



# TOWN COUNCIL REGULAR MEETING

Wednesday, September 03, 2025 at 6:00 PM  
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.*

### 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 August 20, 2025.

### ITEMS FOR CONSIDERATION

- 2.** Second presentation and general discussion of Hotel Occupancy Tax (HOT) fund request from the Rockport-Fulton Chamber of Commerce/Visitor Center.
- 3.** Second presentation and general discussion of Hotel Occupancy Tax (HOT) fund request from the Visit Rockport Fulton Convention & Visitor Bureau.

### PROCLAMATION

- 4.** Proclamation in recognition of Larry Pahmiyer.

## **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**

5. Mayor's Update.
6. The next Regular Fulton Town Council Meeting will be held Wednesday, September 17, 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, August 28, 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 COUNCIL REGULAR MEETING

Wednesday, August 20, 2025 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  
Place 3 MaryAnn Pahmiyer  
Place 4 Margo Nielsen  
Place 5 Laura McCorkle

##### STAFF PRESENT

Stephanie Garcia, City Secretary  
Ty Gerstenberger, Chief  
Steven Robertson, Comptroller

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.*

Kathy Kane addressed the Council and said she would like to see more of the police department statistics that can be published to the public, such as number of citations and arrests. She also stated she would like to see more information on things happening within the Town. Ms. Kane mentioned the murals being painted in the City of Rockport and noted those would be a nice addition to the Town.

## PROCLAMATION

1. Proclamation in recognition of the Texas Navy's contribution to our state and establishing the week of September 13 - 20, 2025 as Texas Navy Week.

Mayor Cole read the proclamation establishing the week of September 13 - 20, 2025 as Texas Navy Week.

## 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.*

2. **Discuss/Approve/Disapprove** minutes of the Budget Workshop and Regular Meeting held on August 6, 2025.
3. **Discuss/Approve/Disapprove** the July 2025 financials.

Motion made by Place 5 McCorkle, Seconded by Place 2 Garis to approve the Consent Agenda as presented.

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

## ITEMS FOR CONSIDERATION

4. **Discuss/Approve/Disapprove** the proposed 2025 - 2026 Fiscal Year Tax Rate of .265052/\$100.

Mayor Cole read the item and reminded the Council that this is the tax rate that was discussed during the last budget workshop.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 5 McCorkle to approve the proposed 2025 - 2026 Fiscal Year Tax Rate of .265052/\$100.

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

5. **Discuss/Approve/Disapprove** a one percent (1%) cost of living adjustment (COLA) for the Town of Fulton employees in Fiscal Year 2025 - 2026.

Mayor Cole read the item and mentioned that the COLA is not the only raise the employees receive. Each employee has the opportunity at their yearly evaluation to earn a merit raise.

Motion made by Place 2 Garis, Seconded by Place 3 Pahmiyer to approve the one percent (1%) cost of living adjustment (COLA) for the Town of Fulton employees in Fiscal Year 2025 - 2026.

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

6. **Discuss/Approve/Disapprove** scheduling a public hearing on the proposed Fiscal Year 2025 - 2026 Budget: September 22, 2025.

Mayor Cole read the item. There was no discussion.

Motion made by Place 5 McCorkle, Seconded by Mayor Pro Tem Loflin to approve the scheduling of the public hearing on the proposed Fiscal Year 2025 - 2026 Budget for September 22, 2025.

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

7. **Discuss/Approve/Disapprove** scheduling a public hearing to adopt the Fiscal Year 2025 - 2026 Tax Rate: September 22, 2025.

Mayor Cole read the item. There was no discussion.

Motion made by Place 2 Garis, Seconded by Mayor Pro Tem Loflin to approve the scheduling of the public hearing to adopt the Fiscal Year 2025 - 2026 Tax Rate for September 22, 2025.

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 did not convene into Closed Session.

## OPEN SESSION

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

## ANNOUNCEMENTS

8. Mayor's Update.

Griffith and Brundrett are finalizing the surveys for the General Land Office project. The one-year inspection will take place this week on the large west side project. Fulton Beach Road will be seal coated and repaired in the coming weeks. The new "Fulton" sign donated by Class 28 of Leadership Aransas County has been installed at the Fulton Harbor Park. Mayor Cole mentioned looking into the mural project for the Town.

