



**TOWN COUNCIL BUDGET WORKSHOP
AND REGULAR MEETING**
Wednesday, August 06, 2025 at 6:00 PM
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.

BUDGET WORKSHOP

- 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.** Presentations and general discussion of Hotel Occupancy Tax (HOT) fund request from the ACTS Aviation Non-Profit Fund - NCF Houston.
- 6.** Presentations and general discussion of Hotel Occupancy Tax (HOT) fund request from the Visit Rockport Fulton.
- 7.** Presentation and general discussion of proposed FY 2025-26 Budget.

CONSENT AGENDA

All consent agenda items listed are considered to be routine by the Town Council and will be enacted by one motion. There will be no separate discussion of these items unless a council Member so requests, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the agenda.

- 8. Discuss/Approve/Disapprove** minutes of the Regular Meeting held on July 2, 2025 and the Special Meeting - Budget Workshop held on July 15, 2025.
- 9. Discuss/Approve/Disapprove** the June 2025 financial report.

ITEMS FOR CONSIDERATION

- 10. Discuss/Approve/Disapprove** the Interlocal Cooperation Agreement for Tax Assessment and Collection of Property Tax in 2025-2026 Between County of Aransas, Texas, and The Town of Fulton, Texas.
- 11. Discuss/Approve/Disapprove** Resolution No. R-04-2025; a resolution of the Town of Fulton regarding the appointment of members to the Board of Directors of the Aransas County Appraisal District.
- 12. Discuss/Approve/Disapprove** Resolution No. R-05-2025; a resolution authorizing the publication of delinquent taxpayers' names in local newspapers in September 2025.
- 13. Discuss/Approve/Disapprove** Ordinance No. 326; an ordinance abolishing the requirement of a bond for the Police Chief; repealing ordinances in conflict; providing severability; providing for publication.

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).

ANNOUNCEMENTS

- 14.** Mayor's Update.
- 15.** The next Regular Fulton Town Council Meeting will be held Wednesday, August 20, 2025, beginning at 6:00 pm.

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, July 31, 2025, 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



**Town of Fulton
Hotel Occupancy Tax
Application**

Date Application received (To be completed by Town)		
Official Name of Organization/Entity:	Is the Organization/Entity a non-profit?	Date Organization/Entity Founded:
Rockport-Fulton Chamber of Commerce	Yes	
Organization/Entity Mailing Address:		
319 Broadway		
Organization/Entity website:		
www.rockport-fulton.org		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"):	Organization/Entity Phone:	Organization/Entity email:
Shelly Stuart President/CEO	361-729-6445 361-463-7641 (cell)	President@rockport.org

FUNDING REQUEST DESCRIPTION

Name of Project/Event:	Project/Event date(s):	
Visitor Center Operations & Marketing	All Year!	
Estimated number of room nights that will be occupied at local hotels, motels, and short-term rentals by attendees of your event(s) or project(s)?	Estimated number of annual attendance at your event(s) or project(s)?	Will you charge admission/if yes, how much?
Do your promotional materials/website note area lodging that can host attendees?	Have you negotiated a lodging rate at any local hotels, motels, and short-term rentals?	
Yes	N/A	
Project/Event location(s):	Total Amount of funds requested:	
319 Broadway Community	\$50,000	

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

The Rockport-Fulton Visitor Center plays a critical role in promoting tourism and driving overnight stays — the core purpose of Hotel Occupancy Tax (HOT) funding as defined by the Texas Tax Code (§351.101).

What the Visitor Center Does:

Welcomes thousands of tourists annually – walk-ins, phone calls, mail-outs, and online inquiries

Directs visitors to hotels, motels, B&Bs, vacation rentals, and RV parks

Distributes brochures, maps, and guides that promote longer stays

Supports HOT-funded events like OysterFest

Operates 6 days a week, serving as the first stop for many out-of-town guests

Provides relocation, group travel, and seasonal visitor assistance

Direct Benefits to the Hotel Industry:

Refers guests daily to local lodging — often in real-time

Drives overnight stays by building multi-day itineraries for visitors

Promotes shoulder season and off-season events that boost occupancy

Gives local hotels and lodging free visibility through front-desk referrals and materials

Alignment with HOT Fund Purpose:

Under Texas law, HOT funds may be used for the operation of a Visitor Information Center that directly promotes tourism and the hotel industry.

The Rockport-Fulton Visitor Center:

Maintains visitor logs, referral data, and event metrics

Promotes tourism year-around

Converts inquiries into bookings — delivering a return on investment to local hotels

Supporting the Center = Supporting Tourism Growth

Every dollar invested in the Visitor Center helps:

Increase hotel occupancy

Attract longer stays

Create a better visitor experience

Strengthen the local economy

Investing HOT funds in the Rockport-Fulton Visitor Center is not just allowed — it's smart, measurable, and effective.

The remaining funding will be used strictly for marketing & promotion. We will aggressively promote Oysterfest and again attend the San Antonio Home & Garden Show to promote Oysterfest.

FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

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

	Check box below the appropriate category or categories	Amount requested for each category
The acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or <u>visitor</u> information centers, or both.		
The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.		
The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.		
Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums; <ul style="list-style-type: none"> • at or in the immediate vicinity of convention centers; or • located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates 		
Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;		
The promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if: <ul style="list-style-type: none"> • the municipality owns the facilities or fields. 		

ASSURANCES

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

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

Shelley Stuart
Applicant's Signature

Date: 6-23-25

Shelley Stuart
Printed Name

President/CEO
Title

A Visitor Center, also known as a Visitor Information Center or Tourist Information Center, is a facility designed to provide information and assistance to tourists and visitors. These centers are often located in areas that attract a large number of tourists, such as national parks, cities, historical sites, and other popular destinations. The main functions of a Visitor Center include:

1. **Information Provision:** Offering maps, brochures, guides, and other informational materials about the local area, attractions, activities, accommodations, dining options, and events.
2. **Assistance and Guidance:** Providing personalized assistance and recommendations to visitors, answering questions, and helping with travel planning.
3. **Educational Displays:** Featuring exhibits, displays, and multimedia presentations about the local history, culture, wildlife, and natural features.
4. **Facilities and Amenities:** Providing restrooms, seating areas, and sometimes refreshments or gift shops.
5. **Ticket Sales:** Selling tickets for local attractions, tours, and events.
6. **Promotion of Local Businesses:** Highlighting and promoting local businesses, services, and attractions to support the local economy.

The cost to run a Visitor Information Center (VIC) can vary widely depending on several factors such as location, size, services offered, staffing, and operational hours. Here are some of the key cost components:

1. **Facility Costs:**
 - **Rent or Mortgage:** The cost of leasing or owning the building.
 - **Utilities:** Electricity, water, heating/cooling, and internet services.
 - **Maintenance and Repairs:** Regular upkeep of the building and grounds.
2. **Staffing:**
 - **Salaries and Wages:** Pay for full-time, part-time, and seasonal employees.
 - **Training:** Costs associated with training staff.
 - **Benefits:** Health insurance, retirement plans, and other employee benefits.
3. **Operational Costs:**
 - **Office Supplies:** Paper, printing, computers, and other office essentials.
 - **Marketing and Advertising:** Costs for promoting the center and local attractions.
 - **Insurance:** Liability insurance and property insurance.
4. **Technology:**
 - **Software:** Customer relationship management (CRM) systems, point-of-sale (POS) systems, and other necessary software.
 - **Website Maintenance:** Costs for maintaining an online presence.
5. **Programs and Services:**
 - **Educational Programs:** Costs of running workshops, tours, and other educational activities.
 - **Exhibits:** Creating and maintaining informational displays and exhibits.
6. **Miscellaneous:**
 - **Refreshments and Supplies:** Stocking refreshments for visitors.
 - **Gift Shop Inventory:** If the center includes a retail component.

Given these variables, the annual cost to run a Visitor Information Center can range from tens of thousands to several million dollars. For example:

- **Small, rural VICs** might operate on a budget of \$50,000 to \$150,000 per year.
- **Medium-sized VICs** in moderately populated areas might have annual costs ranging from \$150,000 to \$500,000.
- **Large VICs** in major tourist destinations could see annual expenses in the range of \$500,000 to several million dollars.

To determine specific costs, a detailed budget considering the factors above is necessary, tailored to the specific context and location of the Visitor Information Center.



The Visitor Center Council (VCC) is responsible for overseeing the strategic direction, financial health, and overall operations of the Rockport-Fulton Chamber of Commerce & Visitor Center, including setting policies, approving budgets, promoting tourism initiatives, and ensuring the center provides accurate and welcoming information to visitors to the area; essentially acting as the governing body to guide the center's mission and goals.

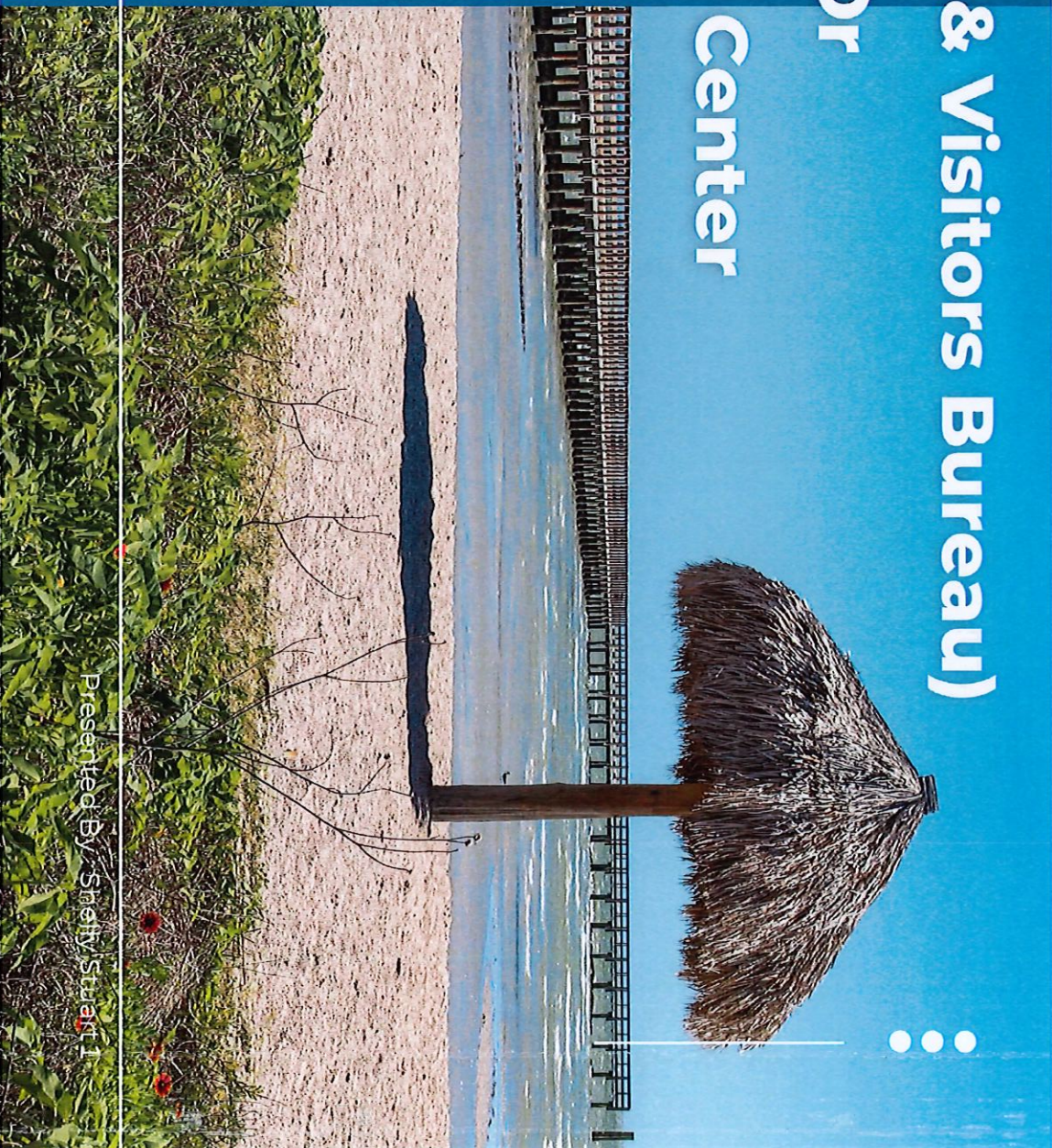
Key Responsibilities:

- **Strategic Planning:**
 - Develop and implement a long-term vision for the visitor center, aligning with local tourism goals.
 - Set annual objectives and priorities for the center's operations.
 - Oversee the development of marketing and promotional strategies to attract visitors.
- **Financial Oversight:**
 - Review and approve annual budgets and financial reports.
 - Monitor revenue streams including visitor fees, retail sales, and potential partnerships.
 - Ensure financial stability and responsible resource allocation.
- **Operational Management:**
 - Appoint and supervise the Visitor Center manager and staff.
 - Establish policies and procedures for visitor services, including information dissemination and customer service standards.
 - Oversee the maintenance and upkeep of the visitor center facility.
- **Community Engagement:**
 - Collaborate with local businesses, tourism organizations, and community leaders to promote the area.
 - Build relationships with stakeholders and advocate for tourism development initiatives.
 - Gather feedback from visitors to improve the visitor center experience.
- **Council Governance:**
 - Conduct regular board meetings to discuss operational matters and strategic decisions.
 - Ensure compliance with relevant regulations and legal requirements.
 - Recruit and retain qualified board members with diverse expertise.

