facility programs relating to the request

Funded Projects or Events will be required to submit a Post Event Evaluation; required to provide a link on the event or facility website to citysec@fultontexas.org and submit any invoices for reimbursement within 60 days of the conclusion of the event.

Submit to: Stephanie Garcia, City Secretary
 201 N. Seventh Street
 Fulton, TX 78358
 citysec@fultontexas.org

Application

Organization Information

Date: MAY 31, 2024

Name of Organization: ARANSAS COUNTY COUNCIL ON AGING

Address: 912 S. CHURCH ST.

City, State, Zip: ROCKPORT TX 78382

Contact Name: MARY ELLEN NIES DEBBIE THOMPSON

Contact Phone Number: 361 729 5352 Contact E-Mail Address: recordt@gmail

Web Site Address for Event or Sponsoring Entity: seniorservicescenter.net

Is your organization: Non-Profit [X] Private/For Profit

Tax ID #: 74-1796095 Entity's Creation Date: 1977

Purpose of your organization: TO ENHANCE THE LIVES OF THOSE OVER 60 WHO LIVE IN ARANSAS COUNTY.

Name of Event, Project or Facility: BOUNTIFUL BOWL POTTERY FAIR

Date of Event or Project: FEB. 1, 2025

Primary Location of Event or Project: PRESBYTERIAN CHURCH

Amount Requested: \$2500

How will the funds be used: TO MARKET THE EVENT USING RADIO, TV, NEWSPAPERS, SIGNAGE, DIRECT MAIL

Primary Purpose of Funded Activity/Facility: SELL HANDMADE POTTERY
SELL HOMEMADE FOOD FOR LUNCH. AWARD PRIZES
SUPPORT HOME DELIVERED MEALS

Percentage of Hotel Tax Support of Related Costs

60% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax

Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 0

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;

100%

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 most participants are tourists who substantially increase economic activity at hotels and motels within the Town 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 Town 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 Town or its vicinity?

Questions for All Funding Requests:

How many years have you held this Event or Project; or how many years have you been operating the qualified facility: 20+ years

Expected Attendance: 200

How many people attending the Event or Project will use Fulton hotels, motels, or bed & breakfasts?
300

How many nights will they stay?
2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels?
NO

Do your promotional materials and website note area lodging facilities that can host participants? NO
(Please attach copy if available) we refer them to the Chamber

Have you negotiated a lodging rate at any hotels for participants of your event? NOT YET

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>FULTON</u>	<u>2500 a year</u>	<u>for last 3 yrs</u>	<u>- 900 total</u>

How will you measure the impact of your event on area hotel activity?
we count attendees who use local hotels
using air-pads at entry

Please list other organizations, government entities and grants that have offered financial support to your project: we ask local business sponsors. The Presbyterian Church provides the venue free of charge

Please check all promotion 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 local signage, website

What areas does your advertising and promotion reach?
most of Texas

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

If a permanent facility (e.g. museum, visitor center)

Expected Attendance Monthly/Annually: N/A

Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities:
50%

Application

Organization Information

Date: 7/9/2024

Name of Organization: Texas Maritime Museum

Address: 1202 Navigation Circle

City, State, Zip: Rockport, TX 78382

Contact Name: Michael Ables

Contact Phone Number: 361-729-1271 Contact E-Mail Address: executive@texasmaritimemuseum.org

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

Is your organization: Non-Profit [checked] Private/For Profit [unchecked]

Tax ID #: 74-2097680 Entity's Creation Date: 1987, doors opened 1989

Purpose of your organization: The mission of the Texas Maritime Museum is to educate and inspire the public about maritime history and its importance to the State of Texas.

Name of Event, Project or Facility: Texas Maritime Museum

Date of Event or Project: 2024-2025 Fiscal Year

Primary Location of Event or Project: 1202 Navigation Circle, Rockport, TX

Amount Requested: \$15,000

How will the funds be used: See attached narrative

Primary Purpose of Funded Activity/Facility: The purpose is to be a beacon for the Rockport-Fulton area, using the funding to preserve maritime history and promote the visibility of our community.

Percentage of Hotel Tax Support of Related Costs

0% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

100% Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax

0% Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities N/A

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

N/A

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

N/A

3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. \$10,000

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;

N/A

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.

\$5,000

Expenses including promotional expenses, directly related to a sporting event in which most participants are tourists who substantially increase economic activity at hotels and motels within the Town or its vicinity. N/A

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 Town 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 Town or its vicinity?

N/A

Questions for All Funding Requests:

How many years have you held this Event or Project; or how many years have you been operating the qualified facility: 35

Expected Attendance: 15,000; 16,500+ with Wine Fest attendance

How many people attending the Event or Project will use Fulton hotels, motels, or bed & breakfasts? unable to determine

How many nights will they stay? unable to determine

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels? N/A

Do your promotional materials and website note area lodging facilities that can host participants? Yes (Please attach copy if available)

Have you negotiated a lodging rate at any hotels for participants of your event? 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
See attached Exhibit A			

How will you measure the impact of your event on area hotel activity? Museum visitors are asked to complete a survey to collect necessary data.

Please list other organizations, government entities and grants that have offered financial support to your project: Behmann Bros. Foundation, Coastal Bend Community Foundation, Ed Rachal Foundation, Margaret Sue Rust Foundation

Please check all promotion 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 Please see attached Marketing Proposal

What areas does your advertising and promotion reach?

Please see attached narrative

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

1 million+

If a permanent facility (e.g. museum, visitor center)

Expected Attendance Monthly/Annually: 1,250 monthly / 15,000 annually

Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities:

approx. 56%

Narrative

History

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

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

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

Appeal

The Texas Maritime Museum is requesting \$15,000 for 2024-2025 from the Fulton City HOT funds. The Texas Maritime Museum is applying for \$5,000 to use for Historical Preservation, and \$10,000 for Advertisement. The objective is to be a beacon for Rockport/Fulton area as a tourist destination through the preservation of Texas Maritime History, and a robust marketing campaign that showcases Texas Maritime Museum as a world class institution and the official maritime museum of the State of Texas.

Historical Preservation: \$5,000

As the official Maritime Museum of Texas, the organization is constantly working to preserve and protect Texas Maritime heritage and history. The Museum has several unique artifacts within its collection that require constant care and monitoring such as La Tortuga or the Zavala Boiler.

La Tortuga, considered the last known Texas Scow Sloop, was constructed in 1989-90 by a group of museum volunteers headed by Manuel Gauza who had worked with his father and grandfather. Constructing such vessels in his youth built using traditional methods and hand tools, and made primarily out of cypress and fir. The museum works diligently to maintain the boat in its original condition using authentic materials and techniques in the conservation process.

The Zavala boiler is another unique artifact: from the Texas Navy vessel, *The Zavala*. The Texas Navy was officially formed in January 1836, with the purchase of four schooners: *Invincible*, *Brutus*, *Independence*, and *Liberty*. These ships, under the command of Commodore Charles Hawkins, became a vital component that helped Texas win independence. In 1837, it was recorded that all ships affiliated with the Texas Navy had been lost at sea, run aground, captured, or sold leaving Texas vulnerable to invasions from Mexico.

In 1838, the Republic of Texas President Mirabeau B. Lamar formed the 2nd Texas Navy, under the command of Commodore Edwin Ward Moore. The Texas Navy purchased for \$120,000 the warship vessel Zavala, a Texan Schooner-steamship, that was named after the Vice President of the Republic of Texas.