Chief Gerstenberger informed the Council that the Cadet is doing well and in his seventh week of training. The officers will begin staggering patrol hours next month. Jessica Dougherty, a new officer, will attend the next Council meeting for introductions.

Alderwoman Pahmiyer announced that Mayor Cole was named the Leading Lady of Aransas County.

9. The next Regular Fulton Town Council Meeting will be held Wednesday, September 3, 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 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 6:14 p.m.

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Kelli Cole, Mayor

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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 Stewart President/CEO	361-729-6445 361-463-7641 (cell)	President@f.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	\$35,000	

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 visitor information centers, or both.		\$20,000
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.	Please see addendum attached	\$15,000
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"> <li>• at or in the immediate vicinity of convention centers; or</li> <li>• located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates</li> </ul>		
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"> <li>• the municipality owns the facilities or fields.</li> </ul>		

**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.

Shelly Stuart  
Applicant's Signature

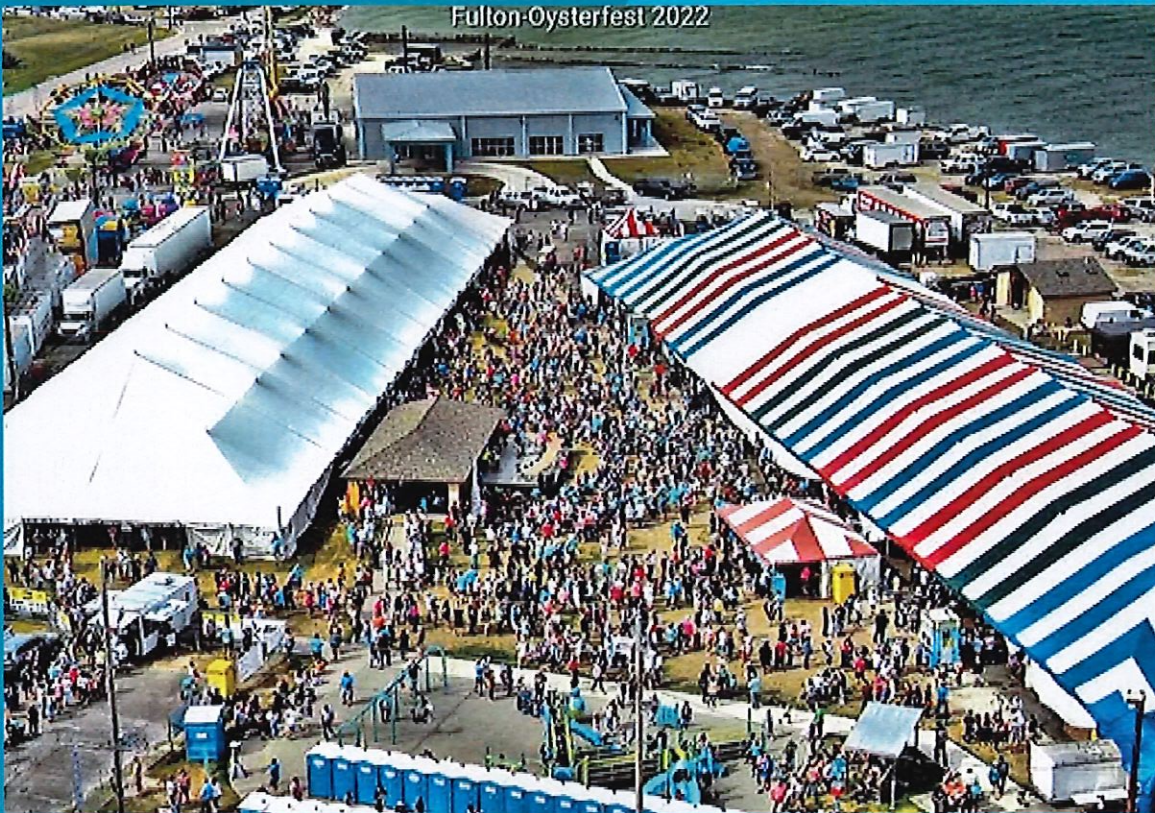
Date: 8/22/2025

Shelly Stuart  
Printed Name

President/CEO  
Title

**ROCKPORT  
FULTON**  
*Chamber of Commerce & Visitor Center*

2025



# FUNDING REQUEST

VISITOR CENTER

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

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## Request for HOT Funds: Operation of the Rockport-Fulton Chamber of Commerce Visitor Center and Marketing of Fulton Oysterfest