Desired Skills and Qualifications for VCC Council:

- **Tourism Industry Knowledge:** Deep understanding of tourism trends, marketing strategies, and visitor needs.
- **Leadership and Management Skills:** Ability to guide a team, set clear direction, and make informed decisions.
- **Financial Acumen:** Understanding of financial statements, budgeting, and resource management.
- **Communication Skills:** Effective communication with staff, stakeholders, and the broader community.
- **Community Involvement:** Commitment to local tourism development and community engagement.

CVB (Convention & Visitors Bureau) OR Visitor Center



www.rockport-fulton.org

Presented By: Shelly Stuart 1



What is the Difference?

A CVB (Convention and Visitors Bureau) is a larger organization that actively promotes tourism for an entire region, often focusing on attracting large events and conferences, while a Visitor Center is a physical location where tourists can get information about local attractions, lodging, and maps, typically operated on a smaller scale within a specific area; essentially, a CVB is more focused on marketing a destination while a Visitor Center provides direct information to visitors once they arrive.

Key Points:

A Convention & Visitors Bureau (CVB) and a Visitor Center both aim to promote tourism, but they serve different functions and scopes:

Function:

A CVB works to attract visitors to a whole region by marketing its attractions and facilities to event planners and tour operators, while a Visitor Center primarily provides basic information to tourists already in the area.

Scope:

A CVB has a broader scope, often collaborating with local businesses and tourism stakeholders to promote the entire destination, while a Visitor Center generally focuses on providing immediate information about nearby attractions.

Location:

A CVB is typically not a physical location that visitors can walk into, while a Visitor Center is a physical space where tourists can access information and often purchase souvenirs

In Short:

A CVB works on destination marketing and event attraction, often at a strategic level, while a Visitor Center provides on-the-ground assistance and information for tourists who are already in the area.



Convention & Visitor Bureau (CVB)

Marketing and Promotion:

- CVBs develop campaigns to market the destination to a wide audience, including leisure tourists, business travelers, and event planners.

Attracting Conventions and Events:

- CVBs play a key role in securing large conferences, conventions, and events by partnering with hotels, conference centers, and other venues.

Research and Analysis:

- CVBs gather data on visitor demographics, economic impact, and tourism trends.





Visitor Center

Information Hub:

- Visitor Centers provide visitors with maps, brochures, and detailed information on local attractions, dining options, accommodations, events, and activities.

Enhancing the Visitor Experience:

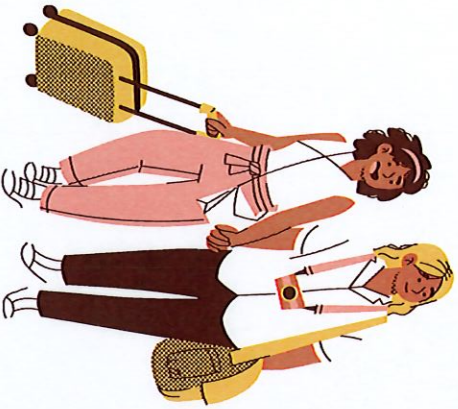
- Visitor Centers serve as cultural introductions, showcasing local art, history, or even hosting small exhibits that reflect the destination's unique character.

Wayfinding and Accessibility Support:

- They assist travelers in navigating the area, including providing information on accessibility features, public transit routes, parking, and any services for travelers with disabilities.



Supporting Tourism



CVBs are essential for creating awareness and demand for a destination, while Visitor Centers serve as crucial support hubs to ensure that visitors have everything they need to enjoy their stay. If they enjoy their stay they will return as well as recommend the area to all their family and friends.



Does a Community Need Both?

Having both a Convention and Visitors Bureau (CVB) and a Visitor Center in a community is highly beneficial, as each plays a distinct yet complementary role in driving and supporting tourism. Here's why both are essential:

Strategic Destination Promotion & Immediate Visitor Support

- A CVB promotes the destination to the broader market by strategically positioning the area as an attractive destination for tourists, conventions, and events. They focus on long-term growth and establishing a compelling destination brand.
- A Visitor Center, on the other hand, supports the visitors who are already there, providing them with tailored, on-the-ground assistance that ensures a positive experience.
- Together, they address both ends of the tourism experience: attracting visitors and ensuring they have a seamless, enjoyable stay once they arrive.

Does a Community Need Both? (Con't)

Economic Impact & Revenue Generation

- CVBs drive economic impact by bringing large groups (like conferences and conventions) to the area, which leads to increased spending at local hotels, restaurants, shops, and attractions.
- Visitor Centers enhance that economic impact by keeping visitors informed and engaged. When visitors are well-informed, they are more likely to explore additional attractions, stay longer, and spend more money locally.
- By encouraging return visits and word-of-mouth recommendations, both entities help sustain and grow the local economy over time.

Building the Destination Brand & Reputation

- A CVB's marketing and branding efforts help put the community on the map as a destination, establishing a reputation that can attract travelers year after year.
- A Visitor Center reinforces that brand by delivering an experience that aligns with visitors' expectations. Positive interactions with helpful, knowledgeable staff create a memorable experience, solidifying a positive impression of the destination.
- With both working together, visitors not only hear about the destination but leave with experiences that match what was marketed, increasing credibility and trust in the destination brand.

Does a Community Need Both? (Con't)

Insights and Data-Driven Improvement

- CVBs drive economic impact by bringing large groups (like conferences and conventions) to the area, which leads to increased spending at local hotels, restaurants, shops, and attractions.
- Visitor Centers enhance that economic impact by keeping visitors informed and engaged. When visitors are well-informed, they are more likely to explore additional attractions, stay longer, and spend more money locally.
- By encouraging return visits and word-of-mouth recommendations, both entities help sustain and grow the local economy over time.

Encouraging Longer Stays and Repeat Visits

- A CVB's promotional efforts create initial interest, attracting visitors to the area. However, Visitor Centers can inspire them to explore beyond the main attractions, discover hidden gems, and participate in local activities they might not have known about otherwise.
- By ensuring that visitors feel welcomed, informed, and supported, Visitor Centers play a key role in encouraging longer stays and higher satisfaction levels, which lead to repeat visits.
- When travelers have great experiences, they are more likely to return, recommend the destination to others, and continue the cycle of positive economic impact.

Summary

Aspect	Convention and Visitors Bureau (CVB)	Visitor Center
Purpose	Promote the destination broadly and attract events	Provide in-person support and resources for visitors
Audience	Tourists, event planners, business travelers, local partners	Individual tourists and travelers in the area
Main Focus	Strategic destination marketing, event attraction	On-the-ground visitor support, information distribution
Typical Services	Marketing, partnerships, event support, research	Maps, brochures, local guidance, emergency assistance
Funding	Often funded by local government, tourism taxes	Often funded by CVBs, government agencies, or nonprofits
Location		Physical location easily accessible to tourists
Interaction Level	Primarily B2B and strategic-level community engagement	Direct, one-on-one assistance with travelers



By working together, a CVB and a Visitor Center cover the entire visitor journey—from initial attraction to final farewell. The CVB builds demand and brings visitors in, while the Visitor Center provides them with the support they need to make the most of their stay. Both contribute to a sustainable tourism economy, a positive visitor experience, and a strong community reputation, making their presence invaluable to any tourism-focused area.





FIND YOURSELF IN
**ROCKPORT
FULTON**

PROPOSED BUDGET REQUEST

Rockport-Fulton Chamber of
Commerce & Visitor Center



Contact Us:



**If you have any questions,
please do not hesitate to
Contact Us:**

Contact us to get more info



president@lrockport.org



319 Broadway - Rockport, TX 78382



361-729-6445



www.rockport-fulton.org

Visitor Center Operations Manual

Item 1.



Rockport-Fulton
Chamber of
Commerce &
Visitor Center

Updated:
April 2025

Purpose & Mission

The Rockport-Fulton Chamber of Commerce Visitor Center exists to serve as a welcoming hub for visitors, newcomers, and community members by offering hospitality, information, and resources that promote the Rockport-Fulton area as a premier coastal destination. We aim to enhance the visitor experience while supporting local businesses and economic growth.

Hours of Operation

Standard Hours:

- Monday – Friday: 8:30 AM – 5:00 PM
- Saturday: 9:00 AM – 2:00 PM
- Closed Sundays and recognized holidays

Special Event Hours:

- Extended hours may be scheduled during key tourism events such as Seafair or HummerBird Celebration.

Closures:

- In cases of inclement weather, closures will follow Aransas County emergency protocols or be at the discretion of the Chamber President/CEO.

Staffing Structure

Visitor Center Coordinator/Manager

- Supervises day-to-day operations
- Schedules and trains volunteers
- Oversees brochure inventory and distribution
- Maintains monthly visitor stats and prepares reports

Volunteers - Charmers

- Serve as ambassadors of Rockport-Fulton
- Greet and assist walk-in guests
- Provide directions and recommendations
- Keep the lobby and materials organized

Chamber Staff Support

- Assist with overflow during high-traffic periods
- Handle business referrals and relocation packet requests
- Coordinate with VCC for media, marketing, and reporting needs

Training Requirements

- All staff and volunteers must attend an orientation
- Quarterly refresher meetings will be held to update on new businesses, events, and materials

Visitor Engagement Standards

Greeting Protocol

- Smile, stand if seated, and offer a friendly “Welcome to Rockport-Fulton!”
- Ask if guests need help planning their stay or finding specific attractions
- Offer maps, visitor guides, and themed brochures (e.g., birding, fishing, art galleries)

Customer Service Expectations

- Use positive language; if unsure about a topic, offer to find out or refer to staff
- Remain neutral in conversations—do not engage in political or controversial discussions
- Never refer any business over another

Tourism Promotion Tips

- Highlight local gems (Fulton Mansion, Rockport Beach, Heritage District, The Big Tree)
- Refer visitors to member businesses whenever possible
- Suggest experiences based on visitor interests (e.g., nature, food, history, art)
- Listen Actively – Let customers talk, and don’t interrupt. Use phrases like “I understand” or “That makes sense.”
- Speak Clearly & Simply – Avoid jargon unless you’re sure the customer understands it.
- Empathize, Don’t Just Apologize – “I’m sorry you’re frustrated” is OK. “I’d be frustrated too – let’s fix this” is better.
- Mirror the Customer’s Tone – If they’re casual, be casual. If they’re formal, be professional.
- Don’t Say “I Don’t Know” Without a Follow-Up – Say “Great question – let me find that out for you.”