Returning to Galveston, *Zavala* encountered a terrible storm and ran out of coal, forcing the crew to burn anything they could put their hands on to avoid losing her in the storm. The vessel was badly damaged and laid up in Galveston harbor where it was allowed to deteriorate to such a degree that by May 1842, she was scuttled to prevent her sinking.

In the 1980's the *Zavala's* final resting place, where she had rusted and withered away under layers of sand and silt was discovered. The Galveston Wharves rediscovered the *Zavala* and its boiler while executing an extensive archeological excavation. The Texas Maritime Museum who entrusted to maintain this rare artifact from the Naval History and Heritage Command. The boiler, the only surviving remnant from *Zavala*, at this moment, is another priceless piece of history that requires historical preservation. Due to its rarity, it is vital that the Texas Maritime Museum displays this artifact, disseminate its story, and other forgotten stories of our past.

Historical Preservation requires the proper equipment and materials to ensure the conservation of the art and artifacts within the collection. This equipment may consist of archival boxes, storage units, and other assorted tools to maintain high archival standards. Historical

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

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

Advertisement: \$10,000

The Texas Maritime Museum is requesting \$10,000 for 2024-2025 from the Fulton City HOT funds for advertising. Marketing is a vital component in attracting visitors to the Museum. The Museum's Marketing plan is designed to enhance visibility of the organization through brand awareness throughout the State and will target designated demographics in specific geological areas.

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

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

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

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

Budget

Historical Preservation: \$95,000

	HOT FUNDS	TMM
Restoration Projects	-	\$27,000
- Tortuga		
- Zavala		
Archival Equipment	\$5,000	\$15,000
- Storage		
- Hydrothermal Graph		
- Polypropylene foam rolls		
- Archival Boxes		
- Humidification/ De-humidification units		
- Silicone Gels		
- Additional Equipment as required		
Disaster Preparedness	-	\$3,000
Curatorial Exhibits & Traveling Exhibits	-	\$40,000
Advertisement- Openings	-	\$5,000
Historical Preservation Total	\$5,000	\$90,000

Advertisement: \$75,000

	HOT FUNDS	TMM
Persona Digital Marketing	\$5,000	\$30,000
- Website management		
- Social Media		
- Content Development		
- Online Target Search		
- Geo Fencing		
Lamar		\$10,000
- Billboard		
Print and Publications		\$15,000
- Brochures		
- Texas Parks & Wildlife		
- Texas Highways		
- Texas Monthly		
Radio	\$5,000	\$10,000
San Antonio		
- Y100 KCYY-FM (New Country)		
- 99.5 KISS- FM (Rock)		
Houston		
- 99.1 KODA-FM (Adult Contemporary)		
- 93Q KKBQ-FM (New Country)		
Advertisement Total	\$10,000	\$65,000

Total Budget

	HOT FUNDS	TMM
Historical Preservation	\$5,000	\$90,000
Advertisement	\$10,000	\$65,000
Total Budget	\$15,000	\$155,000*

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

Exhibit A
Texas Maritime Museum HOT Funds Received
2021-2023

2021

• City of Rockport	\$52,000
• Aransas County	\$31,136

2022

• City of Rockport	\$75,000
• Aransas County	\$30,875

2023

• City of Rockport	\$100,000
• Town of Fulton	\$5,000
• Aransas County	\$30,437

Texas Maritime Museum

ANCHORED IN HISTORY



2024-2025 Marketing Plan



Table of Contents

3 - 5

EXECUTIVE SUMMARY

6 - 8

MEDIA STRATEGY

9 - 10

PARTNERSHIP/COLLABORATION

11

BUDGET



Executive Summary

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





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

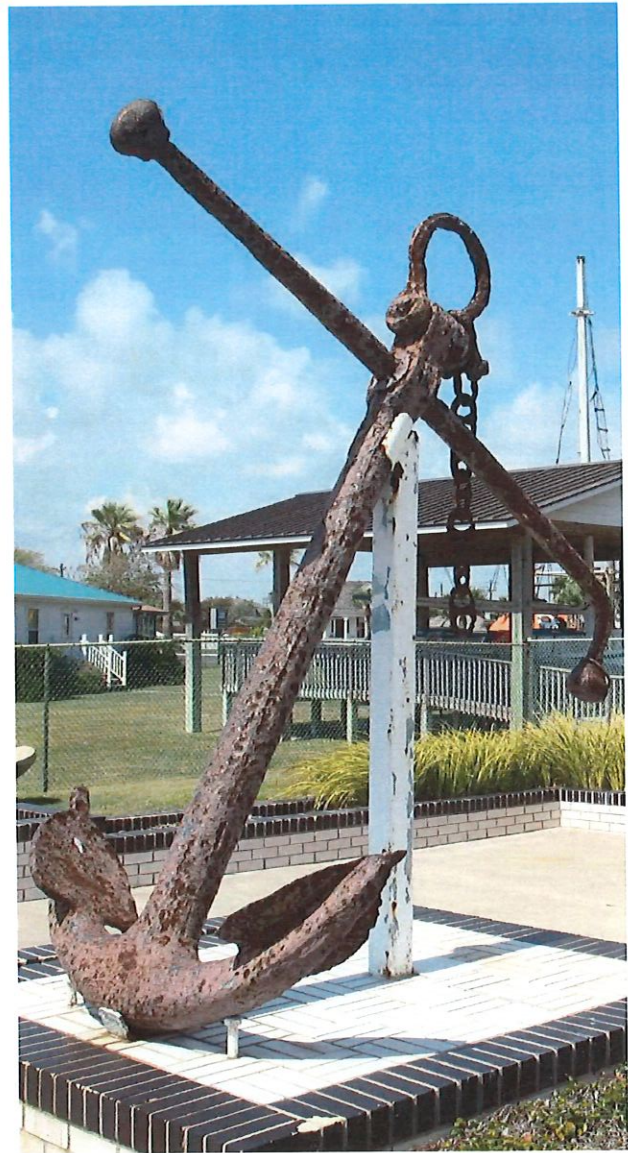
The plan consists of a 4-step process to engage and attract visitors from the surrounding communities to include Corpus Christi, San Antonio, Austin, and Houston, among others. The 4-step process consists of:

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



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

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



Sincerely,

A handwritten signature in black ink, appearing to read "Michael Ables".

MICHAEL ABLES
EXECUTIVE DIRECTOR

Media Strategy

The Texas Maritime Museum's Media Strategy focuses on answering the essential questions: where are we marketing, and how are we marketing? This synopsis offers a well-developed, 360° perspective to marketing and the use of technology.



Target Markets

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

PRIMARY MARKET: San Antonio, Houston

SECONDARY MARKET: Dallas, Waco, and Austin

Seasonally

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

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

LOW SEASON: April, August, December

Reaching Targets

- San Antonio Streaming Radio
- Houston Streaming Radio
- Digital Geo Fencing
- E-Newsletters
- Billboards
- Social-Media
- Texas Magazines
- Behavioral Targeting