The Rockport-Fulton Chamber of Commerce respectfully requests Hotel Occupancy Tax (HOT) funds from the Town of Fulton to support two vital tourism initiatives: (1) the operation of the Rockport-Fulton Chamber Visitor Center and (2) the targeted marketing of the annual Fulton Oysterfest. Both initiatives are directly tied to the mission of increasing overnight visitation, boosting local spending, and strengthening Fulton's position as a premier coastal destination.

### Visitor Center Impact

The Rockport-Fulton Chamber of Commerce Visitor Center welcomes more than **35,000 walk-in visitors annually**, in addition to thousands of phone calls and digital inquiries. Our staff and volunteers provide personalized assistance on lodging, dining, shopping, and attractions. Independent research from the Texas Travel Alliance shows that visitor centers extend average stays by 1–2 nights, which translates into significant increases in hotel occupancy and sales tax revenue. Based on visitor traffic and regional spending patterns, the Visitor Center helps generate an estimated **\$3–\$5 million in annual local economic impact**. HOT funds allocated to its operation ensure that Fulton has a strong, professional gateway to capture and retain tourism spending.

### Fulton Oysterfest Marketing

The Fulton Oysterfest is one of the largest and most recognized festivals on the Texas coast, attracting more than **35,000 attendees each year**. Marketing efforts directly impact visitor turnout and, importantly, hotel stays. With targeted campaigns—including digital advertising across Texas markets, social media promotions, regional print coverage, and partnerships with travel influencers—we can reach broader audiences and attract new overnight visitors. Economic analysis indicates that Oysterfest contributes **over \$2.5 million in direct spending** to Fulton and the surrounding area, with hotels and short-term rentals among the top beneficiaries. By dedicating HOT funds to marketing, we ensure the event's continued growth and maximize its tourism return.

### Return on Investment

Both the Visitor Center and Oysterfest marketing align with the allowable uses of HOT funds by directly driving overnight stays and enhancing Fulton's tourism economy. For every **\$1 invested in visitor services and tourism promotion**, studies show an average return of **\$8–\$12 in local economic impact**. We are confident that continued support will yield measurable results, including:

- Increased hotel occupancy and lodging tax revenue
- Growth in Oysterfest attendance and overnight stays
- Expanded year-round visitation through professional visitor services
- Enhanced visibility of Fulton as a leading Texas coastal destination

### Conclusion

The Rockport-Fulton Chamber of Commerce is committed to maximizing the effectiveness of every dollar entrusted to us. With the support of HOT funds, we can sustain and grow the impact of the Visitor Center and Oysterfest marketing, ensuring Fulton's continued economic vitality and tourism success.

We respectfully request your partnership in this effort to welcome more visitors, strengthen our community, and showcase all that makes Fulton a unique and thriving destination.

## What it is....

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:

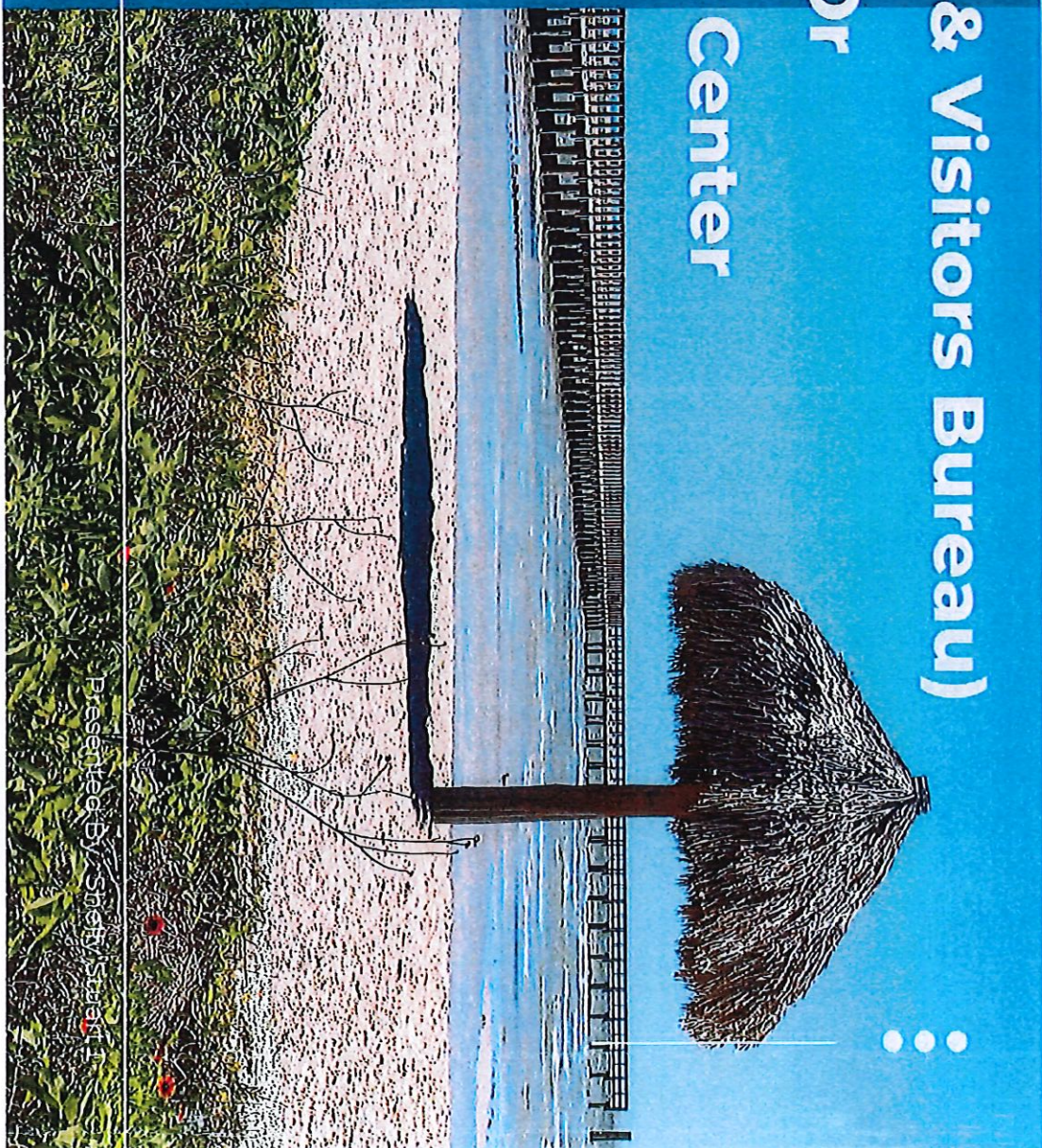
1. **Facility Costs:**
  - **Rent or Mortgage:** The cost of leasing or owning the building.
  - **Utilities:** Electricity, water, heating/cooling, and internet services.
  - **Maintenance and Repairs:** Regular upkeep of the building and grounds.
2. **Staffing:**
  - **Salaries and Wages:** Pay for 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.

# CVB (Convention & Visitors Bureau) OR Visitor Center



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

Presented by State Street



## 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:**

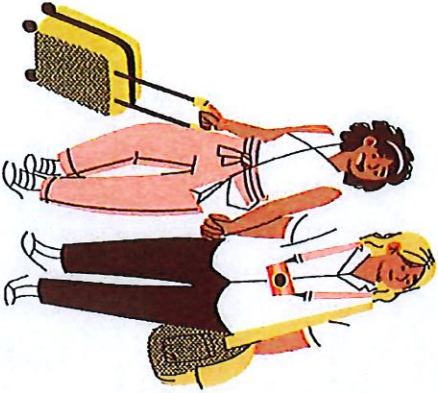
- Visitor Centers serve as cultural introductions, showcasing local art, history, or even hosting small exhibits that reflect the destination's unique character.