Brochures, Displays & Marketing Materials

Display Guidelines

- Brochures must be tourism, community, or Chamber-related
- Priority is given to Chamber member businesses and sponsors
- Non-members may display materials only if space allows and with written approval

Inventory Management

- Weekly checks for restocking and removing outdated materials
- Seasonal materials (e.g., Christmas Boat Parade, Oysterfest) should be rotated as needed
- Maintain a list of current brochures on hand for reordering

Facilities & Cleanliness

- Keep the lobby neat, well-lit, and welcoming
- Tidy the front desk area before leaving shift
- Ensure coffee station (if offered) is stocked and clean
- Check and tidy restrooms daily; notify maintenance if supplies are low

Safety & Emergency Procedures

- Emergency exits and routes must be kept clear
- Know the location of first aid kits and AED device
- In case of emergency:
 - Medical: Call 911, notify Chamber staff immediately
 - Fire: Evacuate the building, use fire extinguishers if safe
 - Weather: Follow Chamber emergency preparedness protocols

Visitor Log & Data Collection

- Record daily visitor count in the Visitor Log (paper or digital)
- Collect zip codes and/or countries of origin for tourism reporting
- Track:
 - Number of guides/maps distributed
 - Business referrals made
 - Event inquiries
 - Submit monthly summary to Chamber leadership

Special Request & Tour Groups

- All group tours (school groups, clubs, RV caravans) must be pre-scheduled
- Prepare welcome bags or guided information sessions as needed
- Maintain a tour calendar to avoid scheduling conflicts
- All FAM Tours must be scheduled with the President/CEO of the Rockport-Fulton Chamber of Commerce & Visitor Center

Lost & Found Policy

- Items found should be logged and tagged with date/location
- Securely store items for 30 days
- After 30 days, items will be discarded or donated, if appropriate

Technology & Phones

- Answer phones promptly using professional greeting:
 - "Thank you for calling the Rockport-Fulton Chamber and Visitor Center. How may I help you?"
 - Log detailed messages and forward to appropriate team member
 - Public Wi-Fi is available to visitors; monitor usage and report issues

Media, Social Media & Public Information

- All media inquiries must be directed to the Chamber CEO or Marketing Director
- Do not post photos or content on social media without approval
- Maintain confidentiality and professionalism at all times

Dress Code

- Business casual or branded Chamber/Visitor Center apparel preferred
- Name tags must be worn while on duty
- No offensive graphics, political messages, or casual beachwear

Code of Conduct

- Represent the Chamber and community positively
- Be respectful to all individuals, regardless of background or beliefs
- Report harassment or concerning behavior to Chamber leadership

Complaint Handling Procedure

The Rockport-Fulton Chamber of Commerce Visitor Center strives to offer excellent customer service. However, if a visitor, member, or community member has a complaint, it is important to respond in a way that is respectful, solution-focused, and aligned with Chamber values.

Guiding Principles

- Remain calm, professional, and courteous at all times.
- Listen actively and without interruption.
- Do not take complaints personally or respond defensively.
- Aim to resolve concerns promptly or escalate when appropriate.
- If the complaint is within your control (e.g., restocking brochures, providing clearer directions), resolve it on the spot.
- If it requires staff involvement or decision-making authority, say:
- "Let me share this with our staff, and we'll follow up with you as soon as possible."

Contact Us

Please feel free to contact our offices with any questions or concerns.

- **Phone**



361-729-6445

- **Message**



marketingmanager@rockportorg

- **Website**



www.rockport-fulton.org

- **Address**



319 Broadway
Rockport, TX 78382



**Town of Fulton
Hotel Occupancy Tax
Application**

Date Application received (To be completed by Town)		
Official Name of Organization/Entity: <i>ARMAN'S AS COUNTY COUNCIL ON AGING</i>	Is the Organization/Entity a non-profit? <i>501(c)(3)</i>	Date Organization/Entity Founded: <i>1977</i>
Organization/Entity Mailing Address: <i>912 S. CHURCH ST. ROCKPORT, TX 78382</i>		
Organization/Entity website: <i>WWW.SENIORSERVICESCENTER.COM</i>		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): <i>DEBBIE THOMPSON AND/OR MARY ELLEN NIBS</i>	Organization/Entity Phone: <i>361-729-5352</i>	Organization/Entity email: <i>accoadt@gmail.com</i>

FUNDING REQUEST DESCRIPTION

Name of Project/Event: <i>BOUNTIIFUL BOWL POTTERY FAIR</i>	Project/Event date(s): <i>FEB. 14, 2026</i>	
Estimated number of room nights that will be occupied at local hotels, motels, and short-term rentals by attendees of your event(s) or project(s)? <i>60</i>	Estimated number of annual attendance at your event(s) or project(s)? <i>500</i>	Will you charge admission/if yes, how much? <i>10.00</i>
Do your promotional materials/website note area lodging that can host attendees? <i>YES</i>	Have you negotiated a lodging rate at any local hotels, motels, and short-term rentals? <i>YES</i>	
Project/Event location(s): <i>FIRST PRESBYTERIAN</i>	Total Amount of funds requested: <i>\$1500</i>	

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

This is a one day event featuring twenty painters. The hours are 10-5. We cooperate with all the local galleries and feature the downtown area in all of our ads. The entire town is promoted.

The Pottery fair takes place from 10-5 on Sat. Feb. 14, 2026. The local galleries have activities on both the 14th and 15th.

FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

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

	Check box below the appropriate category or categories	Amount requested for each category
The acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.		
The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	✓	
Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums; <ul style="list-style-type: none"> • at or in the immediate vicinity of convention centers; or • located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates 		
Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;		
The promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if: <ul style="list-style-type: none"> • the municipality owns the facilities or fields. 		

ASSURANCES

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

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

Mary Ellen Nies
Applicant's Signature

Date: 5/22/2025

MARY ELLEN NIES
Printed Name

Executive Director
Title

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
1100 COMMERCE STREET
DALLAS, TX 75242-0000

DEPARTMENT OF THE TREASURY

Item 2.

Date: DEC 16 1991

Employer Identification Number:
74-1796095

Contact Person:
SHARI FLOWERS

Contact Telephone Number:
(214) 767-3526

THE ARANSAS COUNTY COUNCIL ON AGING
912 S CHURCH STREET
ROCKPORT, TX 78382

Our Letter Dated:
July 11, 1988

Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

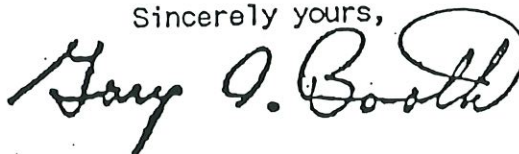
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Gary O. Booth
District Director

Marketing Plan for Bountiful Bowl

1. Website Update (\$200-\$300)

- **Description:** Update the *Bountiful Bowl* website to feature the new event location, date, schedule, potters, etc.
 - **Impact:** As the event's central information hub, a current and accurate website boosts credibility and serves as a trusted reference point for potential attendees. An updated website also improves search engine rankings, making it easier for those searching for local events to find *Bountiful Bowl*.
 - **Note:** We can also add a small section to the Senior Services Center website.
-

2. Flyers (\$500 for 1,000-2,000 copies)

- **Description:** Distribute printed flyers in high-traffic community areas such as coffee shops, libraries, grocery stores, community centers, and local businesses. In Rockport, Aransas Pass, Corpus.
 - **Impact:** Flyers help reach community members who may not be active on social media. They're a cost-effective way to spread awareness locally, especially with the new location details prominently displayed. Including a small map or directions on the flyer can be particularly useful to ensure attendees know exactly where to go.
 - **Note:** Could add a QR on the flyers that links to the bountiful bowl site or the bountiful bowl Facebook event. Y'all might even be able to design these and print them at the Senior Services Center.. That would save money and just leave the price of the paper.
-

3. Banners (\$300-\$360 for three 6x3 ft banners)

- **Description:** Place banners around key locations in town, such as intersections, near the previous event location, and at the new venue.
- **Impact:** Banners are highly visible and an effective way to inform the public of the event's details and new location. Placing one near the old location can prevent confusion for returning attendees, while banners in high-traffic areas can attract new attendees who may not have seen other forms of advertising.
- **Note:** I know you said you have someone who does your banners, these are just our prices that Karl wanted to send over just incase.
 - One option is the Navigation district sign by the beach.. 4x8 banner mounted on white painted wood

- I think you might've said y'all are already this, I think this is a great and effective way to catch locals and out of towners who are visiting!
-

4. Social Media Ad Campaign (\$1,250)

- **Description:** Run a targeted ad campaign on platforms like Facebook and Instagram to reach local audiences based on location, interests, and demographics.
 - **Impact:** Social media ads offer a powerful way to increase visibility at a relatively low cost per view. Ads can be tailored to feature details about the new location, share event highlights, and build anticipation. Targeted ads allow you to reach people most likely to attend, boosting overall engagement.
 - **Note:** We could make posts that specifically note the location change.
-

5. Press Release (\$100)

- **Description:** Write a press release and send it to local newspapers, radio stations, and online event listings to announce the new location, date, and key details of *Bountiful Bowl 2025*.
 - **Impact:** Press releases help generate free media coverage by providing local news outlets with ready-to-publish information. This can lead to articles or segments that reach a broad audience, including community members who rely on traditional news sources.
 - **Note:** Karl has done press releases before.
-

6. Radio Spots (\$200-\$500)

- **Description:** Broadcast short radio ads on local stations to announce the event's new location, date, and any special attractions.
 - **Impact:** Radio ads reach a diverse audience, especially those who may not be on social media but listen to local stations regularly. For a higher impact, aim to broadcast these ads close to the event date and during times when listenership is high, like morning and evening commutes. Partnering with a community-focused station may also allow you to negotiate better rates or additional promotional mentions.
 - **Note:** Sarah has written a radio spot before.
-

7. Newspaper Ads (\$200-\$400)

- **Description:** Run a small ad in local newspapers or recurring ads leading up to the event with key details about the new location, date, and attractions.

- **Impact:** Newspaper ads can effectively reach older demographics and community members who prefer traditional media. Placing ads in sections focused on local events or entertainment can maximize readership. If budget allows, running the ad a few times before the event will reinforce visibility and remind readers about the new location.
-

8. Facebook Group Sharing (Free)

- **Description:** Share event announcements in local Facebook groups, starting with an initial post to announce the new location, a reminder in January, and a final push as the event date approaches.
 - **Impact:** Facebook groups are a free, organic way to reach community members who are already engaged with local happenings. Posting with the right timing and in a non-spammy manner will help build excitement and keep the event top-of-mind without over-posting.
-

Optimizing All Marketing Channels

- **Consistent Visuals and Messaging:** Ensure that all materials—from website updates and flyers to banners, ads, and social media posts—have a cohesive design and clear message. Consistency makes the event recognizable and reinforces key details, like the new location, across all platforms.
-

Conclusion

This budget-conscious marketing approach combines high-impact paid options with free channels to reach the most people possible. By updating the website, leveraging print and online media, and tapping into community networks, *Bountiful Bowl 2025* can build strong local awareness and attract a broad audience for the upcoming event at its new location.

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) **the acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;**
 - ii) **the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;**
 - iii) **advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;**
 - iv) **the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;**
 - v) **historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;**
 - at or in the immediate vicinity of convention centers; or
 - located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates;
 - vi) **signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;**
 - vii) **the promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if:**
 - the municipality owns the 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
- Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable

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

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
P O Box 1130
201 N. Seventh Street
Fulton, TX 78358
citysec@fultontexas.org



**Town of Fulton
Hotel Occupancy Tax
Application**

Date Application received (To be completed by Town)		
Official Name of Organization/Entity: Texas Maritime Museum Association, Inc.	Is the Organization/Entity a non-profit? Yes	Date Organization/Entity Founded: 1980
Organization/Entity Mailing Address: 1202 Navigation Circle, Rockport, TX, 78382		
Organization/Entity website: www.texasmaritimemuseum.org		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Ashley Pieprzyca, Chief Financial Officer	Organization/Entity Phone: 361-729-1271	Organization/Entity email: finance@texasmaritimemuseum.org

FUNDING REQUEST DESCRIPTION

Name of Project/Event: Texas Maritime Museum 2025-2026	Project/Event date(s): 7/1/2025-6/30/2026 Fiscal Year	
Estimated number of room nights that will be occupied at local hotels, motels, and short-term rentals by attendees of your event(s) or project(s)? 3,000	Estimated number of annual attendance at your event(s) or project(s)? 17,000	Will you charge admission/if yes, how much? No
Do your promotional materials/website note area lodging that can host attendees? Yes, website does	Have you negotiated a lodging rate at any local hotels, motels, and short-term rentals? No	
Project/Event location(s): 1202 Navigation Circle, Rockport, TX, 78382	Total Amount of funds requested: \$10,000	

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

Please See Attached

FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

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

	Check box below the appropriate category or categories	Amount requested for each category
The acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.	✓	\$5,000
The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.		
Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums; <ul style="list-style-type: none"> • at or in the immediate vicinity of convention centers; or • located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates 	✓	\$5,000
Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;		
The promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if: <ul style="list-style-type: none"> • the municipality owns the facilities or fields. 		