Texas Magazines

- Texas Parks & Wildlife
- Texas Highways

Radio

SAN ANTONIO

- Y100 KCYY-FM New Country
- 99.5 KISS-FM Rock

HOUSTON

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

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

Digital Marketing

TARGET SEARCHES: History, Ships, Maritime

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

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

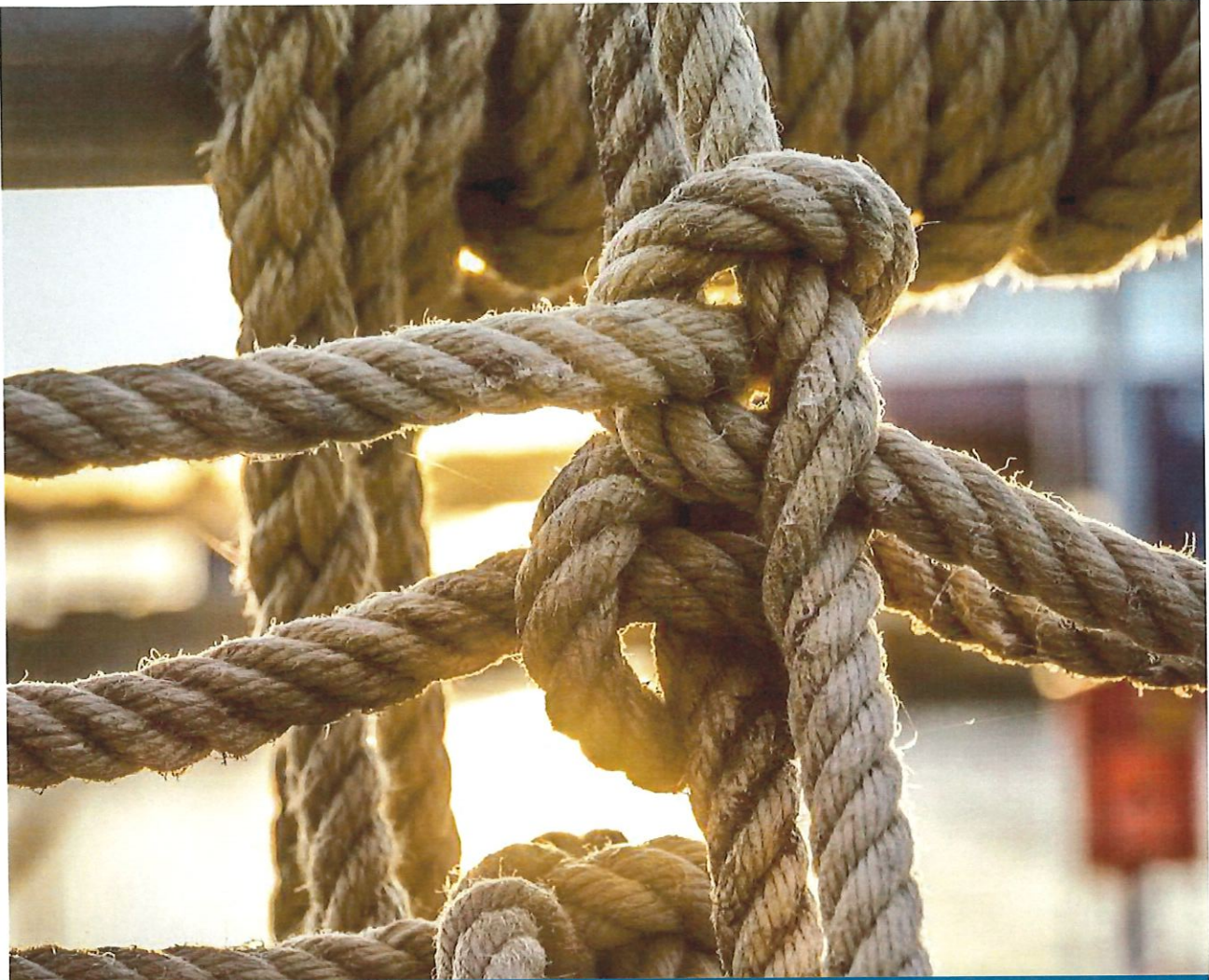
Outdoor Billboards

71% of people consciously look at Billboards while driving

Americans spend nearly 300 hours in their car annually

Visibility on a mass scale

1 location off major interstate



Partnership/ Collaboration

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

The Texas Maritime Museum is working in collaboration with the Rockport Center for the Arts, Rockport/Fulton Chamber of Commerce, and as a part of the Passport to the Past Program. The Museum is now an affiliate with Time Travelers, ROAM, and NARM, as a benefit of the Museum Membership program.



**NORTH AMERICAN
RECIPROCAL MUSEUM (NARM) ASSOCIATION®**

A new feature of the Museum's membership program is to provide our members with a way to enjoy the museum and others like ours. Through the reciprocal membership program, the Texas Maritime Museum offers equivalent benefits at other reciprocal museums, including 103 other museums in Texas, and over 2400 museums, zoos, aquariums, and botanical gardens throughout the United States. This benefit includes admission pricing, event discounts, and store discounts.

The objective of collaboration is to enhance awareness and increase visibility through partnerships. The Texas Maritime Museum is committed to collaborating with our local and national partners.



Texas Maritime Museum Marketing Plan 2024 - 25: Budget

Advertising Plan: \$75,000

PERSONA DIGITAL MARKETING:	\$35,000
<ul style="list-style-type: none">• Website management• Social Media• Content Development• Online Target Search• Geo Fence	
LAMAR:	\$10,000
<ul style="list-style-type: none">• Billboard	
PRINTING & PUBLICATIONS:	\$15,000
<ul style="list-style-type: none">• Brochures• Texas Parks & Wildlife• Texas Highways	
RADIO	\$15,000
<ul style="list-style-type: none">• San Antonio<ul style="list-style-type: none">◦ Y100 KCYY-FM (New Country)◦ 99.5 KISS-FM (Rock)• Houston<ul style="list-style-type: none">◦ 99.1 KODA-FM (Adult Contemporary)◦ 93Q KKBQ-FM (New Country)	
	TOTAL: \$75,000



**2024-2025
MARKETING PLAN**

WWW.TEXASMARITIMEMUSEUM.ORG

Application

Organization Information

Date: July 9, 2024

Name of Organization: Friends of Fulton Mansion

Address: P. O. Box 1859

City, State, Zip: Fulton, TX 78358

Contact Name: Jane Hill, President

Contact Phone Number: 713-818-8307 Contact E-Mail Address: jhill2@comcast.net

Web Site Address for Event or Sponsoring Entity: www.friendsoffultonmansion.org

Is your organization: Non-Profit [X] Private/For Profit

Tax ID #: 74-2591329 Entity's Creation Date: 1998

Purpose of your organization: Friends of Fulton Mansion is a 501c3 non-profit organization dedicated to supporting the preservation of historic Fulton mansion in Fulton, TX.

Name of Event, Project or Facility: Historic museum preservation and 1) Garden conservation + upgrades 2) Advertising 3) Educational programs and events.

Date of Event or Project: 2024-2025

Primary Location of Event or Project: Fulton mansion, 317 Fulton Beach Rd. Fulton, TX

Amount Requested: \$15,000

How will the funds be used:

1) On a pro-rata share with other HOT funds, requested funds will be used to preserve the historic museum, upgrade "Harriet's Garden" which attracts visitors, photographers + weddings (destination).

2) Advertising - billboards, social media, public radio on-line advertising (geo-targeting).

3) Programs, events and educational crafts, including Christmas lighting, Easter Eggs Hunt, Halloween + Music at the mansion.

Primary Purpose of Funded Activity/Facility: Beautification & preservation at the Mansion & grounds to attract visitors and destination weddings. And to provide visitors with a quality educational experience.

Percentage of Hotel Tax Support of Related Costs

50% Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

50% Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax

N/A Note Percentage of Staff Costs Covered by Hotel Occupancy Tax

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____

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

N/A

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

N/A

3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** \$4,000

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;

\$2,000

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.**

\$4,000

Expenses including promotional expenses, directly related to a sporting event in which most participants are tourists who substantially increase economic activity at hotels and motels within the Town or its vicinity. N/A

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 Town 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 Town or its vicinity?

