



# TOWN COUNCIL SPECIAL MEETING - BUDGET WORKSHOP

Monday, August 07, 2023 at 9:00 AM

Fulton Council Chambers, 201 N. 7th Street

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## AGENDA

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### 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](mailto: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.** Presentation and general discussion of proposed FY 2023-24 Budget.

### CLOSE BUDGET WORKSHOP

### 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.*

- 5. Discuss/Approve/Disapprove** minutes of the Regular Meeting held on July 19, 2023.

## **ITEMS FOR CONSIDERATION**

- 6.** Receive a report from Shelly Stuart, President/CEO, of the quarterly expenditures and activity for the HOT funds for the Rockport-Fulton Chamber of Commerce.
- 7. Discuss/Approve/Disapprove** the resignation of John Harrell as the Chief of Police.

## **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**

- 8.** The next Regular Fulton Town Council Meeting will be held Wednesday, August 16, 2023, 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](mailto:citysec@fultontexas.org) for further information. Braille Is Not Available. The Town of Fulton reserves the right to convene into Closed Session under Government Code 551.071-551.074 and 551-086.*

## **CERTIFICATION**

*I certify that the above notice of meeting was posted at Town Hall, 201 N. Seventh Street, Fulton, Texas, on Thursday, August 3, 2023, at 4:00 p.m., and at the U.S. Post Office located at 301 Cactus Street, Fulton, Texas. I further certify that the following News Media were properly notified of this meeting as stated above: The Rockport Pilot.*

**/S/ Stephanie Garcia, City Secretary**

**Application**

*Organization Information*

Date: July 31, 2023

Name of Organization: Rockport-Fulton Chamber of Commerce

Address: 319 Broadway St.

City, State, Zip: Rockport, TX 78382

Contact Name: Shelly Stuart and/or Shanon Biggerstaff

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

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

Is your organization: Non-Profit  Private/For Profit

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

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

Name of Event, Project or Facility \_\_\_\_\_

Date of Event or Project: October 1, 2023 thru September 30, 2024 Advertising, Solicitation & Promotion

Primary Location of Event or Project: Marketing our area as a tourist destination

Amount Requested: \$66,650.00

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

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

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

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

\_\_\_\_\_ Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

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

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

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

**Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:**

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

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

**3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.**  \$66,650.00

**4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;

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

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

**Sporting Related Event Funding:**

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

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

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

\_\_\_\_\_

**Questions for All Funding Requests:**

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

Expected Attendance:           N/A          

How many people attending the Event or Project will use Fulton hotels, motels, or bed & breakfasts?  
See attached marketing plan

\_\_\_\_\_

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

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

\_\_\_\_\_

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

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

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

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

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

Please list other organizations, government entities and grants that have offered financial support to your project:           Aransas County and the City of Rockport            
\_\_\_\_\_

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

Paid Advertising  Newspaper  Radio  TV

Press Releases to Media  Direct Mailing to out of town recipients

Other SEE ATTACHED WORKSHEET

What areas does your advertising and promotion reach?

Houston, San Antonio, Austin, Dallas and surrounding areas

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

\_\_\_\_\_

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

Expected Attendance Monthly/Annually: \_\_\_\_\_

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

\_\_\_\_\_

| <b>RFCC Marketing Plan</b>   |                     |  |
|------------------------------|---------------------|--|
| <b>Budget 2023-2024 Year</b> |                     |  |
| <b>Revenues</b>              |                     |  |
| Rockport                     | 385,000.00          |  |
| Fulton                       | 66,650.00           |  |
| County                       | 66,650.00           |  |
| <b>Total</b>                 | <b>\$518,300.00</b> |  |
| <b>Expenses</b>              |                     |  |
| Accounting                   | 2,500.00            | Annual Audit   |
| Administrative Services      | 86,000.00           | Administrative Services to operate Visitor Center and Marketing and Promotion Campaign |
| Advertising & Promotion      | 385,000.00          | Full DMO Advertising, promotion, public relations and research program                 |
| Bank Fees                    | 300.00              | Fees related   |
| Contract Services            | 4,000.00            | Geocache   |
| Conference Fees              | 6,500.00            | Staff professional development related to tourism                                      |
| Dues & Subscriptions         | 2,500.00            | State and regional organization partners   |
| Event Funding Assistance     | 3,000.00            | Media Influencers  |
| Food, Beverage & Meals       | 4,000.00            | Groups, Charmer Appreciation, Media, etc.  |
| Mileage & Travel             | 4,500.00            | Trade Shows, media travel, workshops, trainings, education travel                      |
| Postage & Freight            | 1,500.00            | Bulk items sent to Visitor Centers, Travel Centers                                     |
| Printing & Publication       | 6,000.00            | Gen. Brochure, 100 TT, Bags, Visitor Maps  |
| Prizes, Gifts & Awards       | 2,000.00            | Basket Promotion Items, Promos, Awards, etc.   |
| Rentals & Fees               | 2,000.00            | Trade Show Booth Rentals, Meeting Planners   |
| Supplies                     | 4,500.00            | Promotion items, Trade Show Banner with New Photos, etc.                               |
| Website Maintenance          | 4,000.00            | Updates  |
| <b>Total</b>                 | <b>\$518,300.00</b> |  |

ARANSAS COUNTY COUNCIL ON AGING  
912 S. Church St. Rockport, TX 78382  
361-729-5352

July 13, 2023

Stephanie Garcia  
City Secretary Town of Fulton  
P.O. Box 1130  
Fulton, TX 78358

*citysec@fulrontexas.org*

Dear Ms Garcia:

As requested, I am enclosing the completed application for HOT funds for the Bountiful Bowl Pottery Fair 2024. The event will be held February 10 & 11, 2024. The event supports the art of pottery-making and raises money for the seniors programs of Aransas County—especially meals for the homebound. We are requesting \$5000 in marketing support and would like to be on the agenda for August 7, 2023.