ASSURANCES

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

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



Applicant's Signature

Date: 7/11/2025

Ashley Pieprzyca

Printed Name

Chief Financial Officer

Title

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 \$10,000 for Historical Preservation and Advertising in 2025-2026 from the City of Fulton HOT funds. The objective is to be a beacon for Rockport-Fulton as a tourist destination through our premier exhibits and the preservation of Texas maritime history that solidifies the Museum as 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.

The appeal for historical preservation is an ongoing issue that goes beyond artifacts. Historical preservation extends to the facility from the temperature and humidity to the exhibits and materials that help create a buffer to protect and preserve the artifact for generations. Equipment that the Texas Maritime Museum will require will consist of archival boxes, storage units, and other assorted tools to maintain high archival standards. Historical Preservation also includes preparation for any natural disasters, i.e. Hurricanes or tornadoes along with any effort to mitigate damage, damaging light, fluctuating humidity, and pests.

However, historical preservation goes beyond conservation and preservation of the artifact itself. Historical preservation goes to the dissemination and awareness of the piece and what it was used for. Historical preservation is intended to educate the public about the significance of various objects and exhibit them with the upmost respect and dignity that the piece deserves. In fact, the Texas Maritime Museum has several exquisite artifacts that require constant monitoring and upkeep due to rarity such as, La Tortuga and 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. The Museum works diligently to maintain the boat in its original condition using authentic materials and techniques in the conservation process. This is an annual project that requires hundreds of man hours to preserve this unique artifact.

The Zavala boiler is 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 *Zalava'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 was 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, disseminating its story, and other forgotten stories of our past.

The Texas Maritime Museum is working on new and exciting exhibits such as: Pirate LaFitte, 1554, Texas Navy, Maritime in the Civil War, Energy, Sport and Commercialization and more. These exhibits will allow the Texas Maritime Museum to use artifacts that have been stowed away. The HOT Funds will assist in bringing these exhibits to fruition, protect and preserve, and help disseminate their history to create a lasting impression on our guests.

Advertisement: \$5,000

The Texas Maritime Museum's marketing objective 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.

The objective is to enhance the Museum's visibility with a focus on tangible data and end results, and an eye towards cost efficiency. The Museum's plan consists of a 4-step process to engage and attract visitors from the surrounding communities including Corpus Christi, San Antonio, Austin, and Houston, among others.

The 4-step process consist of:

- Engagement: Attraction Phase
- Content: Information Phase
- Experience: Physical Location
- Reflection: Data Analysis Phase

The Museum will use various methodologies that have consistently proven effective such as, Google Ads, Social Media, Geo-Fencing, E-newsletters, Behavioral Targeting. Along with using other methods like print ads and radio to attract and reach a broader audience to visit the Museum and our community.

Texas Maritime Museum

ANCHORED IN HISTORY



2025-2026 Marketing Plan



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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.

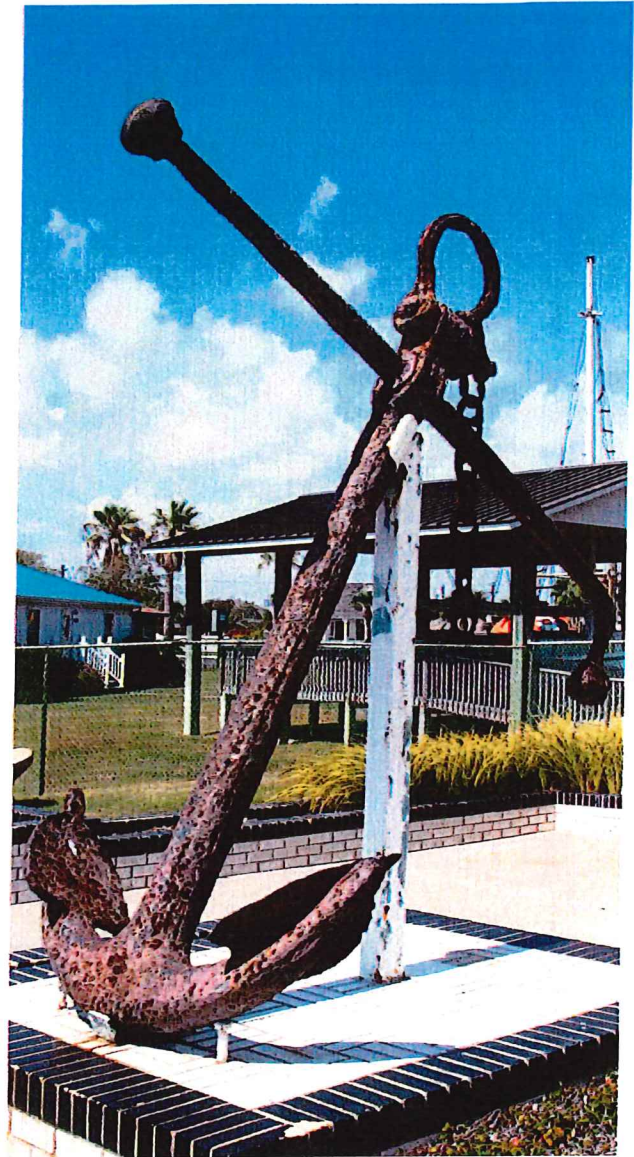
The plan consists of a 4-step process to engage and attract visitors from the surrounding communities to include Corpus Christi, San Antonio, Austin, and Houston, among others. The 4-step process consists of:

- | | | |
|----------|-------------------|---------------------|
| 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

Google Ads

Social-Media

Texas Magazines

Behavioral Targeting

Texas Magazines

Texas Parks & Wildlife

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.



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 also now affiliated with the Reciprocal Organization of Associated Museums (ROAM), as a benefit of the Museum Membership program. This feature of the Museum's membership program allows our members 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 27 other museums in Texas and over 579 other institutions across the United States and abroad. This benefit includes discounted 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.



**2025-2026
MARKETING PLAN**



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

TEXAS MARITIME ASSOCIATION INC
1202 NAVIGATION CIRCLE
ROCKPORT, TX 78382

Date: June 20, 2024
Employer ID number: 74-2097680
Form 990 required: Yes
Person to contact: Name: D Finley
ID number: 1001747347

Dear Sir or Madam:

We're responding to your request dated May 30, 2024, about your tax-exempt status.

We issued you a determination letter in May 1980, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax-deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period.

- Form 990, Return of Organization Exempt From Income Tax
- Form 990-EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements



**Town of Fulton
Hotel Occupancy Tax
Application**

Date Application received (To be completed by Town)		
Official Name of Organization/Entity: Friends of Fulton mansion	Is the Organization/Entity a non-profit? <u>Yes</u> 501c3	Date Organization/Entity Founded: 1998
Organization/Entity Mailing Address: P.O. Box 1859, Fulton, TX 78358		
Organization/Entity website: www.friendsoffultonmansion.org		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Jane Hill, President	Organization/Entity Phone: <u>NA</u> Use Jane Hill 713-818- 00 8307	Organization/Entity email: <u>NA</u> janeh2@comcast.net

FUNDING REQUEST DESCRIPTION

Name of Project/Event: Multiple programs and events	Project/Event date(s): throughout the year	
Estimated number of room nights that will be occupied at local hotels, motels, and short-term rentals by attendees of your event(s) or project(s)? NA	Estimated number of annual attendance at your event(s) or project(s)? last year over 13,000	Will you charge admission/if yes, how much? NO
Do your promotional materials/website note area lodging that can host attendees? NA	Have you negotiated a lodging rate at any local hotels, motels, and short-term rentals? NA	
Project/Event location(s): Fulton mansion	Total Amount of funds requested: \$ 5,000	

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

See attached list.

September 2025 :

- Guided Home tour : Ranching
- Henry Smith Lecture
- Fall Forward volunteer Training
- School tours
- Spooky stories Kickoff
- Fishing / Nature Lecture : Friends of Fulton Mansion Lecture

October 2025

- Guided Home tour : Engineering focused
- Cemetery Lecture / Possible Cemetery Tour
- Oysterfest Parade
- Haunted Heritage Volunteer Activity
- Dinner at the Mansion
- Spooky Stories Awards, Book, Art
- Butterfly Release

November 2025

- Guided Home tour : Nature Motifs
- Genealogy Lecture / Workshop America 250 Event
- Christmas at the Beach : Outreach
- Dinner at the Mansion
- Volunteer Activity/ Training

December 2025

- Guided Home tour : Christmas Culture
- Friends of Fulton Mansion : Christmas in the Mansion
- Victorian Christmas Family Event
- Dinner at the Mansion, New Year's Eve
- Volunteer Activity / Training

January 2026

- Guided House Tour Ranching
- Jamie Ross Furnace Lecture
- Volunteer Activity and Training
- Preserving Memories & Heirlooms Workshop

February

- Guided Home tour : Engineering: Hard Hat Tour
- Volunteer Activity and Training
- Archaeology Lecture : David wood, Railroad Commission
- La Mardi Gras Parade
- Create your own Tussie Mussie Bouquet

March

- Guided Home Tour : Garden
- Dinner at the Mansion : 50th Anniversary Dinner
- Goliad Reenactment Outreach
- Volunteer Activity and Training
- Lemon Curd Foodways Program

April

- Guided Home tour : Focus on Staff / Back of the house
- Spring Picnic Day
- Friends of Fulton Mansion Membership Drive / Annual Meeting
- Clay Loom and Dying Cotton / Yarn
- Volunteer Activity and Training

May

- Guided Home tour : Ranching History
- Volunteer Activity and Training
- Lemonade Day
- Clay Loom and Dying Cotton / Yarn, part 2
- Music at the Mansion

June

- Guided Home tour : Engineering : Hard Hat Tours
- Volunteer Activity and Training
- Music at the Mansion

June

- Guided Home tour : Patriotic Tour
- Volunteer Activity and Training
- Music at the Mansion
- Lecture Series : Maps and the General Land Office

July

- Guided Home tour : Patriotic Tour
- Volunteer Activity and Training
- Music at the Mansion
- America 250 Event

August

- Guided Home tour : Patriotic Tour
- Volunteer Activity and Training

FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

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

	Check box below the appropriate category or categories	Amount requested for each category
The acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.		
The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	X	\$5,000
Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums; <ul style="list-style-type: none"> • at or in the immediate vicinity of convention centers; or • located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates 	X	
Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;		
The promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if: <ul style="list-style-type: none"> • the municipality owns the facilities or fields. 		

ASSURANCES

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

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

Jane Hill

Applicant's Signature

Date: 6-4-25

Jane Hill

Printed Name

President

Title



**Town of Fulton
Hotel Occupancy Tax
Application**

Date Application received (To be completed by Town)		
Official Name of Organization/Entity: ACTS Aviation Non-Profit Fund - NCF Houston	Is the Organization/Entity a non-profit? YES	Date Organization/Entity Founded: 2024
Organization/Entity Mailing Address: 4545 Post Oak Place Drive, Suite 201, Houston, TX 77027		
Organization/Entity website: www.stxwarbirds.com		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application (“Applicant”): Cody Stewart	Organization/Entity Phone: 361-229-0857	Organization/Entity email: cstewart@actsaviation.com

FUNDING REQUEST DESCRIPTION

Name of Project/Event: Warbirds Over South Texas		Project/Event date(s): November 14-16, 2025
Estimated number of room nights that will be occupied at local hotels, motels, and short-term rentals by attendees of your event(s) or project(s)? 150	Estimated number of annual attendance at your event(s) or project(s)? 12,000	Will you charge admission/if yes, how much? \$0.00
Do your promotional materials/website note area lodging that can host attendees? YES – AND WE BOOK ALL PILOT & CREW ROOMS IN FULTON	Have you negotiated a lodging rate at any local hotels, motels, and short-term rentals? YES- Hampton INN Fulton	
Project/Event location(s): ARANSAS COUNTY (FULTON) AIRPORT	Total Amount of funds requested: \$5,000.00	

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

ACTS Aviation will be hosting its 4th Annual “Warbirds Over South Texas” on November 14th-16th (2025) at the historic Aransas County (FULTON) Airport to highlight the following:

Veteran’s Week Celebration – Honoring our local service members who have fought for our freedom.

