



**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 & Visitor Center	Yes	
Organization/Entity Mailing Address:		
319 Broadway St., Rockport, TX 78382		
Organization/Entity website:		
www.rockport-fulton.org		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"):	Organization/Entity Phone:	Organization/Entity email:
Shelly Stuart, President/CEO	Office: 361-729-6445 Cell: 361-463-7641	president@1rockport.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		
Project/Event location(s):	Total Amount of funds requested:	
319 Broadway St., Rockport, TX 78382	\$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:

A Visitor Center is much more than a building where they hand out brochures, it is often the first impression visitors have of a destination and one of the most effective tools for converting day visitors into overnight guests. In a tourism-dependent community like Rockport-Fulton, the Visitor Center serves as an economic engine that directly supports hotels, restaurants, retailers, attractions, and local businesses.

Unlike websites or travel apps, Visitor Center staff provide real-time, personal service by:

- * Answering travel questions.
- * Assisting with directions and transportation.
- * Providing weather and event information.
- * Offering personalized recommendations.
- * Coordinating group tours and meetings.
- * A specific destination for Visitors. They feel welcome and at home.

Rockport-Fulton Chamber of Commerce's participation in the San Antonio Home & Garden Show is a strategic tourism marketing initiative designed to increase awareness of OysterFest and encourage overnight visitation to Fulton and the surrounding Rockport area. As one of the largest consumer shows in South Texas, the event provides direct access to thousands of potential visitors who are actively seeking travel destinations, festivals, and weekend getaway opportunities.

The Chamber uses this venue to promote OysterFest as the premier coastal festival in Texas while showcasing the area's hotels, vacation rentals, restaurants, shopping, fishing, beaches, Fulton School House Museum and other attractions. By engaging directly with prospective travelers, distributing visitor guides, answering questions, and encouraging advance trip planning, the Chamber helps convert interest into overnight hotel stays and increased visitor spending.

This targeted marketing effort extends OysterFest's reach well beyond the Coastal Bend, attracting new visitors from one of Texas' largest drive markets. The resulting increase in overnight stays, dining, shopping, and local spending generates economic benefits for Fulton businesses and supports the long-term success of OysterFest. Funding the Chamber's participation in the San Antonio Home & Garden Show is an investment in tourism promotion that aligns with the purpose of Hotel Occupancy Tax revenues by expanding visitation, strengthening the local hospitality industry, and enhancing the economic impact of one of the community's signature events.

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.		\$25,000
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.		\$10,000
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; • at or in the immediate vicinity of convention centers; or • located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates		
Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;		
The promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if: • 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.

Shelly Stuart
Applicant's Signature

Date: 6/26/2026

Shelly Stuart

Printed Name

President/CEO

Title