Debbie Thompson will be representing the Aransas County Council on Aging as I will be out of town.

Thank you for considering us for support.

Very truly yours,

*Mary Ellen Nies*

Mary Ellen Nies, Executive Director



Application

Organization Information

Date: 7-12-23

Name of Organization: ARANSAS COUNTY COUNCIL ON AGING

Address: 912 S. CHURCH ST.

City, State, Zip: ROCKPORT, TX 78382

Contact Name: MARY ELLEN NIES

Contact Phone Number: 361-729-5352 Contact E-Mail Address: menies46@yahoo.com

Web Site Address for Event or Sponsoring Entity: BOUNTIFUL BOWL POTTERY FAIR.COM

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

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

Purpose of your organization: TO IMPROVE THE LIVES OF THOSE OVER 60 IN ARANSAS COUNTY. OWN AND OPERATE THE SENIOR CENTER AND MEALS-ON-WHEELS.

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

Date of Event or Project: FEB. 10 & 11 A/L 2024

Primary Location of Event or Project: CONFERENCE CENTER ROCKPORT CENTER FOR THE ARTS

Amount Requested: \$5,000

How will the funds be used: TO PAY FOR MARKETING TV, RADIO, SIGNAGE, WEBSITE, NEWS RELEASE, PRINTING

Primary Purpose of Funded Activity/Facility: TO PROMOTE POTTERY  
AND RAISE FUNDS FOR MEALS ON WHEELS AND  
ATTRACT OVERNIGHT TOURISTS

Percentage of Hotel Tax Support of Related Costs

25 1/2 % Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

0 Note Percentage of Staff Costs Covered by Hotel Occupancy Tax

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

Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:

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

N/A

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

N/A

3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. 100 %

4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;

100 %

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

N/A

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

Sporting Related Event Funding:

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

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

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

Questions for All Funding Requests:

How many years have you held this Event or Project; or how many years have you been operating the qualified facility: 21

Expected Attendance: 700

How many people attending the Event or Project will use Fulton hotels, motels, or bed & breakfasts? 250

How many nights will they stay? 2

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

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

Have you negotiated a lodging rate at any hotels for participants of your event? not yet

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

| City          | Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|---------------|-----------------|-------------------|----------------------------|
| <u>Fulton</u> | <u>2/23</u>     | <u>5000</u>       | <u>250</u>                 |
| <u>Fulton</u> | <u>2/22</u>     | <u>2500</u>       | <u>200</u>                 |
| <u>Fulton</u> | <u>2/21</u>     | <u>2500</u>       | <u>200</u>                 |
| <u>Fulton</u> | <u>2/21</u>     | <u>2500</u>       | <u>200</u>                 |

How will you measure the impact of your event on area hotel activity? Take a count of attendees at the entrance

Please list other organizations, government entities and grants that have offered financial support to your project: Rockport H-O-T, ROCKPORT CENTER FOR THE ARTS, LOCAL BUSINESSES

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

Paid Advertising \_\_\_\_\_ Newspaper \_\_\_\_\_ Radio 2000 TV 2000 ✓

Press Releases to Media \_\_\_\_\_ Direct Mailing to out of town recipients \_\_\_\_\_

Other Website 1000 \_\_\_\_\_

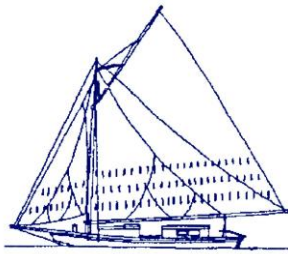
What areas does your advertising and promotion reach?  
all of Texas

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

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

Expected Attendance Monthly/Annually: \_\_\_\_\_

Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities:  
20%



# TEXAS MARITIME MUSEUM



1202 Navigation Circle · Rockport, Texas 78382 · (210) 249-1800 · Fax (361) 729-9938 · (866) 729-AHOY · E-mail: jparkoff@texasmaritimemuseum.org

**2023-2024**

July 31, 2023

**Board of Trustees**

\*\*\*\*\*

Mayor Cole and Council Members  
Town of Fulton  
PO Box 1130  
201 N. 7th Street  
Fulton, TX 78358

Cecil Rousseau  
*President*

Scott McKay  
*Vice President*

RE: Hotel/Motel Occupancy Funding Application for Fiscal Year of 2023-2024

Garry Cate, CPA  
*Treasurer*

Dear Mayor and Council Members,

Kenneth Kellar  
*Secretary*

On behalf of the Board of Trustees, this letter is to inform you that the Texas Maritime Museum (TMM) respectfully requests to be considered for continued Hotel Occupancy Tax (HOT) funding from the City of Fulton for the fiscal year of 2023-2024.

Chad Lee

We request \$10,000 for our annual expenditures.

Karl Hattman

The TMM is grateful for all past assistance given and look forward to continuing our mission to educate and excite the public about maritime history and its importance to the development and current livelihood of our great state. Our vision is to be one of the primary destinations of the Texas Coastal Bend.

Veronica Medina

Josh Nguyen

I am not sure if your council is allowing in-person presentations, if not, I can instead send a PDF slideshow presentation that shows our numbers. This would explain how we collect our data and physically calculate heads to beds.

Cody Revel

Thank you again, I will be happy to answer any questions you might have.