N/A

Questions for All Funding Requests:

How many years have you held this Event or Project; or how many years have you been operating the qualified facility: The Friends of Fulton Mansion has participated since 1998.

Expected Attendance: 15,000 per year

How many people attending the Event or Project will use Fulton hotels, motels, or bed & breakfasts? (70% were from out of town last year.)

How many nights will they stay?

2243 estimate based on previous year 10%

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

N/A

Do your promotional materials and website note area lodging facilities that can host participants? N/A
(Please attach copy if available)

Have you negotiated a lodging rate at any hotels for participants of your event? N/A

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

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Fulton	2021	\$5,000	unknown
"	2022	"	"
"	2023	"	2039

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

Yes, the data is collected on the Mansion's Point of Sales system & by asking visitors to provide their # of nights in hotels & rentals.

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

Please check all promotion 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 does your advertising and promotion reach?

San Antonio, Austin, Houston and Dallas

(A) What number of individuals will your proposed marketing reach that are in another City or county?

We are using HTM advertising co. from San Antonio, the same firm used by Rockport Fulton Chamber.
If a permanent facility (e.g. museum, visitor center)

Expected Attendance Monthly/Annually: 15,000 - 18,000 annually

Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities:

70%

1. We have billboards, one in San Antonio and the other south of Waco.
2. Social media - Facebook and Instagram in locations San Antonio, Austin & Houston whose interest are: travel, museums, historical homes and history buffs
3. Public Radio in San Antonio - KSTX 89.1
4. TourTexas.com eNewsletter - delivered to 100,000+ Texas travelers.

Supplemental Information Required with Application: Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event
- Schedule of activities, events or facility programs relating to the request

Funded Projects or Events will be required to submit a Post Event Evaluation; required to provide a link on the event or facility website to citysec@fultontexas.org and submit any invoices for reimbursement within 60 days of the conclusion of the event.

Advertising campaign

Submit to: Stephanie Garcia, City Secretary
201 N. Seventh Street
Fulton, TX 78358
citysec@fultontexas.org

**Fulton Mansion
2024 Advertising Campaign**

TourTexas.com eNewsletter

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

Texas Public Radio

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

Digital Banner Campaign

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

Billboards

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

HTM Management Fee

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

Total Spend: \$37,920

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

September 2024

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

October 2024

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

November 2024

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

December 2024

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

January 2025

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

February 2025

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

March 2025

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

April 2025

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

May 2025

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

June 2025

- Second Saturday
- Sea Camp

July 2025

- Second Saturday
- Sea Camp

August 2025

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

Friends of Fulton Mansion
2023 – 2034 HOT Funds Application

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

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

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



Annual Budget

October 1, 2024 - September 30, 2025

Budget Workshop– August 26, 2024

FY 24-25						
Fund Title	Estimated Fund Balance 9/30/2024	Total Revenues	Total Expenditures	Total Internal Transfers	Net Inc/(Dec)	Estimated Fund Balance 9/30/2025
General Fund	\$ 1,105,553	\$ 1,129,638	\$ 1,108,238	\$ (18,562)	2,837.00	\$ 1,108,390
Debt Service Fund	59,798	316,335	313,880	-	2,454.59	62,252
Hotel/Motel Fund	337,356	396,500	157,800	(237,500)	1,200.00	338,556
Police Fund	10,624	14,850	225,912	211,062	-	10,624
Sewer Fund*	564,109	687,000	517,000	(170,000)	-	564,109
Convention Center Fund*	141,859	128,000	318,500	190,500	-	141,859
Pier / Visitor Center Fund*	55,333	129,375	153,875	24,500	-	55,333
Net Total Primary Government	\$ 2,274,631	\$ 2,801,698	\$ 2,795,206	\$ -	\$ 6,492	\$ 2,281,123

**TOWN OF FULTON TAX RATE COMPARISON
FY 2024-2025**

	2023	2024 No-New Revenue Tax Rate	2024 Voter-Approval Tax Rate	2024 De Minimis Tax Rate	2024 Proposed Tax Rate
	Adopted Rate				
M&O Rate	\$ 0.149603	\$ 0.172196	\$ 0.160790	\$ 0.325974	\$ 0.160790
I&S Rate	\$ 0.117272	\$ 0.090053	\$ 0.090053	\$ 0.090053	\$ 0.090053
Total Rate	\$ 0.266875	\$ 0.262249	\$ 0.250843	\$ 0.416027	\$ 0.250843
Freeze Adjusted Taxable Values	\$273,734,551	\$294,203,974	\$ 294,203,974	\$294,203,974	\$ 294,203,974
Freeze Taxable Values		\$ 61,140,931	\$ 61,140,931	\$ 61,140,931	\$ 61,140,931
Freeze Actual Tax	\$ 143,272	\$ 143,272	\$ 143,272	\$ 143,272	\$ 143,272
M&O	\$ 489,829	\$ 600,681	\$ 564,888	\$ 907,594	\$ 564,888
I&S	\$ 383,971	\$ 316,374	\$ 316,374	\$ 316,374	\$ 316,374
Total Estimated Tax Levy	\$ 873,801	\$ 917,056	\$ 881,262	\$ 1,223,968	\$ 881,262

FULTON TAXPAYER IMPACT

	2024 NNR	2024 VAR	2024 De Minimis	2024 Proposed Rate
<u>2024 Average Homestead Taxable Value</u>				
Average Taxable Value - \$232,461	\$ 609.63	\$ 583.11	\$ 967.10	\$ 583.11
<u>2023 Average Homestead Taxable Value</u>				
Average Taxable Value - \$218,133	\$ 695.08	\$ 695.08	\$ 695.08	\$ 305.44
Average Cost Increase (Decrease)	\$ (85.46)	\$ (111.97)	\$ 272.02	\$ (111.97)

**TOWN OF FULTON
GENERAL FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	<u>ACTUAL</u> FY 2022-23	<u>PROJECTED</u> ACTUAL FY 2023-24	<u>ADOPTED</u> BUDGET FY 2023-24	<u>PROPOSED</u> BUDGET FY 2024-25	<u>\$ Change</u>	<u>% Change</u>
<u>REVENUES</u>						
<u>TAXES</u>						
400 · Ad Valorem Tax	427,507.44	524,239.05	524,239.05	564,887.52	40,648.47	7.75%
405 · Sales Tax	292,806.04	301,228.86	290,000.00	300,000.00	10,000.00	3.45%
410 · Franchise Fees	104,183.81	110,344.02	108,500.00	110,000.00	1,500.00	1.38%
415 · Mixed Beverage Tax	59,949.36	57,645.99	58,500.00	56,750.00	(1,750.00)	-2.99%
TOTAL TAX REVENUE	884,446.65	993,457.92	981,239.05	1,031,637.52	50,398.47	5.14%
<u>PERMITS</u>						
420-1 · Building	45,386.94	44,740.20	37,500.00	41,500.00	4,000.00	10.67%
420-2 · Electrical	9,213.45	6,914.19	5,500.00	6,000.00	500.00	9.09%
420-3 · Vendor Permits	2,825.00	2,500.00	4,800.00	3,000.00	(1,800.00)	-37.50%
420-4 · Gas	180.00	0.00	600.00	500.00	(100.00)	-16.67%
420-5 · Mechanical	3,619.80	2,542.50	2,000.00	2,500.00	500.00	25.00%
420-6 · Misc.	1,225.00	600.00	600.00	500.00	(100.00)	-16.67%
420-7 · Plumbing	5,617.50	3,632.20	3,500.00	3,500.00	-	0.00%
420-8 · Other Permits	200.00	2,313.28	1,500.00	2,000.00	500.00	33.33%
420-9 · Inspections	-	2,175.00	-	2,500.00	2,500.00	100.00%
TOTAL PERMITS	68,267.69	65,417.37	56,000.00	62,000.00	6,000.00	10.71%
<u>OTHER REVENUE</u>						
425 · Interest Income	17,316.28	31,445.00	12,500.00	22,500.00	10,000.00	80.00%
451 · Reimbursements	141.11	-	-	-	-	-
460 · Cell Tower Lease	13,142.50	13,536.77	12,500.00	13,500.00	1,000.00	8.00%
TOTAL OTHER REVENUE	30,599.89	44,981.77	25,000.00	36,000.00	11,000.00	44.00%
TOTAL REVENUES	983,314.23	1,103,857.06	1,062,239.05	1,129,637.52	67,398.47	6.34%
<u>EXPENDITURES</u>						
<u>ADMINISTRATIVE</u>						
500 · Office Expense	9,828.97	10,916.17	11,000.00	11,000.00	-	0.00%
504 · Office Supplies	10,799.23	10,634.41	11,500.00	11,500.00	-	0.00%
505 · Telephone	8,885.16	7,984.00	9,000.00	9,000.00	-	0.00%
515 · Software & Subscriptions	20,379.92	20,943.11	22,500.00	22,500.00	-	0.00%
520 · Bank Chrgs. & Fees	335.36	466.76	300.00	300.00	-	0.00%
525 · Travel Expense	2,236.77	2,596.77	1,500.00	1,500.00	-	0.00%
530 · Education & Training	602.00	1,217.00	2,000.00	2,000.00	-	0.00%
565 · Postage	1,623.25	1,398.24	1,750.00	1,750.00	-	0.00%
553 · Internet/Website	5,836.04	6,145.46	5,000.00	6,500.00	1,500.00	30.00%
TOTAL ADMINISTRATIVE	60,526.70	62,301.92	64,550.00	66,050.00	1,500.00	2.32%