**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.

**T** **R** **A** **V** **E** **L**



## 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

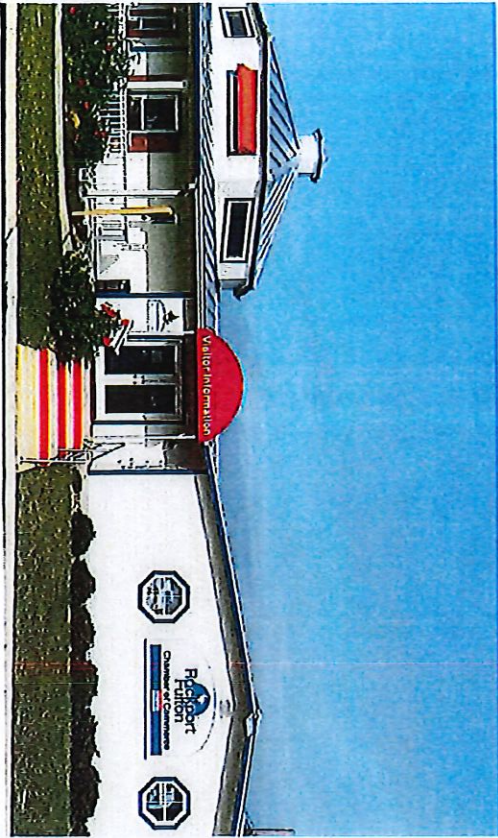
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### Encouraging Longer Stays and Repeat Visits

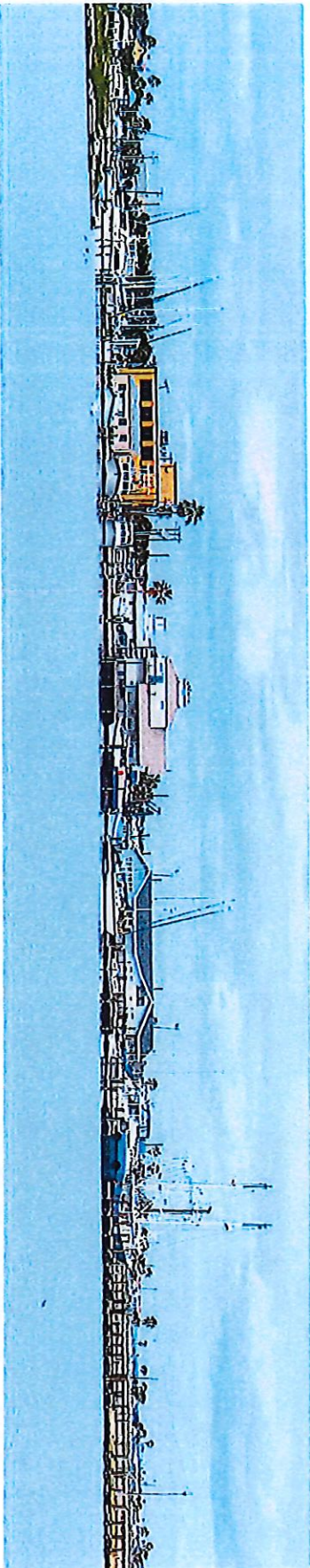
- A CVB's promotional efforts create initial interest, attracting visitors to the area. However, Visitor Centers can inspire them to explore beyond the main attractions, discover hidden gems, and participate in local activities they might not have known about otherwise.
- By ensuring that visitors feel 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.





# Contact Us:




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

Contact us to get more info

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

 319 Broadway - Rockport, TX 78382

 361-729-6445

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



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.