Jerome Moszer (JP)

Sincerely,

James (Jim) Ferris

Thomas (Tom) Rodino

Justin Parkoff, PhD, RPA  
Executive Director &  
Marine Archaeologist

David Hendrick

Karl F. Hielscher

# TEXAS MARITIME MUSEUM

## 2023-2024 PROPOSED ADVERTISING/MARKETING

### NEWSPAPER/PRINT MEDIA:

- Festival of Texas – Spring
- Rockport Pilot
- Austin Community Impact Newspaper with Central Austin Edition over 1.5 million distributions to households in Austin
- Our Digital Logline – throughout Texas and various states
- Billboard 77 miles from Rockport (on route from San Antonio to Rockport)

### TV:

- Streaming TV advertisements package using Tegna throughout the Rio Grande Valley, Austin, Houston, San Antonio. Non-Skippable ads before on-demand TV streams.
- KIII Channel live interviews during morning show from the museum week of the festival
- Pre-Recorded KIII Interview from the museum

### WEB ADVERTISEMENT:

- Tegna banner and display advertisements across multiple news website properties around the state (focused on Houston, Austin, San Antonio, and the Rio Grande Valley)
- Tourtexas.com banner advertisement
- Facebook and Instagram – paid ads for events, lectures, and inviting visitors to the museum
- KIII-TV website ads
- Eventbrite
- Festival Net
- YouTube – KIII Interview/Info about festival

## Preliminary Upcoming Events

### June 2023

26-30th- SEA Camp  
26-30th- H2Odyssey Camp

### July 2023

26-30th- SEA Camp  
26-30th- H2Odyssey Camp

### August 2023

5th- Yoga Event for RFISD Educators & Staff  
23rd- TINY TOT Wednesday  
30th- TINY TOT Wednesday

### September 2023

6th- TINY TOT Wednesday  
13th- TINY TOT Wednesday  
16th- Texian Navy Day Event  
19th- Pirate Day!  
23rd- Back 2 School Event

### October 2023

4th- TINY TOT Wednesday  
11th- TINY TOT Wednesday  
12th- Academy of Life Long Learners Seniors (field trip)  
18th- TINY TOT Wednesday  
25th- TINY TOT Wednesday  
28th- Halloween Harbor Haunts Event

### November 2023

1st- TINY TOT Wednesday  
8th- TINY TOT Wednesday  
11th- November Family Day  
15th- TINY TOT Wednesday  
29th- TINY TOT Wednesday

### December 2023

2nd- Tropical Christmas  
6th- TINY TOT Wednesday  
9th- December Family Day  
12th- TINY TOT Wednesday  
16th- Christmas in the Park

**(2024) - Future events still in planning**

**Application**

**Organization Information**

Date: 7/31/2023

Name of Organization: Texas Maritime Museum

Address: 1202 Navigation Circle

City, State, Zip: Rockport, TX 78382

Contact Name: Dr. Justin Parkoff

Contact Phone Number: 210-249-1800 Contact E-Mail Address: curator@texasmaritimemuseum.org

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

Is your organization: Non-Profit  Private/For Profit

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

Purpose of your organization: The mission of the Texas Maritime Museum is to educate and excite the public about maritime history and its importance to the development and current livelihood of our great state.

Name of Event, Project or Facility: Texas Maritime Museum

Date of Event or Project: 2023 - 2024 Fiscal Year

Primary Location of Event or Project: 1202 Navigation Circle, Rockport, TX 78382

Amount Requested: \$10,000 - our attendance has increased significantly since 2022-2023.

How will the funds be used: We request additional funding for advertisement, curation, education, and operations.

Please see Exhibit iA for proposed budget for Texas Maritime Museum 2023-2024 fiscal year.



Primary Purpose of Funded Activity/Facility: The continued development of tourism and assistance with cost related to fundraising.

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

33% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

31% Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax

36% Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 75%

**Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:**

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

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

**3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** To be determined by funds offered.

**4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;  
To be determined by funds offered.

**5. Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.**  
To be determined by funds offered.

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

**Sporting Related Event Funding:**

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

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

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

N/A

**Questions for All Funding Requests:**

How many years have you held this Event or Project; or how many years have you been operating the qualified facility: 34

Expected Attendance: 15,000; 16,500 plus with Wine Festival attendance

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

How many nights will they stay?  
unable to determine

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

No, the museum is one of many attractions that bring people to Rockport/Fulton, rather than a single event.

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

Have you negotiated a lodging rate at any hotels for participants of your event? no

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

| City   | Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|--|-----------------|-------------------|----------------------------|
| <u>*please see Exhibit C for other HOT funds</u> |                 |                   | <u>N/A</u>                 |
|  |                 |                   | <u>N/A</u>                 |
|  |                 |                   | <u>N/A</u>                 |
|  |                 |                   | <u>N/A</u>                 |

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

All museum patrons must sign in via electronic tablet. Questions include their home zip code, staying at hotel or AirBnB, how many nights staying, and how many are in the group/party.

Please list other organizations, government entities and grants that have offered financial support to your project: Aransas County, City of Rockport, HEB, Margaret Sue Rust Foundation, Nystrom family Foundation, Ed Rachel Foundation, Castaways Grant, and Port of Corpus Christi.

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

Paid Advertising \$11,000 Newspaper \$2,000 Radio Ø TV \$8,500

Press Releases to Media 3 Direct Mailing to out of town recipients Ø

Other N/A

What areas does your advertising and promotion reach?

- 1. Rio Grande Valley, Austin, San Antonio, Houston (primary targets)
- 2. Winter Texans on email list, Dallas, Fort Worth (2nd)

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

1 million

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

Expected Attendance Monthly/Annually: monthly avg. 1,250/15,000 yearly/16,500 with Wine Fest

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

approx. 53%

**EXHIBIT A**

October 2023 - September 2024

**Proposed Budget for the Texas Maritime Museum****Income:**

|                        |                   |
|------------------------|-------------------|
| Admissions             | 40,000.00         |
| Contributions income   | 7,500.00          |
| Cookbook Sales         | 500.00            |
| Educational Events     | 6,500.00          |
| Fundraiser Income      | 230,000.00        |
| Grants                 | 185,100.00        |
| Hotel/Motel Tax Income | 106,400.00        |
| Interest Income        | 3,000.00          |
| Membership Dues        | 15,000.00         |
| Museum Store Transfer  | 6,000.00          |
| <b>Total</b>           | <b>600,000.00</b> |