**TOWN OF FULTON
GENERAL FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	ACTUAL FY 2022-23	PROJECTED ACTUAL FY 2023-24	ADOPTED BUDGET FY 2023-24	PROPOSED BUDGET FY 2024-25	\$ Change	% Change
<u>CONTRACTS AND SERVICES</u>						
600 · Appraisal Services	12,925.88	18,978.68	12,710.85	12,710.85	-	0.00%
605 · Tax Collection Service	1,586.10	1,917.46	1,934.14	2,520.00	585.86	30.29%
615 · Insurance	54,924.51	40,270.69	44,200.00	44,200.00	-	0.00%
620 · Elections	10,739.03	314.50	30,000.00	30,000.00	-	0.00%
625 · Notices & Filings	1,877.14	1,804.93	3,500.00	3,500.00	-	0.00%
630 · Accounting Services	61,800.00	6,375.00	-	-	-	0.00%
631 · Audit	29,125.00	32,200.00	32,200.00	32,200.00	-	0.00%
632 · Legal Services	67,283.05	36,000.00	36,000.00	36,000.00	-	0.00%
633 · Security	360.00	480.00	4,280.00	4,280.00	-	0.00%
634 · IT	4,870.75	21,901.00	24,200.00	22,000.00	(2,200.00)	-9.09%
635 · Engineering & Planning	-	7,500.00	7,500.00	7,500.00	-	0.00%
640 · Rockport Law Enforcement	60,856.20	60,000.00	60,000.00	60,000.00	-	0.00%
645 · Juvenile Case Mgmt	9,178.76	6,672.16	8,675.00	7,500.00	(1,175.00)	-13.54%
650 · Animal Control	33,033.36	33,000.00	33,000.00	33,000.00	-	0.00%
656 · City/Co Communications	107,841.34	110,202.31	122,000.00	120,000.00	(2,000.00)	-1.64%
657 · Alligence Medical Services	45,000.00	45,000.00	45,000.00	45,000.00	-	0.00%
658 · Aransas Co Health Permits	-	1,000.00	1,000.00	1,000.00	-	0.00%
659 · Permit Inspection Services	-	3,100.00	4,500.00	4,500.00	-	100.00%
TOTAL CONTRACTS AND SERVICES	501,401.12	426,716.73	470,699.99	465,910.85	(4,789.14)	-1.02%
<u>GENERAL GOVERNMENT</u>						
535 · Special Events	1,078.65	3,911.23	3,000.00	4,000.00	1,000.00	33.33%
550 · Utilities - Water/Sewer	1,331.13	1,705.67	1,500.00	2,000.00	500.00	33.33%
552 · Utilities - Electricity	3,248.40	3,185.61	3,000.00	3,500.00	500.00	16.67%
557 · Utilities - Electricity	9,987.56	10,245.29	11,500.00	11,500.00	-	0.00%
559 · Fuel	-	5,100.00	5,500.00	5,500.00	-	0.00%
560 · Vehicle Maintenance	136.46	-	5,000.00	7,500.00	2,500.00	0.00%
700 · Repairs & Maintenance	23,804.01	19,637.05	20,000.00	20,000.00	-	0.00%
802 · Aquatic Park	6,416.74	-	-	-	-	0.00%
810 · Vol Fire Department	10,000.00	10,000.00	10,000.00	10,000.00	-	0.00%
TOTAL GENERAL GOVERNMENT	56,002.95	53,784.85	59,500.00	64,000.00	4,500.00	7.56%
<u>CAPITAL OUTLAY</u>						
705 · Capital Outlay - Equipment	-	-	-	35,000.00	35,000.00	0.00%
710 · Streets & Drainage Maint	25,125.17	100,000.00	100,000.00	100,000.00	-	0.00%
705 · Street Signs	5,755.53	6,600.15	7,500.00	7,500.00	-	0.00%
TOTAL CAPITAL OUTLAY	30,880.70	106,600.15	107,500.00	142,500.00	35,000.00	32.56%

**TOWN OF FULTON
GENERAL FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	ACTUAL FY 2022-23	PROJECTED ACTUAL FY 2023-24	ADOPTED BUDGET FY 2023-24	PROPOSED BUDGET FY 2024-25	\$ Change	% Change
<u>PERSONNEL</u>						
900 · Gross Salaries	190,877.98	270,221.99	270,221.99	274,412.90	4,190.92	1.55%
905 · Payroll Tax	14,187.62	21,362.17	21,362.17	21,652.09	289.91	1.36%
910 · Health Insurance	29,376.30	52,020.59	51,531.55	51,531.55	-	0.00%
925 · TMRS	17,854.99	20,861.14	17,628.38	17,519.68	(108.70)	-0.62%
926 · Worker's Comp	-	2,735.37	2,801.89	4,660.93	-	66.35%
930 · Uniforms	-	1,378.56	1,378.56	1,486.80	108.24	7.85%
TOTAL PERSONNEL	252,296.89	368,579.82	364,924.55	369,777.15	4,852.61	1.33%
TOTAL EXPENDITURES	901,108.36	1,017,983.47	1,067,174.54	1,108,238.00	41,063.47	3.85%
<u>OTHER FINANCING SOURCES (USES)</u>						
740 · Sewer Fund - Transfer In	100,000.00	155,000.00	155,000.00	155,000.00	-	0.00%
741 · Police Fund - Transfer out	(237,189.00)	(202,314.10)	(202,314.10)	(211,062.20)	(8,748.10)	4.32%
742 · Pier Fund - Transfer In	-	16,500.00	16,500.00	5,500.00	(11,000.00)	100.00%
743 · Hotel/Motel - Transfer In	-	14,250.00	14,250.00	12,500.00	(1,750.00)	100.00%
744 · Convention Cntr - Transfer In	-	21,500.00	21,500.00	19,500.00	(2,000.00)	100.00%
TOTAL	(137,189.00)	4,935.90	4,935.90	(18,562.20)	(23,498.10)	-476.07%
FUND BALANCE-BEGINNING OF YEAR	1,069,726.20	1,014,743.10	1,014,743.10	1,105,552.60		
OVER/(UNDER)	(54,983.10)	90,809.50	-	2,837.00		
FUND BALANCE-END OF YEAR	1,014,743.10	1,105,552.60	1,014,743.10	1,108,389.60		

