



**Quarterly Report on the Use of HOT Funds
2nd Quarter – April-June 2024**

USA TODAY 10 BEST

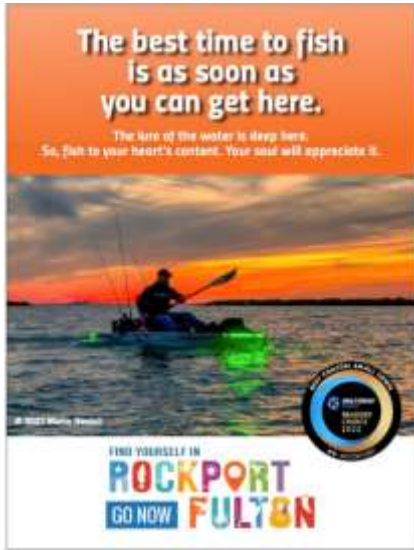
Rockport Beach placed #2 for “Best Beach in Texas 2024”

Licensing was purchased for the logo to be used Digital and Print

- Digital – Use on the website, affiliate websites, social media (any medium, YouTube banner ads, digital newsletters, email signatures, etc.
- Print – Brochures, Magazine articles, Newspaper, Point of Purchase displays, Packaging, Rack Cards, or anything of the sort.



Where it's going.



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

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

WORLD'S COOLEST TOWNS
WORLD'S COOLEST TOWNS
2024

FIND YOURSELF IN ROCKPORT GO NOW FULTON

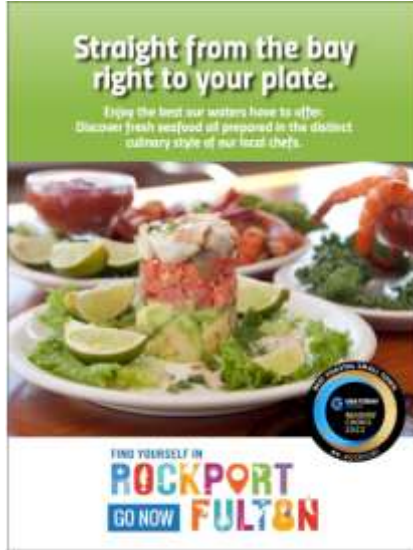
ROCKPORT-FULTON

Rockport-Fulton is a year-round Gulf Coast gateway with an impressive array of attractions and fun-filled events. You'll find long sandy beaches and anglers casting a line from boats and piers, catching everything from flounder and snook to speckled trout. Voted Top 5 in the nation for "Best Coastal Small Town" by readers of USA Today, the area has received many accolades. Among them, Rockport Beach was also voted #1 in Texas, and Aransas Wildlife Refuge was voted the #1 Refuge for Birding in the country.

Nature, history, art, and outdoor fun come together here, drawing in visitors of all ages and interests. Recently named a designated Cultural Arts District, Rockport is home to an art center, streets lined with art galleries and exceptional shops, fascinating historic sites, Texas' first Blue Wave Beach, the official Maritime Museum of Texas, Fulton Mansion, and many other attractions. Fulton is alive with nightlife and seafood restaurants along the beach road. Aransas Pathways offers adventures in hiking, biking, kayaking, and history.

The area is abundant with protected natural landscapes and wildlife. Endangered whooping cranes migrate here every winter. More than 400 other bird species also stop at the Aransas Wildlife Refuge and Goose Island State Park—home to The Big Tree, Coastal fun, exciting experiences, and endless attractions await. Find Yourself in Rockport-Fulton soon!

Rockport-Fulton.com
361-725-6445



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.

WORLD'S COOLEST TOWNS
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2024

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11 Coolest Towns in Texas for a Summer Vacation in 2024

Texas offers diverse summer vacation spots, from hills and mountains to beaches and deserts, catering to all preferences.

www.worldatlas.com

Rockport



Rockport was listed as one of the 11 Coolest Towns in Texas for a Summer Vacation in 2024. Article mentions Fulton Mansion and Rockport Center for the Arts.