**Expenses:**

|   |                   |
|---|-------------------|
| Advertising/Promotions                                    | 25,000.00         |
| Bank Service Charge                                       | 5,000.00          |
| Collection Management                                     | 500.00            |
| Contract Services (Serenity Allen \$15K+Clean Sweep same) | 21,000.00         |
| Curatorial Exhibits                                       | 50,000.00         |
| Dues  | 1,000.00          |
| Educational Programs                                      | 40,000.00         |
| Employee Health Insurance (Humana)                        | 15,000.00         |
| Fundraiser Expenses (3 events) less advertising           | 110,000.00        |
| Legal Accounting (Review only/no audit)                   | 3,000.00          |
| Maintenance   | 100,000.00        |
| Museum Development  | 5,000.00          |
| Museum Insurance  | 26,000.00         |
| Office Supplies   | 8,500.00          |
| Payroll Expenses (see spreadsheet for information)        | 165,000.00        |
| Utilities   | 25,000.00         |
| <b>Total Projected Expenses</b>                           | <b>600,000.00</b> |

**NET Income** **0.00**

**EXHIBIT B**

**BUDGET REQUEST-TMM**

| <b>CATEGORY</b>     | <b>REQUESTED FOR YEAR<br/>2023-2024</b> | <b>GRANTED</b> |
|---------------------|---|----------------|
| Advertising         | \$4,000.00                              |                |
| Curatorial          | \$2,500.00                              |                |
| Salaries            | \$1,500.00                              |                |
| Education           | \$2,000.00                              |                |
| Office Supplies     | \$0.00                                  |                |
| Website Maintenance | \$0.00                                  |                |
| <b>Total</b>        | <b>\$10,000.00</b>                      |                |

## EXHIBIT C

**TEXAS MARTIME MUSEUM**  
**LIST OF OTHER HOT FUNDS ACQUIRED FOR 3 YEARS**

**1. ARANSAS COUNTY:**

|                               |            |
|-------------------------------|------------|
| 2019/ 3rd quarter- July-Sept. | \$4,471.29 |
| 2019/ 4th quarter- Oct.-Dec.  | \$5,854.00 |
| 2020/ 1st quarter- Jan.-March | \$2,166.21 |
| 2020/ 2nd quarter- April-June | \$1,072.45 |

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**\$13,563.95**

|                               |            |
|-------------------------------|------------|
| 2020/ 3rd quarter- July-Sept. | \$2,873.92 |
| 2020/ 4th quarter- Oct.-Dec.  | \$9,476.58 |
| 2021/ 1st quarter- Jan.-March | \$4,273.30 |
| 2021/ 2nd quarter- April-June | \$7,630.01 |

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**\$24,253.81**

|                               |             |
|-------------------------------|-------------|
| 2021/ 3rd quarter- July-Sept. | \$12,860.68 |
| 2021/ 4th quarter- Oct.-Dec.  | \$6,372.60  |
| 2022/ 1st quarter- Jan.-March | \$3,732.48  |
| 2022/ 2nd quarter- April-June | \$6,935.24  |

---

**\$29,901.00**

|                               |             |
|-------------------------------|-------------|
| 2022/ 3rd quarter- July-Sept. | \$14,373.84 |
| 2022/ 4th quarter- Oct.-Dec.  | \$5,833.30  |
| 2023/ 1st quarter- Jan.-March | \$2,917.00  |
| 2023/ 2nd quarter- April-June | \$7,504.37  |

---

**\$30,628.51**

**2. FULTON:**

|                               |            |
|-------------------------------|------------|
| 2020/ 3rd quarter- April-June | \$0.00     |
| 2020/ 4th quarter- July-Sept. | \$5,000.00 |
| 2021/ 1st quarter- Oct.-Dec.  | \$0.00     |
| 2021/ 2nd quarter- Jan.-March | \$0.00     |
| 2023/ 3rd- April-June         | \$5,000.00 |

---

**\$10,000.00**

**3. ROCKPORT:**

|                                      |              |
|--------------------------------------|--------------|
| 2019-2020 (Full year, not quarterly) | \$75,000.00  |
| 2020-2021 (Full year, not quarterly) | \$73,800.00  |
| 2021-2022 (Full year, not quarterly) | \$52,000.00  |
| 2022-2023 (Full year, not quarterly) | \$75,000.00  |
| 2023-2024 (Full year, not quarterly) | \$100,000.00 |

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**\$375,800.00**



## TOWN COUNCIL REGULAR MEETING

Wednesday, July 19, 2023 at 6:00 PM  
Fulton Council Chambers, 201 N. 7th Street

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### MINUTES

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#### CALL TO ORDER

##### PRESENT

Mayor Kelli Cole  
Mayor Pro Tem Robert Loflin  
Place 2 Chris Garis  
Place 3 MaryAnn Pahmiyer  
Place 4 Margo Nielsen  
Place 5 Laura McCorkle

##### STAFF PRESENT

Stephanie Garcia, City Secretary  
Matt Olenick, Director of Operations  
Steven Robertson, Comptroller  
John Harrell, Police Chief

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](mailto: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.*

Mary Clare Kane: Mrs. Kane introduced herself and stated she was confused on the additions to the budget for next year, particularly for the Fulton Convention Center.

Kathy Kane: Ms. Kane introduced herself and noted she was excited about the proposed no new revenue tax rate, but pointed out that the Town has the option to go even lower. She feels strongly that the convention center should pay for itself and hopes the funds are not coming out of the general fund.

## 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 Town Council Meeting held on June 21, 2023 and the Special Budget Workshop meeting held on July 14, 2023.

Motion made by Place 2 Garis, Seconded by Mayor Pro Tem Loflin to approve the Consent Agenda item as presented.