**TOWN OF FULTON
DEBT SERVICE FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	ACTUAL FY 2022-23	PROJECTED ACTUAL FY 2023-24	ADOPTED BUDGET FY 2023-24	PROPOSED BUDGET FY 2024-25	\$ Change	% Change
REVENUES						
400 · Property Taxes	321,620.65	374,491.58	374,491.58	316,334.98	(58,156.60)	-15.53%
TOTAL REVENUE	321,620.65	374,491.58	374,491.58	316,334.98	(58,156.60)	-15.53%
EXPENDITURES						
DEBT SERVICE						
500 · Principal - Bank of America	185,000.00	200,000.00	200,000.00	210,000.00	10,000.00	5.00%
505 · Interest - Bank of America	66,823.37	44,452.69	44,452.69	32,617.89	(11,834.80)	-26.62%
516 · Principal - Truist	55,000.00	60,000.00	60,000.00	60,000.00	-	0.00%
517 · Interest - Truist	15,966.25	12,852.50	12,852.50	11,262.50	(1,590.00)	-12%
TOTAL DEBT SERVICE	322,789.62	317,305.19	317,305.19	313,880.39	(3,424.80)	-1.08%
FUND BALANCE-BEGINNING OF YEAR	4,876.99	57,186.39	1,225.00	59,797.89		
OVER/(UNDER)	3,619.80	2,611.50	57,186.39	2,454.59		
FUND BALANCE-END OF YEAR	1,225.00	59,797.89	58,411.39	62,252.48		

**TOWN OF FULTON
HOTEL/MOTEL TAX FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	ACTUAL FY 2022-23	PROJECTED ACTUAL FY 2023-24	ADOPTED BUDGET FY 2023-24	PROPOSED BUDGET FY 2024-25	\$ Change	% Change
<u>REVENUES</u>						
400 · Hotel Occupancy Taxes	408,120.55	379,923.86	415,000.00	390,000.00	(25,000.00)	-6.02%
405 · Interest Income	10,829.20	12,428.21	7,500.00	6,500.00	(1,000.00)	-13.33%
TOTAL REVENUE	418,949.75	392,352.07	422,500.00	396,500.00	(26,000.00)	-6.15%
<u>EXPENDITURES</u>						
525 · Bank Charges	321.88	92.20	200.00	300.00	100.00	50.00%
520 · Advertising & Promotion	29,560.50	28,140.00	25,000.00	50,000.00	25,000.00	100.00%
516 · Parks Maintenance	1,509.27	10,681.99	7,500.00	10,000.00	2,500.00	33.33%
600 · R-F Chamber of Commerce	50,000.00	50,000.00	50,000.00	35,000.00	(15,000.00)	-30.00%
605 · Maritime Museum	5,000.00	5,000.00	5,000.00	5,000.00	-	0.00%
615 · Fulton Mansion	5,000.00	5,000.00	5,000.00	5,000.00	-	0.00%
620 · Oysterfest	35,000.00	35,000.00	35,000.00	35,000.00	-	0.00%
625 · AC Council on Aging	5,000.00	-	2,500.00	2,500.00	-	0.00%
655 · Daughters Rep Museum	14,301.46	24,636.44	25,000.00	15,000.00	(10,000.00)	-40.00%
TOTAL EXPENDITURES	145,693.11	158,550.63	155,200.00	157,800.00	2,600.00	1.68%
<u>OTHER FINANCING SOURCES (USES)</u>						
650 · Convention Center - Transfer Out	(355,000.00)	(200,000.00)	(248,250.00)	(195,000.00)	53,250.00	-21.45%
660 · General Fund - Transfer Out	-	(14,250.00)	(14,250.00)	(12,500.00)	1,750.00	-12.28%
662 · Visitor Cntr/Pier Fund - Transfer Out				(30,000.00)	(30,000.00)	100.00%
TOTAL	(355,000.00)	(214,250.00)	(262,500.00)	(237,500.00)	(55,000.00)	-9.52%
FUND BALANCE-BEGINNING OF YEAR	399,547.88	317,804.52	317,804.52	337,355.96		
OVER/(UNDER)	(81,743.36)	19,551.44	4,800.00	1,200.00		
FUND BALANCE-END OF YEAR	317,804.52	337,355.96	322,604.52	338,555.96		

**TOWN OF FULTON
POLICE FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	ACTUAL	PROJECTED	ADOPTED	PROPOSED		
	FY 2022-23	ACTUAL	BUDGET	BUDGET	\$ Change	% Change
		FY 2023-24	FY 2023-24	FY 2024-25		
REVENUES					-	
<u>FINES & FEES REVENUE</u>						
400 · Fines & Fees	12,080.98	9,395.28	18,500.00	13,500.00	(5,000.00)	-27.03%
415 · Misc. Income	759.90		150.00	0.00	(150.00)	-100.00%
405 · Interest Income	-	1,244.00	-	750.00		100.00%
TOTAL FINES AND FEES	12,840.88	10,639.28	18,650.00	14,250.00	(4,400.00)	-23.59%
<u>INTERGOVERNMENTAL</u>					-	
355 · SLFRF Grant Funds		-	36,000.00	-		
350 · State Designated Funds	554.65	1,545.13	600.00	600.00	-	0.00%
420 · The 100 Club	1,374.50	3,321.58	3,325.00	0.00	(3,325.00)	-100.00%
TOTAL INTERGOVERNMENTAL	1,929.15	4,866.71	39,925.00	600.00	(39,325.00)	-6554.17%
EXPENDITURES					-	
<u>COURT</u>						
504 · Court - Licenses & Postage	-	-	150.00	250.00	100.00	40.00%
505 · Court Office & Postage	2,111.41	650.00	8,250.00	8,500.00	250.00	2.94%
510 · Court - Cost to State	4,751.20	2,289.98	6,000.00	6,000.00	-	0.00%
515 · Housing Prisoners	315.00	220.00	750.00	750.00	-	0.00%
TOTAL COURT	7,177.61	3,159.98	15,150.00	15,500.00	350.00	2.26%
<u>ADMINISTRATIVE</u>					-	
600 · Bank Charges	68.20	-	100.00	100.00	-	0.00%
610 · Continuing Ed& Seminars	-	62.00	600.00	600.00	-	0.00%
611 · Computer & Software	-	5,473.88	7,450.00	7,450.00	-	0.00%
615 · Insurance - Bond	-	-	150.00	150.00	-	0.00%
630 · Licenses/Dues/Subscriptions	449.60	294.68	300.00	300.00	-	0.00%
635 · Office & Postage	2,154.19	2,614.81	3,000.00	3,000.00	-	0.00%
650 · Equipment Expense	750.00	2,074.70	1,500.00	1,500.00	-	0.00%
655 · Supplies	-	4,622.28	750.00	750.00	-	0.00%
660 · Travel Expense	659.86	659.86	1,250.00	1,250.00	-	0.00%
665 · Vehicle Exp - Fuel	-	4,200.00	5,000.00	5,000.00	-	0.00%
670 · Vehicle Repairs & Maint	130.00	3,064.14	750.00	750.00	-	0.00%
706 · Crime Prevention - N Watch	-	500.00	500.00	500.00	-	0.00%
TOTAL ADMINISTRATIVE	4,211.85	23,566.35	21,350.00	21,350.00	-	0.00%
<u>CAPITAL OUTLAY</u>						
900 · Capital Outlay - Equipment	11,559.88	15,913.86	34,500.00	15,000.00	(19,500.00)	100.00%
901 · Capital Outlay - Vehicles	47,101.00	-	-	-	-	100.00%
902 · Capital Outlay - Software	-	6,030.00	12,500.00	-		
TOTAL CAPITAL OUTLAY	58,660.88	21,943.86	47,000.00	15,000.00	(32,000.00)	100.00%