FIND YOURSELF IN ROCKPORT GO NOW FULTON

Highlights of April, May & June 2024

- **Aransas Pathways Committee** – This committee meets monthly. Pathways has now found a new Events Coordinator, Melissa Zieschang, who I have been working with to promote upcoming pathways events and to get everything together for the partnership of Pathways and the HummerBird Celebration. Pathways will hold a Poker Tour during the HummerBird Celebration for a chance to win a pair of binoculars. The event will also be featured on some of the local guided field trips. Starting May the marketing sub-committee met for the first time to start planning the allocations for the 2024 marketing budget and to create necessary event and advertising to promote Pathways. Our second meeting was in June and we met with a local videographer to talk about getting video made for each of the sites.
- **Attractions Committee**- This committee now meets bi-monthly. May 9th meeting was held and committee decided to move the meetings from being quarterly to bi-monthly. This committee is made up of attraction managers and local event organizers who meet to share the next upcoming months events in Rockport-Fulton. A digital calendar is e-blasted to over 70,000 subscribers. Annual events are sent out monthly to all regional media and posted on regional and statewide tourism websites, and publications. Local events are promoted on Social Media. Events are posted in the Chamber Visitor Center lobby and picked up daily by visiting travelers.
- **Marketing and Promotion** - Annual and local events forwarded to local and regional media monthly. Actively updating events on websites including: Texas Tropical Trail, FestivalNet.com, and Texas Highways.
- **Social Media/Rockport-Fulton.Org-Local Events Promoting:** The Chamber promoted on its website and the VisitRockport-Fulton Facebook page the following events that had potential to draw visitors to the community: Taste of Rockport-Fulton, Wild about Commerce: Business Expo, USA TODAY 10Best Readers' Choice Awards, Nature Fun with Cheryl presented by Pathways, SeaFair T-Shirt Contest, Rockport Cultural Arts District, Austin Street Art Walk, Second Saturday, Markers Market, Downtown Farmer's Market, and the Rockport-Fulton Market days.

Highlights of April, May & June - Continued

- In an effort to promote business in local restaurants, each month a location is “mobbed” during lunch, known as a **Meal Mob**. This program is promoted on Facebook both locally and regionally. Featured this quarter were Taste of Chicago, Stevie Lew’s BBQ Kitchen, and Rosita’s Taco Shop.
- The Chamber 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**, and Rockport was one of seven communities approved to host the exhibit in 2025. This group is working with the Texas Historical Commission, local and regional partners to begin the process of formulating a plan to host this prestigious exhibit while having the unique opportunity to showcase the history and culture of Rockport-Fulton and surrounding communities. Partnerships we are talking with as of now are Port Aransas, Galveston, Refugio, Taft, Beeville, Goliad, and Palacios. Last meeting was June 5th, went over updates and starting to get ideas into action plans. We are still waiting to here what actual budget will be from grants applied for.



Highlights of April, May & June - Continued

- **Short Term Rental Council-** The committee, consisting of management companies, vacation rentals, and Airbnb's, convenes monthly to address issues related to short-term rentals (STRs). In April, the City Manager clarified the recently passed ordinance at the meeting. The May meeting was brief as the committee, formed for the ordinance, sought their next steps and agreed to continue meeting with STR-focused guest speakers. They also nominated officers. In June, G & H Construction presented on "Post-Hurricane Preparedness," covering common contractor scams post-disaster and how to find reliable contractors. The meeting concluded with voting for officer positions: Summer Terrell remained President, Beverly Gilbreath continued as Vice-President, and Elizabeth Jordan as Secretary.
- **RV Council-** This group, made up of RV Park Owners and Managers, meets monthly. The RV Council also appoints a Winter Texan Appreciation Day (WTAD). The WTAD meetings have not started and will not until closer to the event next January. In April, Rockport Rides, a new local taxi service offering local and airport rides, was the guest speaker. In May, Stellar Energy discussed helping businesses find the best energy rates. The June meeting featured CSC Service Works, which provides laundry payment services and EV charging for RV parks, and included the election of officers: Katie McLeod as President, Michelle Moon as Vice-President, and Cindy Luzzolino as Secretary.
- **Tourism Development Council** – This council meets bi-monthly. At each meeting the council is given an overview of Chamber & Visitor Center tourism activities. Meeting was held June 12, 2024 to approve the 2024-25 budget/marketing plan and to approve the application of the new Texas Maritime Museum Director Michael Ables.



Chamber Digital Ad Performance

The Chamber digital advertising campaign achieved upwards to 10 million impressions:

- Nearly 900,000 target market representatives saw a Rockport-Fulton Ad (Estimated)
- Almost 120,000 clicks on the ads thus going to the Rockport-Fulton website.