Voting Yea: Mayor Pro Tem Loflin, Place 2 Garis, Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

## ITEMS FOR CONSIDERATION

2. Receive report from Belt Harris Pechacek, LLLP regarding the 2021-2022 audit.

Mr. Daniel Hebert with Belt Harris Pechacek, LLP. introduced himself and thanked Steven for all his help with the audit. Mr. Hebert began the review with the Independent Auditor's report. He stated that the company's unmodified opinion of the Town of Fulton is the highest level they can give. He then reviewed the accounting sheet and pointed out that the Town ended the year and the income statement. Mr. Hebert noted that the Town ended the fiscal year fund balance with approximately 1 million dollars. That is approximately 100% of the overall balances and thirteen months of working capital. This is very good. He pointed out a small operating loss; however, the overall operating expenditure appears to be sitting very well. Mr. Hebert asked questions; however, there were none. Mayor Cole and the Council thanked him for his time.

- 3. Discuss/Approve/Disapprove** the Fiscal Year 2021 – 2022 Town of Fulton Audit as presented by Belt Harris Pechacek, LLLP.

Mayor Cole read the item.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 2 Garis to approve the Fiscal Year 2021 – 2022 Town of Fulton Audit as presented by Belt Harris Pechacek, LLLP.

Voting Yea: Mayor Pro Tem Loflin, Place 2 Garis, Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

- 4. Discuss/Approve/Disapprove** Ordinance No. 312 an Ordinance Amending Ordinance No. 303 Adopting the 2022-23 Budget in Several Funds in Accordance with the Attached Exhibit.

Mayor Cole read the item and deferred to Mr. Robertson. Mr. Robertson asked for any questions of him. They did not have any. Mayor Cole discussed the reasons for the moving of



the money. Alderman Garis noted that these budget amendments were for the current budget year, not the upcoming 2023 – 2024 budget.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 5 McCorkle to approve Ordinance No. 312 an Ordinance Amending Ordinance No. 303 Adopting the 2022-23 Budget in Several Funds in Accordance with the Attached Exhibit.

Voting Yea: Mayor Pro Tem Loflin, Place 2 Garis, Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

- 5. **Discuss/Approve/Disapprove** Resolution R-07-2023 a Resolution authorizing the Town to Issue a Request for Proposal for Bank Services - Bank Depository for the Town.

Mayor Cole read the item and explained that the current contract is coming to and end and the Town will be asking for proposals from other banks.

Motion made by Place 2 Garis, Seconded by Place 5 McCorkle to approve the Resolution R-07-2023 a Resolution authorizing the Town to Issue a Request for Proposal for Bank Services - Bank Depository for the Town.

Voting Yea: Mayor Pro Tem Loflin, Place 2 Garis, Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

- 6. **Discuss/Approve/Disapprove** Resolution R-08-2023 a Resolution authorizing the Town to Issue a Request for Proposal for bids to perform a build out of the Town of Fulton's Police Department offices.

Mayor read item. Alderman Loflin made a motion to postpone the item to procure more planning and information. Alderwoman Nielsen asked for more specifics regarding the possible buildout. Mayor Cole addressed her question.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 2 Garis to postpone the Resolution R-08-2023 a Resolution authorizing the Town to Issue a Request for Proposal for bids to perform a build out of the Town of Fulton's Police Department offices.

Voting Yea: Mayor Pro Tem Loflin, Place 2 Garis, 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.*

Council convened into Closed Session at 6:19 p.m.

**OPEN SESSION**

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

Council reconvened into Open Session at 6:23 p.m. There was no action taken.

## ANNOUNCEMENTS

### 7. Mayor's Update.

**Maintenance:** Mayor Cole thanked Matt Olenick, Director of Operations for his hard work and overseeing the project. It was noted that Sanda, Dehausa, and Lonestar roads are paved. The contractors are continuing to work in other areas.

**Police:** Chief Harrell informed the Council that there had been some nudity at Fulton harbor> Chief Harrell informed the persons they had to leave the area.

**Fulton Convention Center:** Mayor Cole informed the Council that final touches and bids for new signs, repaving of the parking lot, replacement of the exterior back door, and more interior work is all being researched and planned.

**Pier:** Mayor Cole noted that the pier is continuing to stay busy.

### 8. The next Regular Fulton Town Council Meeting will be held Wednesday, August 2, 2023, beginning at 6:00 pm.

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

## ADJOURNMENT

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

Motion made by Mayor Pro Tem Loflin, Seconded by Place 2 Garis to adjourn the meeting.

Voting Yea: Mayor Pro Tem Loflin, Place 2 Garis, Place 3 Pahmiyer, Place 4 Nielsen, Place 5 McCorkle

The meeting was adjourned at 6:16 p.m.

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Kelli Cole, Mayor

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Stephanie Garcia, City Secretary



**Quarterly Report on the Use of HOT Funds  
2nd Quarter – April thru June 2023**

## Best Coastal Small Town

The top 10 winners in the category Best Coastal Small Town  
Are as follows:

- Bucksport – Maine
- Georgetown-South Carolina
- Southport-North Carolina
- **Rockport-Texas**
- Ocean Springs-Mississippi
- Bay Saint Louis-Mississippi
- Nags Head -North Carolina
- Del Mar-California

As a recipient of this award, we are able to use this logo in all media  
including outdoor boards.



## Highlights of April, May & June 2023

Item 6.