# Visitor Center Operations Manual



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

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## ***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

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

- **Phone**

 361-729-6445

- **Message**

 [marketingmanager@rockportorg](mailto:marketingmanager@rockportorg)

- **Website**

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

- **Address**

 319 Broadway  
Rockport, TX 78382

Fulton

**Rockport-Fulton Area Chamber of Commerce  
Visitors Center Cost Study  
For the year ended 9/30/24**

Expense	Total Chamber General			Total Visitors Center			Limit Total Overhead			Fulton Portion		
	& Visitor Center Expenses	Expenses per Study	Expenses	& Visitor Center Expenses	Expenses per Study	Expenses	& Visitor Center Expenses	Expenses per Study	Expenses	& Visitor Center Expenses	Expenses per Study	Expenses
Accountin Fees	\$24,915.00	\$4,983.00	\$3,286.31	\$24,915.00	\$4,983.00	\$3,286.31	\$24,915.00	\$4,983.00	\$3,286.31	\$24,915.00	\$4,983.00	\$3,286.31
Bank & Card Service Fees	10,641.27	4,256.51	2,807.18	10,641.27	4,256.51	2,807.18	10,641.27	4,256.51	2,807.18	10,641.27	4,256.51	2,807.18
Contract Services	6,079.44	2,431.78	1,603.77	6,079.44	2,431.78	1,603.77	6,079.44	2,431.78	1,603.77	6,079.44	2,431.78	1,603.77
Dues, Lists, & Subscriptions	21,984.64	8,793.86	5,799.58	21,984.64	8,793.86	5,799.58	21,984.64	8,793.86	5,799.58	21,984.64	8,793.86	5,799.58
Depreciation	16,618.98	6,448.16	4,252.59	16,618.98	6,448.16	4,252.59	16,618.98	6,448.16	4,252.59	16,618.98	6,448.16	4,252.59
Insurance	21,921.55	8,505.56	5,609.45	21,921.55	8,505.56	5,609.45	21,921.55	8,505.56	5,609.45	21,921.55	8,505.56	5,609.45
Maintenance & Repair	9,746.49	3,781.64	2,494.01	9,746.49	3,781.64	2,494.01	9,746.49	3,781.64	2,494.01	9,746.49	3,781.64	2,494.01
Payroll	254,832.73	57,087.09	37,649.16	254,832.73	57,087.09	37,649.16	254,832.73	57,087.09	37,649.16	254,832.73	57,087.09	37,649.16
Payroll Taxes	19,926.43	4,367.16	2,880.16	19,926.43	4,367.16	2,880.16	19,926.43	4,367.16	2,880.16	19,926.43	4,367.16	2,880.16
Employee Benefits	62,721.38	20,253.49	13,357.25	62,721.38	20,253.49	13,357.25	62,721.38	20,253.49	13,357.25	62,721.38	20,253.49	13,357.25
Postage, Shipping & Freight	1,609.34	643.74	424.55	1,609.34	643.74	424.55	1,609.34	643.74	424.55	1,609.34	643.74	424.55
Printing & Publication	1,440.83	576.33	380.09	1,440.83	576.33	380.09	1,440.83	576.33	380.09	1,440.83	576.33	380.09
Security System	1,148.00	445.42	293.76	1,148.00	445.42	293.76	1,148.00	445.42	293.76	1,148.00	445.42	293.76
Supplies	9,374.85	5,624.91	3,709.65	9,374.85	5,624.91	3,709.65	9,374.85	5,624.91	3,709.65	9,374.85	5,624.91	3,709.65
Telephone	5,435.90	4,348.72	2,868.00	5,435.90	4,348.72	2,868.00	5,435.90	4,348.72	2,868.00	5,435.90	4,348.72	2,868.00
Telephone Internet Service	2,700.00	1,047.60	690.90	2,700.00	1,047.60	690.90	2,700.00	1,047.60	690.90	2,700.00	1,047.60	690.90
Telephone - Other	990.00	198.00	130.58	990.00	198.00	130.58	990.00	198.00	130.58	990.00	198.00	130.58
Utilities	7,959.20	3,088.17	2,036.66	7,959.20	3,088.17	2,036.66	7,959.20	3,088.17	2,036.66	7,959.20	3,088.17	2,036.66
Equipment Lease	6,544.13	2,617.65	1,726.35	6,544.13	2,617.65	1,726.35	6,544.13	2,617.65	1,726.35	6,544.13	2,617.65	1,726.35
<b>TOTAL</b>	<b>\$486,590.16</b>	<b>\$139,498.79</b>	<b>\$92,000.00</b>	<b>\$486,590.16</b>	<b>\$139,498.79</b>	<b>\$92,000.00</b>	<b>\$486,590.16</b>	<b>\$139,498.79</b>	<b>\$92,000.00</b>	<b>\$486,590.16</b>	<b>\$139,498.79</b>	<b>\$92,000.00</b>
												<b>\$20,000.00</b>