Education Day– Friday, November 14th, we will expand our “All Things Aviation” Education Day to continue the following:

In 2024, We accomplished our goal of 500+ students in attendance! We will be bringing back 5+ High schools, 3+ middle schools, 2+ elementary school, 2 private schools, and many homeschoolers (both group and single families)

Students will tour the airport facilities, aircraft demonstrations, visit the aviation career mall, fly real simulators, and learn about local WWII history. Over \$2,500 in aviation scholarships will be given at the event.

“BIG PROP” FLYING – The event is planning to bring back 25+ historical airplanes to the Aransas County Airport and Costal Bend. The event will feature action packed flying that will be seen all around the Rockport area.

We are again approved to host active military jet aircraft for a 2nd time at the 2025 event. (US Navy T-45s)

FREE ADMISSION & PARKING – The gates are always open to the public on both Saturday & Sunday to share in this historical aviation event.

FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

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

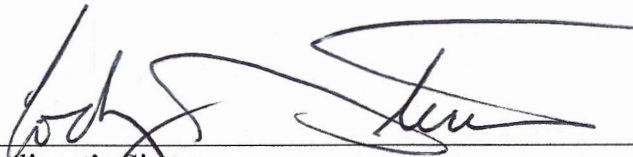
	Check box below the appropriate category or categories	Amount requested for each category
The acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.		
The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.		
Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;	XXXXXX	\$5,000.00

<ul style="list-style-type: none"> • at or in the immediate vicinity of convention centers; or • located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates 		
Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;		
The promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if: <ul style="list-style-type: none"> • the municipality owns the facilities or fields. 		

ASSURANCES

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

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



 Applicant's Signature

Date: 7-3-25

Cody Stewart

 Printed Name

Executive Director

 Title

ACTS Aviation

Warbirds Over South Texas Fly-In



November 14th-16th 2025

Executive Summary

ACTS Aviation will be hosting its 4th Annual “Warbirds Over South Texas” on November 14th-16th (2025) to highlight the following:

- **Veteran’s Week Celebration** – Honoring our local service members who have fought for our freedom.
- **Education Day**– Friday, November 14th, we will expand our “All Things Aviation” Education Day to continue the following:
 - ***In 2024, We accomplished our goal of 500+ students in attendance!*** We will be bringing back 5+ High schools, 3+ middle schools, 2+ elementary school, 2 private schools, and many homeschoolers (both group and single families)
 - Students will tour the airport facilities, aircraft demonstrations, visit the aviation career mall, fly real simulators, and learn about local WWII history.
 - Over \$2,500 in aviation scholarships will be given at the event.
- **“BIG PROP” FLYING** – The event is planning to bring back 25+ historical airplanes to the Aransas County Airport and Costal Bend.
 - The event will feature action packed flying that will be seen at the Rockport Beach, CC North Beach, USS Lexington, Texas State Aquarium, and Ocean Drive CC.
 - We are again approved to host active military jet aircraft for a 2nd time at the 2025 event. (US Navy T-45s)
 - ***FREE ADMISSION & PARKING – The gates are always open to the public on both Saturday & Sunday to share in this historical aviation event.***



Item 5.

Warbirds Over South Texas – Headliner Aircraft Item 5.

WWII Bomber's, Fighters and Navy Jets

The B-25 “Devil Dog”, the P-51 Mustang “Glamorous Glen III”, the SBC “Helldiver”, the C-47 “Southern Cross”, the US Navy T-45 “Goshawks”, and the Coast Guard MH-65 “Dolphins” all are scheduled for appearances at this year's event.



Education Day – Warbirds Over South Texas

Item 5.

Education Day– Friday, November 14th, will be our 2nd Annual “All Things Aviation” Education Day where the fly-in team will bring back the following:

- ***In 2024, We accomplished our goal of 500+ students in attendance! For 2025, we will be bringing back 5+ High schools, 3+ middle schools, 2+ elementary school, 2 private schools, and several homeschoolers (both group and single families)***
- We are expanding our aviation careers by bringing in flight simulators (Lone Star Museum), TSA, and FBI aviation.
- We are also inviting additional military aviation squadrons.



“All Things Aviation” Education Day

Item 5.

Friday, November 14th 2025, will be dedicated to students in which school districts from the Coastal Bend will be invited to schedule a field trip day. The tentative itinerary is as followed:

- 9:30am – 10:00am: Students arrival at the Aransas County Airport
- 10:00am - 12:00pm: Tour of all education booths (**Del Mar Aviation, Lone Star, WASP, USS LEX, FAA, ATC, Military**) and students will be allowed to sit in airplanes.
- 10:00am – 12:00pm: Early Arrivals of Historical Airplanes & Military Jets. Students will be allowed to tour the airplanes while learning the history of the airplane and their roles. (**Acts Aviation & Commemorative Air Force**)
- 12:00 – 12:30pm: Lunch Break while watching more early arrivals and **US Coast Guard Mock Rescue**
- 12:30pm – 2:30pm: Second round of aviation career, military booths, and flight simulators.
- 2:30pm – 5:00pm: Free EAA Young Eagle Rides in certified flight school airplanes (**Parental/Guardian Written Permission Required**)

This will be the largest aviation event in South Texas in which students can participate “HANDS ON”. Aviation is projected to be one of the TOP career fields over the next 15 years.



Major Historical Airplane Operators in Attendance

Item 5.



Saturday & Sunday – Major Aviation Attraction Item 5.

This will be the largest aviation event in South Texas on the week of Veteran's Day.

- This will be a **FREE Event** that will bring a high volume of Coastal Bend residents, along with tourists from outside the area, to this popular attraction.
 - Expected high pedestrian traffic up to 15k, with scenic airplanes rides and the **Liberty Jump Team** performing all weekend.
 - Expected high aviation traffic of airplanes due to historically good weather and Rockport being known as a “Destination Place.”
- **Local Highlights** – Opportunity to learn about our local/area history and learn how Aransas County is promoting Aviation education. The event will feature action packed flying that will be seen at the Rockport Beach, CC North Beach, USS Lexington, Texas State Aquarium, and Ocean Drive CC.



Event Support – Safety & Supplies

The event will need to raise significant funds to promote, and properly, execute the “Warbirds Over South Texas” event:

- **Qualified Aviation Organizations & Teams** – *We will be bringing in over 30 historical airplanes and 100 aviation specialists*
- **Commemorative Air Force Marshalling Detachment**– 10 Qualified Safety Marshallsers, 2 Fully Equipped Ramp Trucks, 2 golf carts, and hotel rooms.
- **Warbird Flight Line Detachment** – Warbird oil, smoke oil, hydraulic fluids, and other airplane service supplies.
- **Warbird Fuel Truck**– Aransas County Airport to take possession of a donated fuel truck for show support but must pay transfer/delivery fee.
- **Warbird Event Fuel** - Aransas County to provide 3,000 gallons of 100LL for qualified heritage military aircraft for event attendance and parade flights.
- **FAA/Air Traffic Control Support**– Aransas County Airport to make a request to Corpus Christ ATC for event support with advisory personnel and tower assets.
- **Pilot/Crew Hotel & Rental Cars**– Local hotel rates are averaging \$225/night for double bedrooms.
- **Event Setup & Supplies**– insurance, coffee, tables, chairs, etc.





**Town of Fulton
Hotel Occupancy Tax
Application**

Date Application received (To be completed by Town)		
Official Name of Organization/Entity: Visit Rockport Fulton	Is the Organization/Entity a non-profit?	Date Organization/Entity Founded: 2025
Organization/Entity Mailing Address: 212 N. Live Oak St. Rockport TX 78382		
Organization/Entity website: www.visitrockportfulton.com		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Nannette Eiland Tourism Manager	Organization/Entity Phone: 361.557.7581	Organization/Entity email: neiland@rockporttx.gov

FUNDING REQUEST DESCRIPTION

Name of Project/Event: VisitRockportFulton annual events (35+)		Project/Event date(s): Year round
Estimated number of room nights that will be occupied at local hotels, motels, and short-term rentals by attendees of your event(s) or project(s)? 40,000	Estimated number of annual attendance at your event(s) or project(s)? 150,000	Will you charge admission/if yes, how much? no
Do your promotional materials/website note area lodging that can host attendees? Yes	Have you negotiated a lodging rate at any local hotels, motels, and short-term rentals? TBD	
Project/Event location(s): Rockport/Futon	Total Amount of funds requested: \$75,000.00	

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

The Rockport Convention and Visitors Bureau has been instrumental in elevating Fulton's profile as a destination through comprehensive marketing efforts that consistently showcase both communities under the unified Rockport-Fulton brand.

Since the spring of 2025, the bureau's strategic approach has ensured that Fulton receives visibility across all marketing channels, from the Explore Rockport-Fulton social media accounts that have reached millions of users on Facebook, Instagram, and YouTube, to the extensive Google, YouTube, and streaming advertising campaigns that highlight Fulton's attractions to hundreds of thousands of potential visitors monthly.

The bureau's targeted advertising drives search traffic for both Rockport and Fulton, directing tourists to book accommodations in both communities, while featuring iconic Fulton locations like the Harbor, Convention Center, Fishing Pier, and Downtown area in both paid and organic content.

Through significant investments in Texas Tourism partnerships, including the State Travel Guide, Tour Texas, and Texas Highways publications, millions of Texans are exposed to Rockport-Fulton marketing that prominently features local events, lodging, and attractions from both communities.

The upcoming launch of visitrockportfulton.com in mid-October 2025 will further cement this partnership, providing a centralized platform where businesses in Rockport, Fulton, and the County can showcase their offerings.

A digital map highlighting a dozen well-known locations will include key Fulton landmarks including the Convention Center, Pier, and Harbor. These marketing campaigns position Rockport and Fulton in front of millions of potential visitors, many of whom are discovering the Live Oak Peninsula for the first time.

FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

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

	Check box below the appropriate category or categories	Amount requested for each category
The acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.	X	
The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.		
Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums; <ul style="list-style-type: none"> • at or in the immediate vicinity of convention centers; or • located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates 		
Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;		
The promotion of tourism by the enhancement and		

upgrading of existing sports facilities or fields if: <ul style="list-style-type: none">the municipality owns the facilities or fields.		
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ASSURANCES

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

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

Nannette Eiland
Applicant's Signature

Date: 7-29-25

Nannette Eiland
Printed Name

Tourism Manager
Title

Visit Rockport Fulton Annual Events

Monthly

Rockport-Fulton Market Days

Downtown Farmers Market

Downtown Makers Market

Austin Street Art Walk

Second Saturday In The District

January

Gospel Music Festival

Winter Texan Appreciation Day

February

Bountiful Bowl Clay Expo

Biennial Quilt Show

LaMardi Gras

March

Fulton Oysterfest

Spring Art Fair by the Bay

Whooping Crane Strut

Rockport Crawfish Cook-Off & Tasting

April

Annual Kite Festival

Fishing For Wishes Tournament

Zazu Music and More

Boots-N-Bling

Taste of Rockport

Rockport-Fulton Book Festival

May

Nautical Flea Market

Babes on the Bay

Rockport Wine Festival

Lemonade Day

Annual Rockport Fishing Expo

July

Rockport Art Festival

July 4th Boat Parade

July 4th Fireworks

TSA Youth Sailing Rockin Rockport Regatta

August

Leading Ladies Gala

September

HummerBird Celebration

TSA Youth Sailing Regatta

Little Bay Labor Day Music Fest

October

Rockport-Fulton Seafair

Fulton Fall Festival

Halloween in the District

November

Rockport Film Festival

Lamar Market Days

Shop Small Saturday

Annual Rockport Songwriter Festival

December

Christmas on the Beach Lights Display

Tropical Christmas

Christmas in the District

Tis The Season

Rockport-Fulton Tour of Homes

Christmas in Fulton

Christmas Lighted Boat Parade



TOWN COUNCIL REGULAR MEETING

Wednesday, July 02, 2025 at 6:00 PM
Fulton Council Chambers, 201 N. 7th Street

MINUTES

CALL TO ORDER

PRESENT

Mayor Kelli Cole
Mayor Pro Tem Robert Loflin
Place 3 MaryAnn Pahmiyer
Place 4 Margo Nielsen
Place 5 Laura McCorkle

ABSENT

Place 2 Chris Garis Place

STAFF PRESENT

Stephanie Garcia, City Secretary
Ty Gerstenberger, Chief
Robert Brake, Officer
Steven Robertson, Comptroller
Ashley Sloan, Bookkeeper

Mayor Cole called the meeting to order at 6:00 p.m.