- **HummerBird Celebration/Seafair** – Planning for both 2023 events are well on their way. Mark your calendars. HummerBird is scheduled for September 14-17, and Seafair is set for October 6-8. Visit [www.Rockport-Fulton.org](http://www.Rockport-Fulton.org) for more information.
- **Aransas Pathways Committee** – Chamber assisted the committee with Press Releases on scheduled Birding Tours held April through May. Also assisted in developing a template for a monthly series to run in the Rockport Pilot featuring different Pathway activities each month. A Chamber Ribbon Cutting was held June 1st to celebrate the installation of a new Pathways Kiosk at 103 S. Magnolia. The Kiosk highlights the four features of Pathways; history, birding, hiking and biking and kayaking.
- **Attractions Committee**- Monthly meetings are held to secure dates of local events and activities for the Rockport-Fulton area. These events are promoted on our website, e-blasted to over 70,000 e-newsletter subscribers, promoted on social media, on statewide tourism websites and publications
- **Geocache**-There are currently 50 geocache in the Rockport-Fulton area. The Chamber continually works to visit and repair or replace cache items as needed.
- **Marketing and Promotion** - Featuring local events in the TourTexas.com Hot & Happening E-newsletter. Dedicated E-mail blasts in the San Antonio Report featuring Rockport-Fulton ads. Annual and local events forwarded to local and regional media monthly. Ad updates and placement in the Rockport Guide and Rockport Pilot Visitors Guide. Placement of local events in the Texas Events Spring publication. Billboard placement along IH-35, IH-37, IH-10, Hwy 281 and Hwy 59. TV ads run in San Antonio on KENS-TV, KSAT-TV and WOAI-TV. Weekly promotion of local events and activities on VisitRockportFulton Facebook page.

## Highlights of April, May & June 2023 - Continued

Item 6.

- **Weekly Radio Interviews-** Featuring “What’s Happening in Rockport-Fulton” with attraction managers and event organizers in Rockport-Fulton each month on three New Braunfels stations; New Braunfels Radio, The Ranch and The Patriot.
- **Committee Meetings** – Each month the Chamber meets with the Attractions, Aransas Pathways, Short Term Rental Council, RV Council, HummerBird Committee and Searfair Committee. Bi-monthly meetings are held with the Tourism Development Council and meetings with the Hotel/Lodging Council is held twice a year.
- Preparation and meeting with the **Tourism Development Council** on May 25th to review and approve the 2023-2024 marketing budget to be presented to city and county entities.
- The Chamber has formed a board and is working towards completion of their **Texas Music Friendly Community** certification.
- **Goodie Bags-** The Chamber prepared 300 bags filled with information about Rockport-Fulton for the Warbirds Over South Texas Memorial Day Fly-In in May and the Teacher’s Continued Education Conference in June.
- Kick off of the **Meal Mob** program. In an effort to promote business in local restaurants, each month a location is “mobbed” during lunch. This program is promoted on Facebook both locally and regionally. Featured Charlotte’s Plummer’s, Poor Man’s Country Club and Benchwarmers-Hudat Restaurant this quarter.
- Preparation and presentation of 1st quarter HOT tax reports to the city of Rockport, Aransas County and the Town of Fulton.
- Partnered with the Aransas County Historical Society and Historical Commission, the History Center for Aransas County and the Cultural Arts District to submit an application to the Texas Historical Commission to host the **Smithsonian Institution Traveling Exhibit**.
- Rockport-Fulton hosted the May monthly **Texas Coastal Bend Regional Tourism Council** partnership meeting.

FIND YOURSELF IN  
**ROCKPORT**  
**FULTON**

**WELCOME TO  
ROCKPORT-FULTON**

Charm of the Texas Coast!

The Rockport-Fulton Chamber of Commerce launched a new website in February.

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

Item 6.



# BILLBOARDS

| Market      | Media Type          | Unit # | Creative  | Contract Dates   | Start Date |
|-------------|---------------------|--------|---|------------------|------------|
| Austin      | 10'6 x 36' Bulletin | 63512  |   | 3/20/23 – 9/3/23 | 3/23/23    |
| Houston     | 12' x 40' Bulletin  | 12807  |   | 3/20/23 – 9/3/23 | 3/21/23    |
| San Antonio | 14' x 48' Bulletin  | 4615   |   | 3/20/23 – 9/3/23 | 3/20/23    |
| Victoria    | 14' x 48' Bulletin  | 11131  |   | 3/20/23 – 9/3/23 | 3/23/23    |
| Waco-Temple | 14' x 48' Bulletin  | 18102  |  | 3/20/23 – 9/3/23 | 3/15/23    |

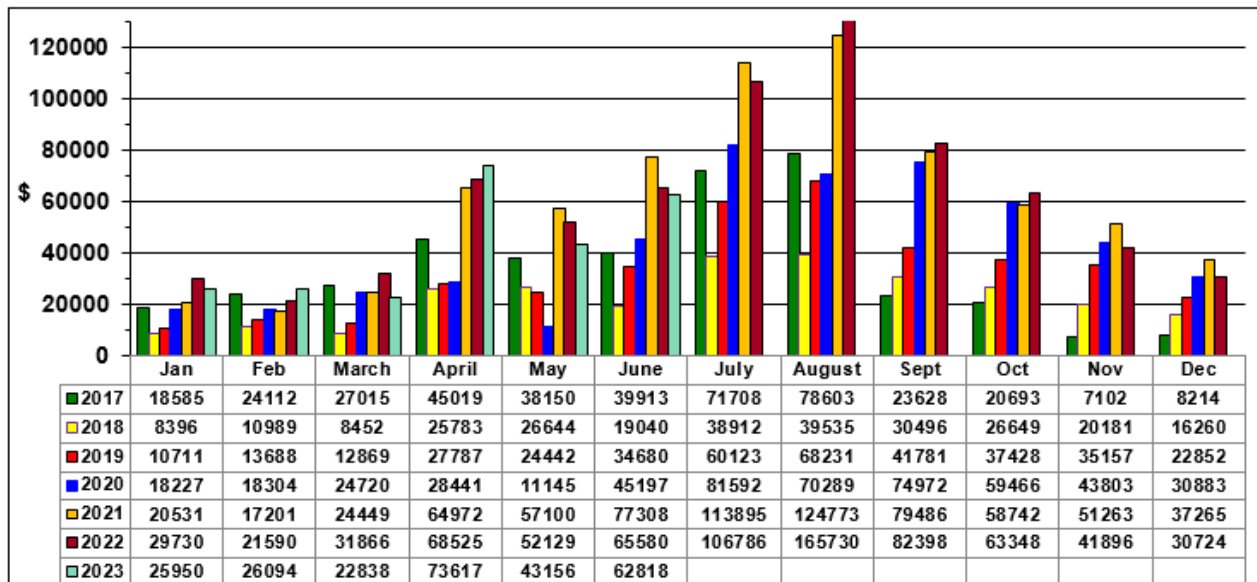
Item 6.