**TOWN OF FULTON
POLICE FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	ACTUAL	PROJECTED	ADOPTED	PROPOSED		
	FY 2022-23	ACTUAL	BUDGET	BUDGET	\$ Change	% Change
		FY 2023-24	FY 2023-24	FY 2024-25		
<u>PERSONNEL</u>					-	
800 · Salaries	112,701.67	119,639.44	127,215.20	122,550.00	(4,665.20)	-3.67%
805 · Payroll Taxes	8,621.68	9,152.42	10,019.96	9,601.08	(418.89)	-4.18%
810 · Health Insurance	5,144.35	25,274.90	25,765.78	25,765.78	-	0.00%
815 · TMRS	7,167.13	9,236.16	9,458.45	8,900.19	(558.26)	-5.90%
816 · Worker's Comp	5,772.92	3,829.68	3,829.68	6,495.15	2,665.47	100.00%
655 · Uniforms	2,442.08	1,175.99	750.00	750.00	-	0.00%
TOTAL PERSONNEL	141,849.83	168,308.59	177,039.07	174,062.20	(2,976.87)	-1.71%
TOTAL EXPENDITURES	211,900.17	216,978.78	260,539.07	225,912.20	(34,626.87)	-13.29%
<u>OTHER FINANCING SOURCES (USES)</u>						
420 · General Fund - Transfer In	237,189.00	202,314.10	202,314.10	211,062.20	8,748.10	4.32%
FUND BALANCE-BEGINNING OF YEAR	-	25,288.80	25,288.80	10,624.10		
OVER/(UNDER)	25,288.80	(14,664.70)	-	-		
FUND BALANCE-END OF YEAR	25,288.80	10,624.10	25,288.80	10,624.10		

**TOWN OF FULTON
SEWER FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	ACTUAL FY 2022-23	PROJECTED ACTUAL FY 2023-24	ADOPTED BUDGET FY 2023-24	PROPOSED BUDGET FY 2024-25	\$ Change	% Change
REVENUES						
400 · Sewer Revenues	658,078.30	668,388.14	662,650.00	665,500.00	2,850.00	0.43%
405 · Sewer Tap Fees	12,700.00	8,400.00	4,500.00	6,500.00	2,000.00	44.44%
415 · Interest Income	14,269.20	22,481.74	9,500.00	15,000.00	5,500.00	57.89%
TOTAL REVENUES	685,047.50	699,269.88	676,650.00	687,000.00	10,350.00	1.53%
EXPENDITURES						
ADMINISTRATIVE						
510 · Telephone	2,131.06	1,887.48	3,500.00	2,500.00	(1,000.00)	-28.57%
525 · Dues & Subscriptions	234.00	160.00	50.00	150.00	100.00	200.00%
540 · Bank Charges	15.32	10.32	200.00	200.00	-	0.00%
545 · Training / Seminars	2,356.16	395.00	1,000.00	1,000.00	-	0.00%
546 · Travel Expense	575.79	981.64	1,000.00	1,500.00	500.00	50.00%
547 · Uniforms	4,272.56	4,684.56	5,500.00	5,500.00	-	0.00%
TOTAL ADMINISTRATIVE	9,584.89	8,119.00	11,250.00	10,850.00	(400.00)	-3.56%
OPERATING EXPENSES						
505 · Utilities	13,811.65	14,055.56	13,500.00	15,000.00	1,500.00	11.11%
515 · Supplies	4,188.09	11,862.71	11,500.00	11,500.00	-	0.00%
519 · Tractor Expenses	445.75	1,377.51	3,000.00	2,000.00	(1,000.00)	-33.33%
520 · Vehicle Exp	2,548.07	2,270.55	5,000.00	5,000.00	-	0.00%
521 · Fuel	17,589.88	4,890.87	7,500.00	7,500.00	-	0.00%
600 · Wasterwater Treatment	147,383.39	179,933.65	200,000.00	185,000.00	(15,000.00)	-7.50%
618 · Preventive Maint	16,567.94	11,142.00	12,500.00	12,500.00	-	0.00%
620 · Repairs & Maint.	4,983.99	9,222.55	25,000.00	25,000.00	-	0.00%
621 · AC Transfer Station	110.40	1,474.80	1,500.00	1,500.00	-	0.00%
TOTAL OPERATING	207,629.16	236,230.20	279,500.00	265,000.00	(14,500.00)	-5.47%
PERSONNEL						
700 · Wages	110,198.10	125,852.69	119,647.84	124,941.64	5,293.80	4.42%
705 · Payroll Tax	8,718.15	9,627.73	9,486.12	9,829.10	342.98	3.62%
710 · Health Insurance	20,116.32	25,383.36	25,765.78	25,765.78	-	0.00%
711 · TMRS	7,251.03	9,715.83	11,415.04	9,116.67	(2,298.37)	-20.13%
816 · Worker's Comp	4,958.91	3,748.61	3,748.61	6,496.81	2,748.20	73.31%
TOTAL PERSONNEL	151,242.52	174,328.22	170,063.39	176,150.00	6,087.00	3.58%
CAPITAL OUTLAY						
594 · Capital Outlay - Vehicles	46,964.15	47,047.00	45,000.00	-	(45,000.00)	100.00%
596 · Capital Outlay - Equipment	101,596.00	-	-	-	-	0.00%
595 · Capital Outlay - Sewer System	51,271.10	17,638.32	60,000.00	65,000.00	5,000.00	0.00%
TOTAL CAPITAL OUTLAY	199,831.25	64,685.32	105,000.00	65,000.00	(40,000.00)	-38.10%
TOTAL EXPENDITURES	568,287.82	483,362.74	565,813.39	517,000.00	(48,813.39)	-9.44%

**TOWN OF FULTON
SEWER FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	ACTUAL FY 2022-23	PROJECTED ACTUAL FY 2023-24	ADOPTED BUDGET FY 2023-24	PROPOSED BUDGET FY 2024-25	\$ Change	% Change
OTHER FINANCING SOURCES (USES)						
500 · GF Transfer Out - Admin	(100,000.00)	(155,000.00)	(155,000.00)	(155,000.00)	-	0.00%
501 · FCC Transfer Out - Maint	-	-	-	(15,000.00)	(15,000.00)	100%
501 · Surplus Property Proceeds	11,092.50	-	-	-	-	0.00%
TOTAL	(88,907.50)	(155,000.00)	(155,000.00)	(170,000.00)	(15,000.00)	9.68%
FUND BALANCE-BEGINNING OF YEAR	475,349.20	503,201.38	503,201.38	564,108.52		
OVER/(UNDER)	27,852.18	60,907.14	(44,163.39)	-		
FUND BALANCE-END OF YEAR	503,201.38	564,108.52	503,201.38	564,108.52		