Media/Events	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Persona Digital	\$2,500.00	\$2,500.00											
KRIS TV – Streaming & Social Media	\$2,500.00	\$2,500.00											
KIII TV – Streaming & Social Media		\$2,350.00											
San Antonio Home & Garden Show		\$2,650.00											
<b>TOTAL</b>													<b>\$15,000.00</b>

# ADDENDUM

**We understand the Town of Fulton and the City of Rockport both support tourism through HOT funds. If the Town of Fulton decides to shift marketing funds to the City of Rockport, we respectfully request that Fulton still provide the additional \$15,000 for Visitor Center panel updates and Oysterfest promotion.**

**This would allow the Chamber to allocate Fulton's total investment of \$35,000 as follows:**

- \$20,000 – Visitor Center operations**
- \$15,000 – Oysterfest marketing & updated Visitor Center panels promoting Fulton**

## **Conclusion**

**Through this funding, the Town of Fulton will ensure visitors continue to have a strong first impression of our destination, that Oysterfest remains one of Texas' premier coastal festivals, and that Fulton's identity is elevated and celebrated. The Rockport-Fulton Chamber of Commerce is committed to maximizing the return on investment of every HOT dollar entrusted to us. Together, we can strengthen Fulton's tourism economy and enhance its reputation as a must-visit Texas Gulf Coast destination.**

## 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](mailto: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](mailto:citysec@fultontexas.org)



**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? No	Date Organization/Entity Founded: 2025
Organization/Entity Mailing Address: 212 N. Live Oak St. Rockport TX 78382		
Organization/Entity website: <a href="http://www.visitrockportfulton.com">www.visitrockportfulton.com</a> launching 10/15/25		
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): Fulton – Fulton Convention Center, Oysterfest, Fulton Pier	<b>Total Amount of funds requested:</b> <b>\$25,000.00</b>	

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:

**We will focus the funds received on promoting events in Fulton including Oysterfest, the Fulton Pier and the Fulton Convention Center.**

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. (see attached sample).

Direct booking for hotel rooms as well as short term rentals will also be available on the website.

In addition, a RFP (request for proposal) section allows meeting planners to submit a request for availability for meeting/event space. This will be helpful/beneficial to Fulton Convention Center.

**Social Media Account Summary:**

- Explore Rockport-Fulton Instagram and Facebook reached 15,250 followers at the end of July and 16,616 followers as of 08/07/25 and 17K as of 8/27/25
- Facebook: <https://www.facebook.com/exploreroockportfulton/>
- Instagram: <https://www.instagram.com/exploreroockportfulton/>

- For the month of July the YouTube, Facebook and Instagram Accounts reached **1.3M** users
- Top out of town Texas locations reached through social media: San Antonio, Houston, Victoria, Austin, Laredo, Dallas/Fort Worth

Travelers don't think in county lines; they follow routes and stories. By partnering together, we're connecting neighbors across cities and counties to plan as a region. By combining resources, trips get longer, spending reaches further and small teams get more done with less strain.

Individually chasing the same visitors with separate plans and reporting, results in diluted impact.

Trips cross city/county lines and our marketing should, too.

Road-trippers, trail users and festival goers all cross county lines. Regional marketing captures longer stays and bigger spends.

By pooling dollars, data and narratives, the map gets bigger and the trip gets longer. Collaboration boost demand and enhances ROI – without increasing headcount. Think of it as a bigger team without a bigger payroll.