# ARANSAS COUNTY VENUE TAX COLLECTIONS (\$) BY MONTH FROM 2017 FORWARD

Item 6.

- After reporting the highest ever Venue Tax Collections during 2022, cumulative collections during the first six months of 2023 are a slight level below the same period of 2023, with the significant 3Q months not yet accounted for.

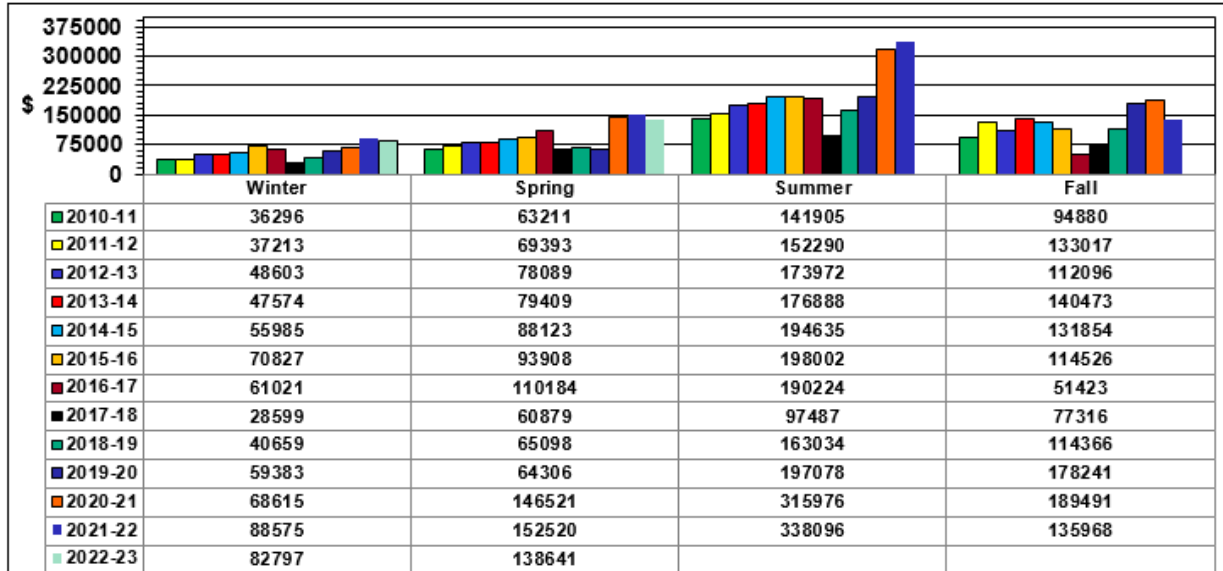


SOURCE: Aransas County Treasurer (Rounded Data)

# ARANSAS COUNTY VENUE TAX REVENUE BY SEASON (SOURCE: ARANSAS COUNTY)

Item 6.

- When the Venue Tax data is aggregated by tourism seasons, there is linear seasonal growth over time – very significantly in Summer, significantly in Spring, and gradual in Winter. The Fall data is inconsistent over time.
- Summer, Spring, and Winter seasons have grown 144% since their respective baselines when tracking began in 2011. Growth in Fall has been less but is still up 43% over time.



Winter = December – January – February  
Spring = March – April - May

Summer = June – July – August  
Fall = September – October – November

| Attendance Data Sheet            | Apr 2023       | May 2023       | June 2023      | 2ND QTR        |
|----------------------------------|----------------|----------------|----------------|----------------|
| <b>Visitor Data Distribution</b> |                |                |                |                |
| <b>Outside of 70 Miles*</b>      | 87.72%         | 81.74%         | 87.81%         | 85.76%         |
| <b>Local**</b>                   | 12.28%         | 18.26%         | 12.19%         | 14.24%         |
| <b>Total</b>                     | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> |

**\*Highlights of Tourism > 70+ miles and major metro areas**

|   |               |               |               |               |
|---|---------------|---------------|---------------|---------------|
| Austin                                    | 8.42%         | 12.98%        | 10.08%        | 10.50%        |
| Dallas / Ft. Worth                        | 6.32%         | 0.96%         | 6.72%         | 4.67%         |
| Houston                                   | 5.26%         | 10.58%        | 5.46%         | 7.10%         |
| San Antonio                               | 9.12%         | 10.10%        | 26.05%        | 15.09%        |
| <b>Total major metro areas</b>            | <b>29.12%</b> | <b>34.62%</b> | <b>48.31%</b> | <b>37.36%</b> |
| Tourism from outside of Texas             | 36.49%        | 12.02%        | 21.85%        | 23.45%        |
| Rural tourism beyond 70 miles             | 22.11%        | 35.10%        | 17.65%        | 24.95%        |
| <b>Total tourism from beyond 70 miles</b> | <b>87.72%</b> | <b>81.74%</b> | <b>87.81%</b> | <b>85.76%</b> |

**\*\* Local Visitors < 70 miles**

|                     |               |               |               |               |
|---------------------|---------------|---------------|---------------|---------------|
| Rockport and Fulton | 8.06%         | 10.10%        | 5.88%         | 8.01%         |
| Corpus Christi      | 2.11%         | 2.88%         | 0.85%         | 1.95%         |
| Victoria            | 0.00%         | 1.44%         | 2.10%         | 1.18%         |
| Rural Areas         | 2.11%         | 3.84%         | 3.36%         | 3.10%         |
| <b>Total</b>        | <b>12.28%</b> | <b>18.26%</b> | <b>12.19%</b> | <b>14.24%</b> |

Item 6.