**TOWN OF FULTON
CONVENTION CENTER FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	ACTUAL	PROJECTED ACTUAL	ADOPTED BUDGET	PROPOSED BUDGET		
	FY 2022-23	FY 2023-24	FY 2023-24	FY 2024-25	\$ Change	% Change
<u>REVENUES</u>						
400 · Facility Fees	113,700.00	116,650.00	116,500.00	122,500.00	6,000.00	5.15%
405 · Interest Income	4,651.61	7,315.37	3,500.00	5,500.00	2,000.00	57.14%
TOTAL REVENUES	118,351.61	123,965.37	120,000.00	128,000.00	8,000.00	6.67%
<u>OPERATING EXPENSES</u>						
500 · Utilities	20,144.84	18,155.53	21,000.00	19,500.00	(1,500.00)	-7.14%
503 · ACND Lease	40,500.00	42,000.00	42,000.00	42,000.00	-	0.00%
505 · Telephone	483.59	638.28	1,750.00	650.00	(1,100.00)	-62.86%
506 · Internet	4,105.62	3,600.00	4,000.00	3,600.00	(400.00)	-10.00%
507 · Insurance	49,911.84	47,555.97	51,500.00	50,000.00	(1,500.00)	-2.91%
510 · Office Expense	2,043.47	1,007.09	1,000.00	1,000.00	-	0.00%
511 · Supplies	4,250.94	6,070.42	4,000.00	6,000.00	2,000.00	50.00%
515 · Repairs & Maint.	11,343.99	9,491.17	15,000.00	12,500.00	(2,500.00)	-16.67%
516 · Janitorial Services	17,914.74	19,400.00	18,000.00	20,000.00	2,000.00	11.11%
520 · Trash Removal	16,419.51	24,063.96	18,200.00	24,500.00	6,300.00	34.62%
526 · Ice Machine Lease	2,104.71	2,167.02	2,200.00	2,200.00	-	0.00%
531 · Dues & Subscriptions	385.00	325.00	2,500.00	750.00	(1,750.00)	-70.00%
535 · Special Events	3,469.90	4,575.17	10,000.00	8,000.00	(2,000.00)	-20.00%
536 · FCC Advertising	2,364.41	1,394.70	3,250.00	2,500.00	(750.00)	-23.08%
TOTAL OPERATING	175,442.56	180,444.31	194,400.00	193,200.00	(1,200.00)	-0.62%
<u>PERSONNEL</u>						
600 - Wages	43,168.88	66,499.19	73,425.26	88,331.47	14,906.21	20.30%
610 - Health Insurance	9,219.98	12,691.68	12,882.89	23,618.63	10,735.74	83.33%
611 - TMRS	4,304.23	5,133.74	7,628.77	6,391.44	(1,237.33)	-16.22%
615 - Payroll Tax	3,302.43	5,087.19	5,913.08	6,958.46	1,045.38	17.68%
TOTAL PERSONNEL	59,995.52	89,411.80	99,850.00	125,300.00	25,450.00	25.49%
<u>CAPITAL OUTLAY</u>						
155 - Building Improvements	67,264.41	17,959.16	52,500.00	-	(52,500.00)	-100.00%
167 - Parking Lot	179,904.97	-	-	-	-	100.00%
166 - Furniture & Fixtures	3,587.85	-	-	-	-	-
TOTAL CAPITAL OUTLAY	250,757.23	17,959.16	52,500.00	-	(52,500.00)	100.00%
TOTAL EXPENDITURES	486,195.31	287,815.27	346,750.00	318,500.00	(28,250.00)	100.00%
<u>OTHER FINANCING SOURCES (USES)</u>						
900 · Hotel/Motel - Transfer In	355,000.00	200,000.00	248,250.00	195,000.00	(53,250.00)	-21.45%
915 · SF Maint - Transfer In	-	-	-	15,000.00	15,000.00	100.00%
910 · General Fund - Transfer Out	-	(21,500.00)	(21,500.00)	(19,500.00)	2,000.00	100.00%
	355,000.00	178,500.00	226,750.00	190,500.00	(36,250.00)	-15.99%
FUND BALANCE-BEGINNING OF YEAR	140,053.00	127,209.30	127,209.30	141,859.40		
OVER/(UNDER)	(12,843.70)	14,650.10	-	-		
FUND BALANCE-END OF YEAR	127,209.30	141,859.40	127,209.30	141,859.40		

**TOWN OF FULTON
PIER / VISITOR CENTER FUND
PROPOSED BUDGET
FISCAL YEAR 2024 - 2025**

Item 5.

	ACTUAL	PROJECTED ACTUAL	ADOPTED BUDGET	PROPOSED BUDGET		
	FY 2022-23	FY 2023-24	FY 2023-24	FY 2024-25	\$ Change	% Change
REVENUES						
400 · Pier Pole Fees	138,715.00	115,390.00	142,500.00	123,000.00	(19,500.00)	-13.68%
425 · Pole Rental Fees	1,485.00	2,200.00	5,400.00	3,000.00	(2,400.00)	-44.44%
405 · Retail Sales	11,931.04	5,090.43	13,500.00	7,500.00	(6,000.00)	-44.44%
406 · Cost of Sales	(10,297.04)	(3,003.35)	(7,900.00)	(4,125.00)	3,775.00	-47.78%
TOTAL REVENUES	141,834.00	119,677.08	153,500.00	129,375.00	(24,125.00)	-15.72%
EXPENDITURES						
OPERATING						
500 · ACND - Sub.Land Lease	-	300.00	300.00	300.00	-	0.00%
505 · Utilities	8,626.68	8,452.13	8,500.00	8,500.00	-	0.00%
602 · Supplies	6,223.38	1,385.27	1,500.00	1,500.00	-	0.00%
601 · Repairs & Maint.	16,036.22	15,787.01	10,000.00	25,000.00	15,000.00	150.00%
520 · Bank Charges	567.41	-	75.00	75.00	-	0.00%
525 · Software, Licenses & Fees	215.00	2,552.16	215.00	2,750.00	2,535.00	1179.07%
603 · Portable Rental	5,165.00	4,850.00	4,380.00	4,800.00	420.00	9.59%
TOTAL OPERATING	36,833.69	33,326.57	24,970.00	42,925.00	17,955.00	71.91%
PERSONNEL						
615 - Wages	84,006.92	73,101.29	82,008.42	82,086.18	77.76	0.09%
616 - Payroll Tax	6,458.00	5,592.25	7,126.84	6,864.79	(262.05)	-3.68%
617 - TMRS	3,949.14	5,643.42	6,996.87	6,087.95	(908.92)	-12.99%
618 - Health Insurance	10,058.16	12,691.68	12,882.89	12,882.89	-	0.00%
619 - Workers Comp	-	1,934.39	3,014.98	3,028.19	13.21	0.44%
TOTAL PERSONNEL	104,472.22	98,963.03	112,030.00	110,950.00	(1,080.00)	-0.96%
TOTAL EXPENDITURES	141,305.91	132,289.60	137,000.00	153,875.00	16,875.00	12.32%
OTHER FINANCING SOURCES (USES)						
700 · GF Transfer Out		(16,500.00)	(16,500.00)	(5,500.00)	11,000.00	-67%
701 · H/M Transfer In		-	-	30,000.00	-	100.00%
TOTAL	-	(16,500.00)	(16,500.00)	24,500.00	11,000.00	-248%
FUND BALANCE-BEGINNING OF YEAR	83,917.00	84,445.09	84,445.09	55,332.57		
OVER/(UNDER)	528.09	(29,112.52)	-	-		
FUND BALANCE-END OF YEAR	84,445.09	55,332.57	84,445.09	55,332.57		