Below are sample CTRs for the three ads that ran Spring of 2024. The CTRs ranged and averaged:

- Fish: 2.33% - 13.73%; Average 7.11%
- Beach: 3.36% - 9.06%; Average 7.88%
- Crab Tower: 4.71% - 9.37%; Average 7.41%

May 2024

300x250 Sample
6.67 CTR

300x250 Sample
9.45 CTR

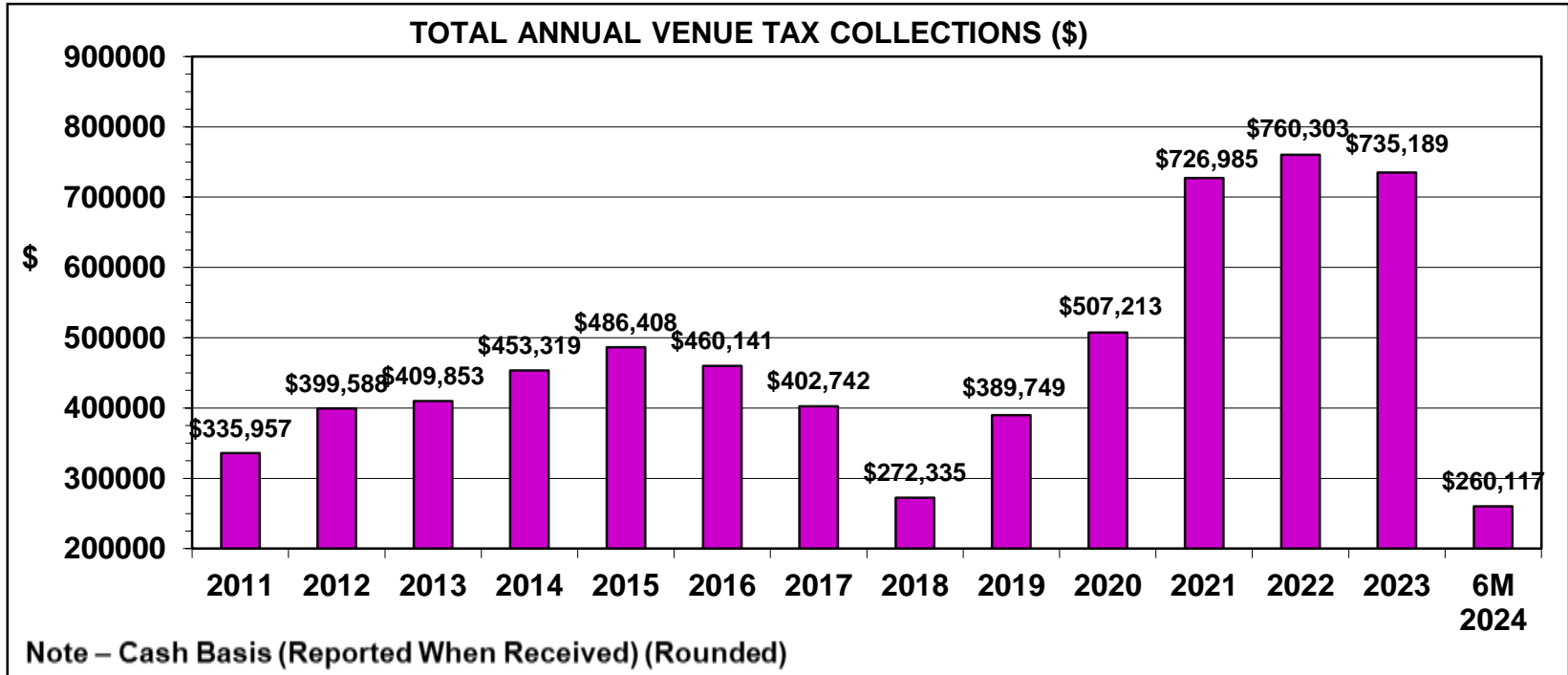
300x250 Sample
9.37 CTR

Other Chamber & Visitor Center Advertising Highlights

- Rockport-Fulton Chamber & Visitor Center tourism website traffic
 - Averages over 250,000 annually
- VisitRockportFulton Facebook likes averages about 68,000
- Chamber & Visitor Center GOOGLE MY BUSINESS results:
 - Produced 6,315 business profile interactions
 - 1,284 calls to the Chamber & Visitor Center
 - 1,120 directions requested
 - 5,134 web clicks from the Google My Business page

ARANSAS COUNTY ANNUAL VENUE TAX COLLECTIONS (\$)

- The first 6 months collections of 2024 shows data on par with 2023.
- Overall, the Venue Tax Collections have achieved a total accumulation of almost \$6.6 Million.