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

Mayor Cole led everyone in the pledges.

OBSERVE A MOMENT OF SILENCE/PRAAYER

Mayor Cole led everyone in a moment of silence.

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.

Kathy Kane spoke on item 5 of the agenda and discussed her concerns with the addition of adding to the police force. She asked that the Council consider all avenues of help for the police department.

CONSENT AGENDA

All consent agenda items listed are considered to be routine by the Town Council and will be enacted by one motion. There will be no separate discussion of these items unless a council Member so requests, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the agenda.

- 1. **Discuss/Approve/Disapprove** minutes of the Regular Meeting held on June 4, 2025.
- 2. **Discuss/Approve/Disapprove** the May 2025 financial report.

Motion made by Place 5 McCorkle, Seconded by Place 4 Nielsen to accept the Consent Agenda as presented.

Voting Yea: Mayor Pro Tem Loflin, Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

ITEMS FOR CONSIDERATION

- 3. **Discuss/Approve/Disapprove** Ordinance No. 325, an Ordinance relating to battery energy storage; repealing ordinances in conflict; providing for severance; providing a penalty; and providing for publication.

Mayor Cole read the item and reminded the Council that this was on the agenda previously and has been modified with the Council’s suggestions.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 5 McCorkle to approve Ordinance No. 325, an Ordinance relating to battery energy storage; repealing ordinances in conflict; providing for severance; providing a penalty; and providing for publication.

Voting Yea: Mayor Pro Tem Loflin, Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

- 4. **Discuss/Approve/Disapprove** revisions to Job Titles and Pay Ranges.

Mayor Cole read the item and discussed by adding the additional police officer positions supports the Town’s desire to become more self-sufficient within its police department. There was some discussion regarding the approval of this item so that the Town may consider hiring additional officers.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 5 McCorkle to approve the revisions to Job Titles and Pay Ranges.

Voting Yea: Mayor Pro Tem Loflin, Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

- 5. **Discuss/Approve/Disapprove** the hiring and paying of a hourly wage during attendance at the police academy; making employment contingent upon successful completion of the academy and obtaining a Texas peace officer license; and authorizing the Mayor to negotiate and execute an employment agreement.

Mayor Cole read the item and began by informing the Council that the Town is working with Hal George on an employment agreement for the cadet(s), the reimbursement to the Town and commitment of employment by the cadet(s) for two years. Mayor Cole also discussed the Town’s desire to become more self-sufficient within the police department. Offering this opportunity to a young officer helps to ensure that the officer is invested in the Town of Fulton. Mayor Cole also noted it has been difficult to hire new officers. Hal George, the Town’s attorney, spoke briefly of the history of how law enforcement evolved in Fulton. He discussed the other agencies raising our fees by triple that in the past, wherein the Town and the other entity came into an agreement for \$60,000 a year. Mr. George informed the Council that again the other entity will be raising the cost by more than double. In hiring our own officers, we can eliminate other interlocal agreements and use those funds to pay our own officers. Mr. George stated that he feels this is the right move for the Town. Steven Robertson, Comptroller, noted that the budget for the police department will be discussed during the July 15, 2025, budget workshop meeting.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 5 McCorkle to approve the hiring and paying of a hourly wage during attendance at the police academy; making employment contingent upon successful completion of the academy and obtaining a Texas peace officer license; and authorizing the Mayor to negotiate and execute an employment agreement.

Voting Yea: Mayor Pro Tem Loflin, Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

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.

The Council convened into Closed Session at 6:06 p.m. between Items for Consideration 4. and 5.

OPEN SESSION

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

The Council reconvened in to Open Session at 6:27 p.m. and continued with Items for Consideration 5.

ANNOUNCEMENTS

- 6. Mayor's Update.

Mayor Cole noted it is 4th of July weekend, and the area will be busy. Alderwoman Maryann Pahmiyer inquired as to the plans for a new Town Hall. Mayor Cole informed the Council that the Town has come into an agreement with an architect; however, it is in the very early stages. Mr. Robertson noted that the pier is thirty-three percent (33%) higher in revenue at this time than it was last year.

- 7. The next Regular Fulton Town Council Meeting will be held Wednesday, July 16, 2025, beginning at 6:00 pm.

Mayor Cole announced the date and time of the next meeting.

ADJOURNMENT

There being no further business, Mayor Cole entertained a motion to adjourn.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 5 McCorkle to adjourn the meeting.

Voting Yea: Mayor Pro Tem Loflin, Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

The meeting was adjourned at 6:39 p.m.

Kelli Cole, Mayor

Stephanie Garcia, City Secretary



TOWN COUNCIL SPECIAL MEETING - BUDGET WORKSHOP

Tuesday, July 15, 2025 at 9:00 AM

Fulton Council Chambers, 201 N. 7th Street

MINUTES

CALL TO ORDER

PRESENT

Mayor Kelli Cole
Place 3 MaryAnn Pahmiyer
Place 4 Margo Nielsen
Place 5 Laura McCorkle

ABSENT

Mayor Pro Tem Robert Loflin
Place 2 Chris Garis Place

STAFF PRESENT

Stephanie Garcia, City Secretary
Ty Gerstenberger, Chief
Mr. Robertson, Comptroller
Ashley Sloan, Bookkeeper
Melissa Pina, Coordinator
Alyssa Hendricks, Administrative Assistant
Sherry Hudson, Pier Manager
Matt Olenick, Director of Operations
Johnny Davis, Building Official

Mayor Cole called the meeting to order at 9:00 a.m.

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

Mayor Cole led everyone in the pledges.

OBSERVE A MOMENT OF SILENCE/PRAAYER

Mayor Cole led everyone in a moment of silence.

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.

No one came forward.

BUDGET WORKSHOP

1. Presentation and general discussion of proposed FY 2025 - 2026 Budget.

Mayor Cole read the item and asked Mr. Robertson, Comptroller, to begin the presentation.

Mr. Robertson began with the summary on Page 1.

Page 2 tax rate – The referenced tax rate is a preliminary estimate based on Voter Approval Rate (VAR). There was some discussion regarding the tax rate. The Town will not be able to have a definite rate until the Tax Appraiser informs the Town of the appraised values.

General Fund: The tax rate used is the estimated VAR, approximately 3.5%. There was discussion regarding the entities that pay sales tax to the Town. Alderwoman Laura McCorkle asked why the permits budget has decreased. Mr. Robertson and Johnny Davis, Building Official, addressed that question. Hurricane Harvey increased the permit fees in the last few years. Now that most have rebuilt and/or built, the permit fees have decreased. Matt Olenick informed the Council of the change in the water permits. Those permits will now go through the City of Rockport due to their not being an interlocal for water usage. It's approximately \$1700 a year in water permits. Mayor Cole indicated that the Town should be able to collect franchise fees from the new gas company. Interest rates are down approximately a percent; therefore, the interest income has slightly decreased. There was discussion regarding a possible increase with the cellular tower lease. He noted that Rockport Police Department law enforcement will not be in the next fiscal year budget. There was a discussion regarding an agreement with the Aransas County Sheriff's Department. Mr. Robertson indicated that the Town Hall repairs, and maintenance budget will decrease. He noted that the personnel cost varied due to the new cadet addition for the rest of this fiscal year. Mr. Robertson gave a general overview of the other general fund items and the graph showing the changes. Mr. Robertson assured the Council that the Town has more than an appropriate fund balance.

Debt Service – This will be fund will be slightly revised once the Town received final numbers. The debt with Bank of America will be paid off in 2026.

Hotel/Motel – Mr. Robertson noted the projected actuals for this year and indicated that the numbers being received are slightly lower than expected. With that, there were necessary cuts in the budget. There was some discussion regarding what advertising had been done. Alderwoman MaryAnn Pahmiyer had a question regarding the funds provided to the Rockport-Fulton Chamber. There was discussion regarding the same. Mr. Robertson indicated there are new requests for HOT funds and there is an additional \$10,000 that can be considered for that.

Police – Mr. Robertson noted that the fines and fees have almost doubled due to the increase in fees. The Town also received the funds for an asset forfeiture seizure. The Chief is the only person that can sign on that account and that budget must go before Council. He reviewed the

equipment needs and the budget to accommodate the officers. There was discussion on possible grant funds to offset some of the costs. It was noted that the savings in dispatch and Rockport Police Department Law Enforcement agreement costs helped to facilitate the new officers.

Sewer – The fund decreased due to the current water restriction that has taken place this year. Matt Olenick indicated there are not as many taps being put in. He also noted that with the large project going in within the Town there will be some fees accrued from that. Mr. Robertson indicated there are not many changes to the overall fund.

Convention Center – Mr. Robertson indicated this fund is steady and asked Melissa Pina, Coordinator for any input. She indicated that she is booking many back-to-back events, and the weekend dates are filling up very quickly. She has the books open through 2029. She indicated in the fiscal year 2026 – 2027 the Town should consider an increase in the fees. There was discussion regarding trash removal. Alderwoman, Laura McCorkle noted that internet and office expenses are less. The Coordinator and City Secretary addressed her question.

Pier/Visitor Center – Mr. Robertson noted the hours have changed and it has done very well this year. Sherry Hudson, Pier Manager indicated it has been busier than the prior year. He indicated the increase to the fund is good because the pier requires maintenance. Mr. Robertson briefly reviewed the additional fund items.

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.

Council did not convene into Closed Session.

OPEN SESSION

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

ADJOURNMENT

There being no further business, Mayor Cole entertained a motion to adjourn.

Motion made by Place 5 McCorkle, Seconded by Place 4 Nielsen to adjourn the meeting.

Voting Yea: Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

The meeting was adjourned at 9:52 a.m.

Kelli Cole, Mayor

Stephanie Garcia, City Secretary

**INTERLOCAL COOPERATION AGREEMENT FOR TAX ASSESSMENT AND
COLLECTION OF PROPERTY TAX IN 2025-2026
BETWEEN COUNTY OF ARANSAS, TEXAS, AND
THE TOWN OF FULTON, TEXAS**

This **INTERLOCAL COOPERATION AGREEMENT** (“Agreement”) is made and entered into by and between the COUNTY OF ARANSAS, TEXAS, with the agreement, consent, and participation of the Aransas County Tax Assessor-Collector (singularly or collectively referred to as “COUNTY” or “COUNTY TAX ASSESSOR-COLLECTOR”) and the TOWN OF FULTON (hereinafter called “TOWN”), each a political Subdivision of the State of Texas, each acting by and through its duly elected officials, under the terms, authority, and provisions of Chapter 791 of the Government Code of the State of Texas and Section 6.24 of the Texas Property Tax Code, which authorizes such agreements.

WHEREAS, Chapter 791 of the Texas Government Code authorizes local governments of the State to enter into contracts for governmental functions and services to increase efficiency and effectiveness; and,

WHEREAS, the COUNTY and TOWN are local government entities as defined in §791.003 of the Texas Government Code and are authorized to enter into this Agreement by the action of their respective governing bodies in the manner prescribed by law; and,

WHEREAS, TOWN shall make the payments provided for in this Agreement from current funds available to TOWN; and,

WHEREAS, TOWN desires to authorize the COUNTY TAX ASSESSOR-COLLECTOR to act as the Tax Assessor/Collector for TOWN, for ad valorem tax purposes, as herein provided, for Aransas County properties within TOWN’S jurisdiction.