## Visitor Sign-In Log at the Rockport- Fulton Visitor Center



# Print Creative

Item 6.



**Straight from the bay right to your plate.**

Enjoy the best our waters have to offer. Discover fresh seafood all prepared in the distinct culinary style of our local chefs.



FIND YOURSELF IN  
**ROCKPORT  
FULTON**  
Rockport-Fulton.org



**The best time to fish is as soon as you can get here.**

The lure of the water is deep here. So, fish to your heart's content. Your soul will appreciate it.



FIND YOURSELF IN  
**ROCKPORT  
FULTON**  
Rockport-Fulton.org

© 2022 Marie Trembit



# Digital Creative

Item 6.



Families have been known to get along here.



FIND YOURSELF IN  
**ROCKPORT**  
GO NOW **FULTON**

© 2022 Ty Husak



The best time to fish is as soon as you can get here.



FIND YOURSELF IN  
**ROCKPORT**  
GO NOW **FULTON**

© 2022 Maria Nesbit



Straight from the bay right to your plate.



FIND YOURSELF IN  
**ROCKPORT**  
GO NOW **FULTON**

# MODEL USING # OF HOTEL ROOMS AS BASE – 2Q 2023

Item 6.

## Base = Rockport - Fulton # of Hotel Rooms 2QTR 2023

| Base = Rockport - Fulton # of Hotel Rooms                                 | 2Q 2023 |
|---|---------|
| 1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller) | 1905    |
| 2. Number of Nights in 2Q 2023 (April - June)                             | 91      |
| 3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)             | 173,355 |
| 4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)     | 56.10%  |
| 5. Rockport - Fulton Rooms Nights Sold (3 * 4)                            | 97,252  |
| 6. Number of Visitors in Each Room (Size of Party Assumption)             | 1.8     |
| 7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)               | 175,054 |
| 8. Average Number of Nights Spent in Rockport - Fulton (Assumption)       | 2.2     |
| 9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)                    | 385,119 |

Calculations by Prost Marketing, Inc  
7/12/2023



# Thank you!

***Shelly Stuart, IOM, President/CEO***

Rockport-Fulton Chamber of Commerce  
319 Broadway  
Rockport, TX 78382

***Shanon Biggerstaff***

Tourism Coordinator  
Rockport-Fulton Chamber of Commerce  
319 Broadway  
Rockport, TX 78382



Rockport-Fulton Area Chamber of Commerce, Inc.  
 Fulton Hotel Tax Account  
 April 1, 2023 through  
 June 30, 2023  
**EXHIBIT "B"**

**HOT FUNDING EXPENSE REPORT 2022-2023**

| Description of Expense                 | Approved Budget                             | 1st Quarter Expenses              | 2nd Quarter Expenses      | 3rd Quarter Expenses | 4th Quarter Expenses | Total            | Number of Heads In Beds |
|--|---|-----------------------------------|---------------------------|----------------------|----------------------|------------------|-------------------------|
| Accounting Fees                        | 1,150.00                                    | -                                 | -                         | -                    | -                    | -                | -                       |
| Advertising and promotion              | 21,799.30                                   | 21,974.00                         | -                         | 10,941.20            | -                    | 32,915.20        | -                       |
| Bank & Card Fees                       | -   | 10.50                             | 7.00                      | 7.00                 | -                    | 24.50            | -                       |
| Conference Fees                        | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Contract Services                      | 3,333.24                                    | -                                 | -                         | -                    | -                    | -                | -                       |
| Event funding assistance               | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Dues and Subscriptions                 | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Equipment lease and maintenance        | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Food, beverages and meals              | -   | -                                 | -                         | 364.23               | -                    | 364.23           | -                       |
| Maintenance and repairs                | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Mileage and travel                     | 840.00                                      | -                                 | -                         | 889.00               | -                    | 889.00           | -                       |
| Postage and freight                    | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Printing and publication               | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Prizes, gifts and awards               | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Rentals and fees                       | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Supplies                               | -   | -                                 | -                         | 80.00                | -                    | 80.00            | -                       |
| Tax and license                        | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Telephone                              | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Telephone Internet Service             | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Utilities                              | -   | 51.40                             | 50.85                     | 33.76                | -                    | 136.01           | -                       |
| Interest                               | 120.00                                      | -                                 | -                         | -                    | -                    | -                | -                       |
| Web site maintenance                   | -   | -                                 | -                         | -                    | -                    | -                | -                       |
| Administrative services reimbursement  | 21,600.00                                   | 5,400.00                          | 3,600.00                  | 7,200.00             | -                    | 16,200.00        | -                       |
| Inter Fund Support                     | 1,600.00                                    | -                                 | -                         | -                    | -                    | -                | -                       |
| <b>TOTAL REQUESTED</b>                 | <b>50,442.54</b>                            | <b>27,435.90</b>                  | <b>3,657.85</b>           | <b>19,515.19</b>     | <b>-</b>             | <b>50,608.94</b> | <b>385,119</b>          |
| Description of Administrative Expenses | Current Fiscal Year Administrative Expenses | Fiscal Year Administrative Actual | Percentage of Fiscal Year |                      |                      |                  |                         |
| Administrative services reimbursement  | 21,600.00                                   | 16,200.00                         | 75.00%                    |                      |                      |                  |                         |
| Totals                                 | 21,600.00                                   | 16,200.00                         | 75.00%                    |                      |                      |                  |                         |



Mayor Cole,

I have thoroughly enjoyed my time as Chief of Police for the Town of Fulton. I wanted to establish a community policing concept with positive interactions with the public and high visibility patrol. I also wanted to improve the calls for service and the quality of investigations. I put in long dedicated hours to see these goals achieved.

I plan to resign as the Chief of Police to take a position in the private sector. My last day will be August 8, 2023.

I appreciate the opportunity Fulton has provided me. I gave the community my best every day I came to work.

Respectfully,

John Harrell

Chief of Police

Town of Fulton

