



Town of Fulton Hotel Occupancy Tax Application

Date Application received To be completed by Town		
Official Name of Organization/Entity: Visit Rockport Fulton CVB	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: www.visitrockportfulton.com		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Nannette Eiland, Tourism Manager	Organization/Entity Phone: 361-729-2213 ext. 120	Organization/Entity email: Neiland@rockportx.gov

FUNDING REQUEST DESCRIPTION

Name of Project/Event: Fulton Tourism Marketing Partnership	Project/Event date(s): October 1, 2026 through September 30, 2027
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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)? 22,500	Estimated number of annual attendance at your event(s) or project(s) 200,000+ visitors reached through Fulton-focused marketing and promoted events.	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? Yes, through partner lodging opportunities and event room blocks when applicable.	
Project/Event location(s): Project Locations: • Fulton Harbor • Fulton Convention Center • Fulton Fishing Pier • Fulton Mansion • Fulton Beach Road • Downtown Fulton • Fulton restaurants • Fulton lodging • Town-wide tourism assets	Total Amount of funds requested: \$25,000	

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:

Visit Rockport-Fulton respectfully requests Hotel Occupancy Tax funding to implement a comprehensive year-round destination marketing program designed to increase overnight visitation to the Town of Fulton.

As the official destination marketing organization for the Rockport-Fulton area, Visit Rockport-Fulton develops and manages strategic advertising, digital marketing, public relations, visitor information services, social media, website content, travel trade outreach, meeting sales, and destination branding that attract visitors to the community.

Funding from the Town of Fulton will directly support marketing initiatives promoting Fulton's unique tourism assets, including Fulton Harbor, Fulton Fishing Pier, Fulton Mansion, the Fulton Convention Center, waterfront restaurants, retail businesses, lodging properties, festivals, fishing, birding, arts, and cultural experiences.

Marketing efforts will target high-value drive markets including Houston, San Antonio, Austin, Dallas-Fort Worth, Corpus Christi, and the Rio Grande Valley through:

- Digital advertising
- Google Paid Search ads
- Connected TV
- Social Media
- Travel Publications
- Public Relations
- Influencer Marketing
- Email Marketing
- Website Content
- Visitor Guides

The requested funding will leverage Visit Rockport-Fulton's existing statewide marketing platform, allowing the Town of Fulton to benefit from professional destination marketing without duplicating administrative costs.

This cooperative investment is projected to influence approximately **22,500 overnight room nights annually** while increasing visitor spending, supporting local businesses, and generating additional Hotel Occupancy Tax revenue.

Performance reports will include advertising impressions, website traffic, social media engagement, public relations placements, Fulton lodging referrals, and campaign performance metrics.

FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

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

	Check box below the appropriate category or categories	Amount requested for each category
The acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.	x	20000
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; • at or in the immediate vicinity of convention centers; or • located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates	x	5000
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: e the municipality owns the facilities or fields.		

ASSURANCES

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

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

Nannette Eiland

Date: 7.10.26

Applicant's Signature

Nannette Eiland

Printed Name

Tourism Manager

Title