NOW, THEREFORE, in consideration of the recitals and mutual covenants and agreements stated herein, COUNTY and TOWN agree to the following:

1. Purpose. The purpose of this Agreement is for the Parties to establish the terms and conditions under which COUNTY will provide tax assessment and collection services for TOWN. For the purposes of this Agreement, the terms “assessment” and “collection” shall mean all steps necessary to effect such functions including, but not limited to the calculation of tax, preparation of current and delinquent tax rolls, pro-ration of taxes, correction of clerical errors in tax rolls, collection of current liabilities, collection of delinquent taxes; and calculation of an effective tax rate required by §26.04 of the Texas Property Tax Code.
2. Term. This AGREEMENT by and between COUNTY and TOWN shall be in effect from September 1, 2025 through August 31, 2026.
3. Notice of Termination of Agreement for Next Fiscal Year. Should TOWN elect not to continue with an Assessment and Collection Agreement with COUNTY for the following fiscal year beginning September 1, 2026, TOWN agrees to provide four (4) months’ written notice to COUNTY, prior to the end of this Agreement, so as to prevent expenditures for the upcoming fiscal year.

4. COUNTY'S Designee. COUNTY hereby designates the COUNTY TAX ASSESSOR-COLLECTOR to act on behalf of COUNTY and to serve as the liaison between COUNTY and TOWN. COUNTY TAX ASSESSOR-COLLECTOR and/or her designee shall ensure the performance of all duties and obligations of COUNTY under the terms of this Agreement.
5. TOWN Authorizes COUNTY to Perform Duties. By entering into this Agreement, TOWN expressly authorizes COUNTY to perform all acts necessary for tax assessment and collection for TOWN.
6. Compensation to COUNTY. TOWN shall reimburse COUNTY for the actual cost of providing services under this Agreement from TOWN'S current revenues for the fiscal year beginning September 1, 2025 and ending August 31, 2026. Because actual costs cannot be determined at this time, TOWN shall pay COUNTY **Two Thousand Three Hundred Sixty-Six Dollars and Sixty-Eight Cents (\$2,366.68)** as an operating budget for the described fiscal year no later than **January 15, 2026.**
7. Duties of the COUNTY TAX ASSESSOR-COLLECTOR:
- a. *Tax Statements.* COUNTY TAX ASSESSOR-COLLECTOR shall prepare and mail all tax statements, provide necessary collection reports to TOWN, prepare tax certificates, develop and maintain both current and delinquent tax rolls and such other records and forms as are necessary or required by law or State rules and regulations.
 - b. *Monthly Reports to TOWN.* COUNTY TAX ASSESSOR-COLLECTOR will submit a monthly status report to TOWN, in the format preferred by its governing body, at least eight (8) days prior to a regular meeting of its governing body (such schedule to be provided by TOWN).
 - c. *Information shall be Available.* COUNTY TAX ASSESSOR-COLLECTOR undertakes and agrees to make available to TOWN full information about the tax collection operation of COUNTY, and to promptly furnish written reports reasonably necessary to keep TOWN advised of all relevant financial information affecting it.
 - d. *Collection of Delinquent Taxes.* COUNTY may contract with legal counsel for the collection of delinquent taxes.
 - e. *Bond.* COUNTY TAX ASSESSOR-COLLECTOR will agree to sign a bond, conditional on faithful performance of duties, payable to TOWN. Said bond will be ordered by, approved by, and paid by TOWN in an amount determined by TOWN, as stated in Texas Property Tax Code 6.29(b).
 - f. *Payments of Taxes to TOWN; Deposits.* COUNTY TAX ASSESSOR-COLLECTOR shall make payment of taxes collected on behalf of TOWN into such bank account/s selected by TOWN. Such payment shall be made on a daily basis, except for electronic payments (e.g. credit cards and e-checks). Electronic payments are not available for several days after the payment is posted; therefore, no tax collected by electronic payment shall be deposited until the electronic payment has been irrevocably deposited into the COUNTY TAX ASSESSOR-COLLECTOR'S tax account maintained for the purpose. A "deposit of tax

money” itemization form will be completed to show the distribution of money collected. This itemization will be forwarded to TOWN after each deposit. COUNTY TAX ASSESSOR-COLLECTOR shall have no access to the tax money once deposited to TOWN’S bank account(s). Collections for TOWN shall be deposited into two (2) accounts as follows:

Maintenance & Operation funds shall be deposited to account ending in 88-9
1st Community Bank, Rockport, TX

Delinquent tax funds previously belonging to the County Education Fund will also be deposited into this account.

Interest & Sinking funds shall be deposited to account ending in 87-0
1st Community Bank, Rockport, TX

- g. *Refunds due to Property Tax Code.* Refunds resulting from corrections to the appraisal rolls, pursuant to §26.15 of the Property Tax Code, such as homestead exemptions, over 65 exemptions, disabled exemptions, clerical errors and court-ordered value changes, shall not be submitted for approval to TOWN. COUNTY TAX ASSESSOR-COLLECTOR shall refund the property owner the difference between the tax paid and the tax legally due. All refunds will be held from TOWN’S deposits, and an itemized list of all refunds, with pertinent data, will be submitted with the deposit record.
- h. *Reviewing of Refund Requests; Processing Refunds over \$2,500.00.* Pursuant to §31.11 of the Property Tax Code, refund requests will be submitted to the Aransas County Auditor to determine if payment was excessive or erroneous. If County Auditor determines payment was excessive or erroneous, COUNTY TAX ASSESSOR-COLLECTOR shall refund the amount of the overpayment or erroneous payment from available current tax collections. However, if the total of refund amount exceeds \$2,500.00, COUNTY TAX ASSESSOR-COLLECTOR shall submit a refund request to the Aransas County Commissioner’s Court for their determination of an excessive or erroneous payment and approval prior to processing refund.
- i. *COUNTY ASSESSOR-COLLECTOR’S Records will be Available to TOWN.* Upon receipt of at least forty-eight (48) hours of written notice, the COUNTY agrees to allow TOWN access to tax records related to TOWN in its possession. COUNTY is not responsible for paying for any expenses associated with TOWN’S efforts to audit, duplicate, archive, or store records.
8. Duties of TOWN:
- a. *Collection of Delinquent Taxes.* TOWN hereby agrees and expressly authorizes COUNTY to contract with private legal counsel for the collection of delinquent taxes, and COUNTY agrees to review proposed counsel with TOWN before such contract is let. TOWN further agrees that such fee, as is allowed by law and provided in the contract with private legal counsel, will be paid from delinquent tax collections for TOWN.
- b. *Operating Budget Payments.* TOWN shall remit operating budget payments to COUNTY as described above.

- c. *Actual Cost Payments.* In the event that the actual costs of the services exceed the operating budget payments, TOWN will remit the additional payment within thirty (30) days of receiving an invoice from COUNTY, provided that such invoice is due to cost overruns.
 - d. *Additional Costs due to Changes.* TOWN is responsible for payment of the actual costs of any necessary re-mailing of tax notices when such re-mailing is necessary because of changes made by TOWN in its tax rate or allowable discount provisions.
 - e. *Additional Costs Due to Rollbacks or Other Modifications.* TOWN agrees to pay the cost of reprocessing and mailing tax notices if TOWN suffers a rollback or other modification of its tax rate as provided in Section 26.08 of Texas Property Tax Code, or any other necessary modifications, resulting from law changes made by the Texas Legislature.
 - f. *Bond.* TOWN will order, approve, and pay for a bond in an amount determined by TOWN to be sufficient, as stated in Texas Property Tax Code 6.29(b), to ensure the faithful performance of duties by the COUNTY TAX ASSESSOR-COLLECTOR.
 - g. *Payments of Taxes to TOWN; Deposits.* TOWN will immediately notify COUNTY if there is change to a deposit account that requires action.
 - h. *Returned Payments to COUNTY TAX ASSESSOR-COLLECTOR.* TOWN acknowledges that COUNTY TAX ASSESSOR-COLLECTOR is paying out funds on a daily basis based upon payments to COUNTY TAX ASSESSOR-COLLECTOR, which is usually received in the form of a personal or business check and not in the form of a cashier's check. In the event that any check is returned by COUNTY TAX ASSESSOR-COLLECTOR'S depository **for any reason whatsoever** including, but not limited to, insufficient funds, forgery, refer to maker, account closed, or any other reason, TOWN shall IMMEDIATELY REFUND to COUNTY TAX ASSESSOR-COLLECTOR the amount of the deposit represented by the returned check. In the event a tax payment deposited to TOWN'S account, whose source was by credit card or other electronic payment, is disputed, canceled, refuted, or withdrawn by any person, firm, or entity, for any reason whatsoever, TOWN shall IMMEDIATELY REFUND such payment to COUNTY TAX ASSESSOR-COLLECTOR.
 - i. *Notices, Hearings, Publication, and other Requirements.* TOWN shall remain responsible for all notices, hearings, publications, and other requirements under the law related to its taxing activities.
 - j. *Records.* TOWN shall promptly deliver records to COUNTY upon request and shall fully cooperate in furnishing or locating any other information or records COUNTY needs to perform its duties under this Agreement.
9. Indemnification and Tort Claim Act:
- a. To the extent allowed by law, the COUNTY agrees to promptly defend, indemnify, and hold TOWN harmless from and against any and all claims, demands, suits, causes of action, and judgments for (a) damages to the loss of property of any person; and or (b) the death,

bodily injury, illness, disease, loss of services, or loss of income or wages to any person, arising out of or incident to, concerning or resulting from, the negligent or willful act or omission of the COUNTY, its agents, officers, and/or employees in the performance of duties pursuant to this Agreement.

- b. To the extent allowed by law, the TOWN agrees to promptly defend, indemnify, and hold the COUNTY harmless from and against any and all claims, demands, suits, causes of action, and judgments for (a) damages to the loss of property of any person; and or (b) the death, bodily injury, illness, disease, loss of services, or loss of income or wages to any person, arising out of or incident to, concerning or resulting from, the negligent or willful act or omission of the TOWN, its agents, officers, and/or employees in the performance of duties pursuant to this Agreement.
- c. Nothing in this Agreement shall be construed to waive, partially or in full, any immunities the Parties may have under the Texas Tort Claim Act or other laws.

10. Equipment and Personnel. During the time mutual aid is being furnished, all equipment used by the Party rendering aid shall continue to be owned, leased, or rented by the Party rendering aid. Once equipment, personnel, or other resources of a Party rendering aid are in the service of the requesting Party in accordance with the terms of this Agreement, such personnel and equipment shall be deemed to be employed or used, as the case may be, in the full line and cause of duty of the Party requesting aid. In addition, such personnel shall be deemed to be engaged in work for the employing entity and performing a governmental function.

11. Expending Funds. Each Party performing services or furnishing aid pursuant to this Agreement shall do so with funds available from current revenues of the Party. No Party shall have any liability for the failure to expend funds or to incur costs to provide aid hereunder.

12. Non-Discrimination. The Parties covenant that (1) no person shall be excluded from participation in, denied the benefit of, or otherwise subjected to discrimination under the terms of this Agreement on the ground of race, color, age, sex, handicap, or national origin; and (2) in carrying out the terms and conditions of this Agreement, no person shall be subjected to discrimination on the grounds of race, color, age, sex, handicap, or national origin.

13. Integration and Amendments. This Agreement constitutes the entire agreement between the Parties and may not be amended, altered, modified, or changed in any way, except in writing that is signed by the Parties, which specifically references this Agreement. There are no other agreements, representations, warranties, whether oral or written, regarding the subject matter of this Agreement. Any amendment to this Agreement shall be attached to this Agreement and all of the terms herein that are not specifically address in the amendment shall remain in full force and effect.

14. Severability. If any one or more of the sections, sentences, clauses, or parts of this Agreement be held invalid for any reason, the invalidity of such section, sentence, clause, or part shall not affect nor prejudice the applicability and validity of any other provision of this Agreement.