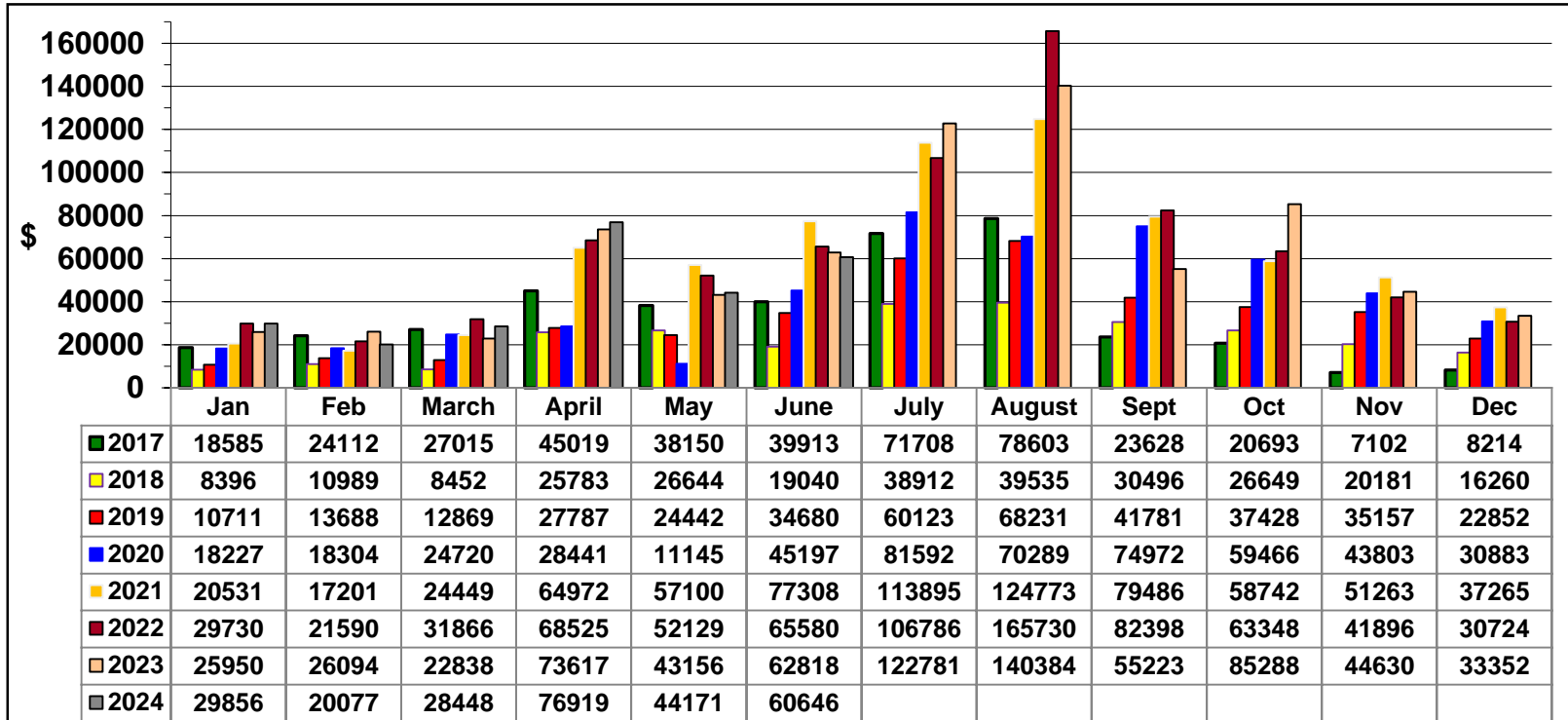


SOURCE: Aransas County Treasurer Data

Aransas County Venue Tax Collections (\$) By Month From 2017

Forward

- For the first half of 2023, the months of January and April, reflect banner collections – the highest ever.