**What collaboration looks like:**

- \* Regional itineraries
- \* Co-op ad buys and shared creative
- \* Data sharing and benchmarks
- \* Shared Events
- \*Passport & Perks programs\*\*

**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.		
<b>Advertising and conducting solicitations and</b>	<b>X</b>	

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

**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: 8-27-25

*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

Fulton Mansion Second Saturday

### **February**

Bountiful Bowl Clay Expo

Biennial Quilt Show

LaMardi Gras

Fulton Mansion Second Saturday

### **March**

Fulton Oysterfest

Spring Break

Spring Art Fair by the Bay

Whooping Crane Strut

Rockport Crawfish Cook-Off & Tasting

Fulton Mansion Second Saturday

**April**

Annual Kite Festival

Fishing For Wishes Tournament

Zazu Music and More

Boots-N-Bling

Taste of Rockport-Fulton

Rockport-Fulton Book Festival

Fulton Mansion Second Saturday

**May**

Nautical Flea Market

Babes on the Bay

Rockport Wine Festival

Lemonade Day

Annual Rockport Fishing Expo

Fulton Mansion Second Saturday

Memorial Day

**July**

Rockport Art Festival

July 4th Boat Parade

July 4th Fireworks

TSA Youth Sailing Rockin Rockport Regatta

Fulton Mansion Second Saturday

**August**

Leading Ladies Gala

Mural Fest

Croquet by the Bay – Fulton Mansion

**September**

HummerBird Celebration

TSA Youth Sailing Regatta

Little Bay Labor Day Music Fest

Fulton Mansion Second Saturday

Croquet by the Bay – Fulton Mansion

**October**

Rockport-Fulton Seafair

Fulton Fall Festival

Fulton Mansion Walking Tour

Fulton Mansion Guided House Tours

Butterfly Release in Fulton

Fulton Mansion Walking Tour

Fulton Mansion Second Saturday

History on the Go Craft – Fulton Mansion

Croquet by the Bay – Fulton Mansion

Halloween in the District

**November**

Rockport Film Festival

Lamar Market Days

Shop Small Saturday

Fulton Mansion Second Saturday

Fulton Annual Rockport Songwriter Festival

Warbirds

**December**

Christmas on the Beach Lights Display

Tropical Christmas

Christmas in the District

Tis The Season

Rockport-Fulton Tour of Homes

Christmas in Fulton

Fulton Mansion – A Victorian Christmas

Fulton Mansion Second Saturday

Christmas Lighted Boat Parade

# PROCLAMATION

## Honoring Larry Pahmiyer for Dedicated Civil Service to the Town of Fulton

WHEREAS, the Town of Fulton recognizes and deeply values the commitment and dedication of those who serve our community through both elected office and volunteer service; and

WHEREAS, Larry Pahmiyer has faithfully served the Town of Fulton with distinction as a member of the Fulton Town Council from 2009 through 2020, providing leadership, thoughtful decision-making, and tireless service in the best interest of the citizens; and

WHEREAS, in addition to his civic leadership, Larry Pahmiyer has served as a member of the Fulton Volunteer Fire Department since 1995, demonstrating an unwavering dedication to the protection, safety, and well-being of the Town's residents; and

WHEREAS, beginning in 1995, Larry Pahmiyer has also devoted countless hours as a volunteer for Fulton's Oysterfest, contributing to one of the community's most cherished traditions and celebrations; and

WHEREAS, through his decades of combined public and volunteer service, Larry Pahmiyer has set a lasting example of civic duty, integrity, and community spirit that continues to benefit and inspire the Town of Fulton; and

WHEREAS, it is fitting that the Town of Fulton formally recognizes and expresses its gratitude for the outstanding contributions made by Larry Pahmiyer in both elected office and volunteer service.

NOW, THEREFORE, I, Kelli Cole, Mayor of the Town of Fulton, on behalf of the Town Council and the citizens of Fulton, do hereby proclaim our heartfelt appreciation to **Larry Pahmiyer** for his many years of dedicated service to the Town of Fulton and extend to him gratitude, respect, and best wishes of the entire community.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the Town of Fulton to be affixed this 3<sup>rd</sup> day of September, 2025.

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*Kelli Cole, Mayor*

ATTEST:

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Stephanie Garcia, City Secretary