15. Validity and Enforceability. If any current or future legal limitations or requirements from a federal or State government with jurisdiction over the Parties affect the validity or enforceability

of a provision of this Agreement, then this Agreement shall be deemed amended to the minimum extent necessary to bring this Agreement into conformity with the requirements or limitations, and so modified, this Agreement shall continue in full force and effect.

16. No Third-Party Beneficiaries. Nothing in this Agreement, expressed or implied, is intended to confer upon any person or entity, other than the Parties hereto, any rights or remedies under the terms of this Agreement, except as expressly stated herein.

17. Authorization. The undersigned officers and/or agents of the respective Party hereto are the properly authorized officials of the Party and have the necessary authority to execute this Agreement on behalf of the Parties hereto. Each Party certifies by signing below that any necessary actions and resolutions extending such authority have been duly passed and approved and are currently in full force and effect.

18. No Warranty. The Parties further agree that any services provided by the COUNTY are without any warranty of any kind to TOWN or any third party, and TOWN hereby agrees that, to the extent allowed by law, it will defend, hold harmless, and indemnify the COUNTY, its officers, agents, and employees for any claims of any kind, including claims for injury or death of any person or for damage to property, arising out of the COUNTY'S performance of its duties under this Agreement.

19. Notices. Whenever a notice is required to be given in writing under the terms of this Agreement, such notices shall either be hand-delivered or mailed via certified mail, return receipt requested, to the Parties at the following addresses:

COUNTY: County Judge
2740 HWY 35N Unit A
Rockport, TX 78382

TOWN: Kelli Cole, Mayor
P O Box 1130
Fulton, TX 78358

With a copy to:

County Tax Assessor-Collector
319 N Church St
Rockport, TX 78382

A Party may change the address for notices by giving written notice to the other Party in the manner described herein. It shall be the duty of each entity's representative to disseminate within their respective entity all notices, communications, and reports received from the other Party.

20. Requests for Information. Requests from one Party to another Party for information concerning this Agreement shall be honored in a timely manner and shall not require the submission of a formal Public Information Act request for open records.

21. Interpretation of Law, Assignment, and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Texas. No assignment of this agreement or any right accrued hereunder shall be made, in whole or in part, by any Party without the prior written consent of the other Parties. Venue shall be in Aransas County, Texas.

RESOLUTION NO. R_04_2025

A RESOLUTION OF THE TOWN OF FULTON REGARDING THE APPOINTMENT OF
MEMBERS TO THE BOARD OF DIRECTORS OF THE ARANSAS COUNTY APPRAISAL
DISTRICT

WHEREAS, the Texas Tax Code §6.03 provides that the Board of Directors of a County Appraisal District is composed of members appointed by the governing bodies of taxing units that are entitled to vote; and

WHEREAS, Town of Fulton is a taxing unit within Aransas County and is entitled to participate in the appointment of members to the Board of Directors of the Aransas County Appraisal District; and

WHEREAS, it is the desire of the Aransas County Appraisal District to establish a clear process for appointing candidates to serve on the Board of Directors of the Aransas County Appraisal District;

NOW, THEREFORE, BE IT RESOLVED BY THE [GOVERNING BODY NAME]:

1. Number of Board Members

The board shall be composed of 5 members. The Seats shall be filled as follows:

Seat 1 – Rockport-Fulton Independent School District

Seat 2 – Aransas County

Seat 3 – Rockport-Fulton Independent School District

Seat 4 – City of Rockport

Seat 5 – Rockport-Fulton Independent School District

2. Term of Appointment

Directors appointed to the Board shall serve two-year terms beginning on January 1 with seats 1 – 3 being appointed in even number years and 4-5 being appointed in odd number years.

3. Additional taxing entities

- Aransas County is responsible for considering the input of the Aransas County Navigation District in their appointment
- Rockport-Fulton Independent School District is responsible for considering the input of Aransas Pass Independent School District and Port Aransas Independent School District
- The City of Rockport is tasked with considering the input of the City of Aransas Pass and The Town of Fulton.

4. Timing of appointments

Each secondary taxing entity is responsible for having their input to the parent entity, in writing, by August 31st of the nominating year. Each appointing entity is responsible for passing a resolution of appointment no later than September 31st and delivering it to the Chief Appraiser by October 5th of the year of appointment, to be sworn in by the County Judge prior to January 15th.

5. Failure to appoint.

The failure of any entity to provide the above resolution by the deadline will forfeit that appointment and the County Judge will make the selection on behalf of the entity.

6. Chairman selection

At the first regular meeting of the Board, the members shall decide among themselves who should be chair and co-chair.

7. Rules of procedure

The board shall also determine their bylaws and rules of procedure which shall be reviewed each year.

8. Term

This Resolution goes into effect the date of the latest adopting entity and is valid for a period of 10 years unless a three-fourths majority of the voting entities pass rescinding resolutions.

9. Revocation

A vote of three-fourths majority of the taxing entities can revoke this resolution. (Rockport-Fulton ISD, Aransas County Navigation District, Aransas Pass ISD, Town of Fulton, Aransas County, City of Rockport, City of Aransas Pass, Port Aransas ISD)

10. Compliance with Law

All actions under this resolution shall be made in compliance with the Texas Tax Code and other applicable laws and rules governing the appointment of appraisal district board members.

PASSED AND APPROVED on this the ___ day of _____, 20___, by the Town of Fulton of Aransas County, Texas.

Kelli Cole, Mayor

ATTEST:

Stephanie Garcia, City Secretary

NOTICE OF INTENT TO PUBLISH DELINQUENT TAXPAYER NAMES

Dear Taxpayer;

The Taxing Entities in Aransas County will in September, 2025 publish the names of no less than the top 200 individuals and businesses that are delinquent in their tax obligations for the tax years 2024 and prior.

Due to the fact that you are delinquent in the payment of the taxes due on your property(ies) in Aransas County, you risk having your name published in a countywide newspaper in September, 2025. In order to prevent the publication of your name, full payment of the amount shown on the attached statement(s) should be made by **4:30p.m. Monday, September 1, 2025** to the Aransas County Tax Office.

Payment can be made by either visiting or mailing a check to:

**Aransas County Tax Office
319 North Church Street
Rockport, Texas 78382
(361) 729-6633**

Please disregard this notice if: (1) you are timely paying these taxes under a valid installment agreement, (2) you have a filed over-65 or disability deferral, and/or (3) you are currently a debtor in a pending bankruptcy case. If you are now in bankruptcy, please furnish **in writing** the number of your bankruptcy and the identification of the court in which it is pending so as to enable us to code your account and avoid further mailings. Please disregard this notice if you have paid your taxes since August 9, 2025.

Sincerely,
Linebarger Goggan Blair & Sampson, LLP

LINEBARGER GOGGAN BLAIR & SAMPSON, LLP

ATTORNEYS AT LAW

500 NORTH SHORELINE BLVD., SUITE 1111
CORPUS CHRISTI, TEXAS 78401

(361) 888-6898

FAX: (361) 888-4405

July 17, 2025

Kelli Cole, Mayor
Town of Fulton
P.O. Box 1130
Fulton, Texas 78358

RE: Proposal to Publish Delinquent Taxpayers' Names

Dear Mayor Cole:

Our law firm is proposing to publish delinquent taxpayers' names in the local newspapers in September, 2025. As in the past, there will be no less than 2 warning notices published in the local newspapers in order to give the taxpayers an opportunity to take action to prevent their names from appearing on the published list. Enclosed please find the proposed "Resolution Authorizing the Publication of Names," a sample letter notifying the taxpayer of the publication, and a sample advertisement notifying the public that the publication of names is going to occur. We would ask that this item be placed on the Town's Agenda for the meeting scheduled for Friday, August 1, 2025 as an action item. A suggested wording of this item is as follows: "Consideration and Action on the Proposal to Publish Delinquent Taxpayers' Names."

It is a pleasure to serve the Town of Fulton, and do not hesitate to contact my office if you have any questions, comments or need additional information regarding this or any other matter.

Sincerely,



Steven D. Saucedo
Attorney at Law

cc: Anna Marshall, Aransas County
Tax Assessor-Collector
319 N. Church Street
Rockport, Texas 78382

PUBLICATION WARNING NOTICE

PAST DUE TAXES OWED TO THE ARANSAS COUNTY TAXING AUTHORITIES

**Rockport Fulton ISD, Aransas County,
City of Rockport, Aransas County MUD
#1, Aransas County Navigation District
and the Town of Fulton will publish in
September, 2025 the names of no less than
the top 200 individuals and businesses
that are delinquent in their tax
obligations as of
Monday, September 1, 2025.**

**PAY YOUR PAST DUE TAXES
PRIOR TO 4:30 P.M. MONDAY,
SEPTEMBER 1, 2025, TO
PREVENT YOUR NAME FROM
APPEARING ON THE PAST DUE
LIST TO BE PUBLISHED.**

Please make any inquiries and payment to:

**Aransas County Tax Office
319 North Church Street
Rockport, Texas 78382
(361) 729-6633**

*** If you are current in making payments pursuant to a
valid installment agreement, have a filed over 65 or
disability deferral and/or if you are a debtor in a
bankruptcy case where we have received notification, your
name will not appear in the past due list.**

**RESOLUTION AUTHORIZING PUBLICATION OF
DELINQUENT TAXPAYERS' NAMES**

WHEREAS, a proposal has been made to publish in a newspaper of county-wide circulation a list of the names of no less than the top two hundred (200) individuals and/or businesses who owe delinquent taxes to the Aransas County Taxing Entities, and who are not currently making payments under an installment agreement, in bankruptcy or have a filed over-65 or disability deferral; and

WHEREAS, the publication of delinquent taxpayers' names has resulted in a significant increase in the payment of delinquent taxes to the Town of Fulton in the past, and

WHEREAS, the Aransas County Tax Office and the Law Firm of Linebarger Goggan Blair & Sampson, LLP will prior to the publication take out at least two advertisements warning the targeted taxpayers that their names will be published if full payment is not made or an installment payment agreement is not entered into.

NOW, THEREFORE, BE IT RESOLVED that the Town Council of the Town of Fulton does authorize the Aransas County Tax Office and the Law Firm of Linebarger Goggan Blair & Sampson, LLP to publish the names of no less than the top two hundred (200) individuals and/or businesses who owe delinquent taxes to the Aransas County Taxing Entities and who are not currently making payments pursuant to a payment agreement, in bankruptcy or have a filed over-65 or disability deferral.

PASSED AND APPROVED this ___ day of August, 2025.

Kelli Cole
Mayor of Fulton

ATTEST:

Secretary

ORDINANCE NO. 326

AN ORDINANCE ABOLISHING THE REQUIREMENT OF A BOND FOR THE POLICE CHIEF; REPEALING ORDINANCES IN CONFLICT; PROVIDING SEVERABILITY; PROVIDING FOR PUBLICATION

WHEREAS, currently the Town of Fulton requires a bond be posted by the Police Chief; and

WHEREAS, the Town Council of the Town of Fulton has determined that a bond is no longer required by law or necessary.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF FULTON:

Section 1. That Section 5, Ordinance 98, codified as Section 24-42, Code of Ordinances be and the same hereby is repealed and declared null and void.

Section 2. Any previously adopted ordinance, resolution, rule, regulation or policy in conflict with this Ordinance is hereby repealed.

Section 3. If any provision, section, clause or phrase of this Ordinance, or the application of same to any person or set of circumstances is, for any reason held to be unconstitutional, void or invalid, the validity of the remaining portions of this Ordinance shall not be affected thereby, it being the intent of the Town Council in adopting this Ordinance that no portion hereof, or provisions or regulations contained herein, shall become inoperative or fail by reason of any unconstitutionality of any other portion hereof, and all provisions of this Ordinance are declared severable for that purpose.

Section V. This Ordinance shall be published by publishing the caption thereof in the official newspaper. This Ordinance shall be effective from and after the publication provided herein.

PASSED AND APPROVED this the ____ day of _____, 2025.

TOWN OF FULTON

Kelli Cole, Mayor

ATTEST:

Stephanie Garcia, City Secretary