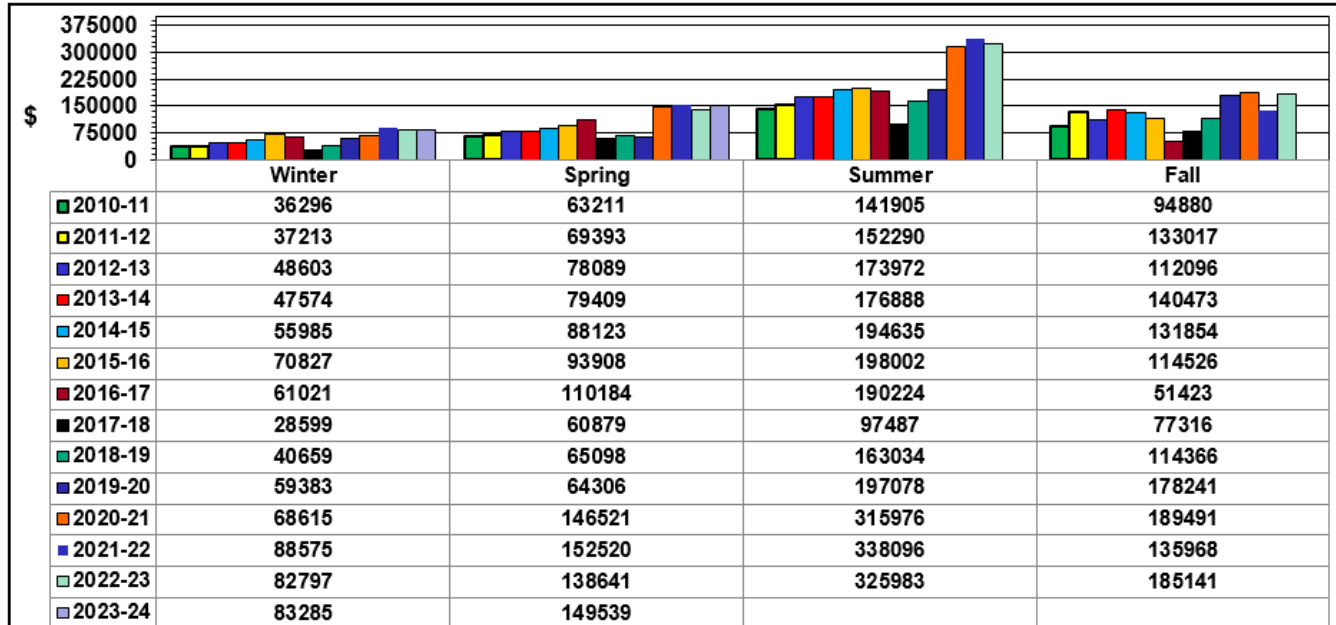


SOURCE: Aransas County Treasurer (Rounded Data)

Aransas County Venue Tax Revenue By Season

(Source: Aransas County)

- 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 more gradual in Winter and Fall
- Tax collections from Summer, Spring, and Winter seasons have more than doubled since their respective baselines when tracking began in 2011.
- Data for Winter 2023/2024 and Spring 2024 has exceeded the 2022/2023 levels.



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

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

Attendance Data Sheet	24-Apr	24-May	24-Jun	2nd Qtr
Visitor Data Distribution				
Outside of 70 Miles*	88.74%	90.30%	93.85%	90.96%
Local**	11.26%	9.70%	6.15%	9.04%
Total	100.00%	100.00%	100.00%	100.00%
70+ Miles/ Metro Areas				
Austin	3.13%	7.27%	5.26%	5.22%
Dallas / Ft. Worth	9.38%	3.03%	5.26%	5.89%
Houston	1.25%	9.09%	21.93%	10.75%
San Antonio	4.38%	20.61%	11.40%	12.13%
Total Major Metro Areas	17.50%	10.91%	43.85%	33.99%
Tourism From Outside Of Texas	53.13%	39.39%	16.67%	36.39%
Rural Tourism Beyond 70 Miles	0.00%	0.61%	33.33%	11.31%
Total Tourism From Beyond 70 Mile	70.63%	90.30%	93.85%	81.69%
**Local Visitors < 70 Miles				
Rockport and Fulton	5.63%	7.88%	4.39%	5.97%
Corpus Christi	0.00%	1.21%	0.88%	0.69%
Victoria	5.63%	0.00%	0.00%	5.63%
Rural Areas	0.00%	0.61%	0.88%	0.50%
Total	11.26%	9.70%	6.15%	12.79%

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



MODEL USING # OF HOTEL ROOMS AS BASE – 4Q 2023

Base = Rockport - Fulton # of Hotel Rooms 4Q 2023

There was an estimated 600,960 “heads in beds” in Q2 2024 for tourism in the Rockport-Fulton area:

Base = Rockport - Fulton # of Hotel Rooms	2Q 2024
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	1987
2. Number of Nights in 2Q 2024 (April - June)	91
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	180,817
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	47.21%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	85,364
6. Number of Visitors in Each Room (Size of Party Assumption)	2.2
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	187,800
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	3.2
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	600,960

ASSUMPTIONS FOR THE MODEL:

- Just under 2000 saleable rooms
- Occupancy rate for R-F is about 47%
- Size of travel party averages about 2.2
- Length of stay averaged about 3.5 nights



Thank you!

Shelly Stuart, IOM, President/CEO

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