

Application

Organization Information

Date: 7/9/2024

Name of Organization: Texas Maritime Museum

Address: 1202 Navigation Circle

City, State, Zip: Rockport, TX 78382

Contact Name: Michael Ables

Contact Phone Number: 361-729-1271 Contact E-Mail Address: executivedirector@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 inspire the public about maritime history and its importance to the State of Texas.

Name of Event, Project or Facility: Texas Maritime Museum

Date of Event or Project: 2024-2025 Fiscal Year

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

Amount Requested: \$15,000

How will the funds be used: See attached narrative ?

Primary Purpose of Funded Activity/Facility: The purpose is to be a beacon for the Rockport-Fulton area, using the funding to preserve maritime history and promote the visibility of our community.

Percentage of Hotel Tax Support of Related Costs

0% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

100% 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 N/A

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. \$10,000

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;

N/A

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.

\$5,000

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: 35

Expected Attendance: 15,000; 16,500+ with Wine Fest 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?
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? 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>See attached Exhibit A</u>			

How will you measure the impact of your event on area hotel activity?
Museum visitors are asked to complete a survey to collect necessary data.

Please list other organizations, government entities and grants that have offered financial support to your project: Behmann Bros. Foundation, Coastal Bend Community Foundation, Ed Rachal Foundation, Margaret Sue Rust Foundation

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 Please see attached Marketing Proposal

What areas does your advertising and promotion reach?

Please see attached narrative

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: 1,250 monthly / 15,000 annually

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

approx. 56%

Narrative

History

The concept for the Texas Maritime Museum came to fruition in the mid-seventies at Rockport-Fulton's annual fall festival, Seafair. Each year, a group of local maritime history enthusiasts gathered to share their personal collections with the public. The establishment of the Museum was a community wide project headed by a few dedicated members. The Texas Maritime Museum Association was incorporated in 1980, received a 501(C)(3) designation in 1985, and was named the official Maritime Museum of the State of Texas by action of the State Legislature in 1987. Building construction began in 1988 and the museum opened its doors to the community in 1989. The Texas Maritime Museum continues to grow in stature and recognition for its excellent collection of Texas maritime artifacts and history, special exhibits, events, school programming, and continuing education opportunities.

August 5, 2005, marked the Museum's accreditation by the American Alliance of Museums, a significant accomplishment in our history. This accreditation demonstrated that the Texas Maritime Museum met the highest standard of excellence and achievement through leadership, professional operation, continued commitment to institutional improvement, and public service and accountability through the fulfillment of our mission.

The completion of the Robert J. Hewitt/ O'Connor Hewitt Foundation Maritime Collections and Education Center was the next phase in the museum's ongoing commitment to excellence. The exterior was completed in May 2009, and the interior work was finalized in April 2012. The new facility added a 1,200 square foot educational space and expanded the museum's collections space significantly.

Appeal

The Texas Maritime Museum is requesting \$15,000 for 2024-2025 from the Fulton City HOT funds. The Texas Maritime Museum is applying for \$5,000 to use for Historical Preservation, and \$10,000 for Advertisement. The objective is to be a beacon for Rockport/Fulton area as a tourist destination through the preservation of Texas Maritime History, and a robust marketing campaign that showcases Texas Maritime Museum as a world class institution and the official maritime museum of the State of Texas.

Historical Preservation: \$5,000

As the official Maritime Museum of Texas, the organization is constantly working to preserve and protect Texas Maritime heritage and history. The Museum has several unique artifacts within its collection that require constant care and monitoring such as La Tortuga or the Zavala Boiler.

La Tortuga, considered the last known Texas Scow Sloop, was constructed in 1989-90 by a group of museum volunteers headed by Manuel Gauza who had worked with his father and grandfather. Constructing such vessels in his youth built using traditional methods and hand tools, and made primarily out of cypress and fir. The museum works diligently to maintain the boat in its original condition using authentic materials and techniques in the conservation process.

The Zavala boiler is another unique artifact: from the Texas Navy vessel, *The Zavala*. The Texas Navy was officially formed in January 1836, with the purchase of four schooners: *Invincible*, *Brutus*, *Independence*, and *Liberty*. These ships, under the command of Commodore Charles Hawkins, became a vital component that helped Texas win independence. In 1837, it was recorded that all ships affiliated with the Texas Navy had been lost at sea, run aground, captured, or sold leaving Texas vulnerable to invasions from Mexico.

In 1838, the Republic of Texas President Mirabeau B. Lamar formed the 2nd Texas Navy, under the command of Commodore Edwin Ward Moore. The Texas Navy purchased for \$120,000 the warship vessel Zavala, a Texan Schooner-steamship, that was named after the Vice President of the Republic of Texas.

Returning to Galveston, *Zavala* encountered a terrible storm and ran out of coal, forcing the crew to burn anything they could put their hands on to avoid losing her in the storm. The vessel was badly damaged and laid up in Galveston harbor where it was allowed to deteriorate to such a degree that by May 1842, she was scuttled to prevent her sinking.

In the 1980's the *Zavala's* final resting place, where she had rusted and withered away under layers of sand and silt was discovered. The Galveston Wharves rediscovered the *Zavala* and its boiler while executing an extensive archeological excavation. The Texas Maritime Museum who entrusted to maintain this rare artifact from the Naval History and Heritage Command. The boiler, the only surviving remnant from *Zavala*, at this moment, is another priceless piece of history that requires historical preservation. Due to its rarity, it is vital that the Texas Maritime Museum displays this artifact, disseminate its story, and other forgotten stories of our past.

Historical Preservation requires the proper equipment and materials to ensure the conservation of the art and artifacts within the collection. This equipment may consist of archival boxes, storage units, and other assorted tools to maintain high archival standards. Historical

Preservation also requires preparation for any natural disasters, i.e. Hurricanes or tornadoes. Historical preservation also entails curatorial work that mitigates damage to artifacts while on display, from light, extreme temperatures, humidity, and pests.

The Texas Maritime Museum is additionally prepared to develop 2 major exhibits and bring 3 traveling exhibits into the Museum in 2024-25. The Museum will release a statement on what and when these fascinating exhibits are coming into the Museum.

Advertisement: \$10,000

The Texas Maritime Museum is requesting \$10,000 for 2024-2025 from the Fulton City HOT funds for advertising. Marketing is a vital component in attracting visitors to the Museum. The Museum's Marketing plan is designed to enhance visibility of the organization through brand awareness throughout the State and will target designated demographics in specific geological areas.

Our objective is to enhance our visibility with a focus on tangible data and end results, with an eye towards cost efficiency. To accomplish this the Texas Maritime Museum's marketing plan is tailored to create maximum exposure and improve collaboration with other organizations within Rockport/Fulton and throughout Texas.

The plan consists of a 4-step process to engage and attract visitors from the surrounding communities to include Corpus Christi, San Antonio, Austin, and Houston, among others. The 4-step process consists of:

1. Engagement- Attraction phase
2. Content- Information phase
3. Experience- Physical location
4. Reflection- Data Analysis Phase

The marketing plan allows the Texas Maritime Museum to tap into a variety of advertising channels. The objective is to enhance the number of impressions and create action from potential visitors. These impressions, created by Radio Advertisements, Billboards, Magazines, and Social Media, can be enhanced with the use of technology including Geofencing and search engine optimization.

Budget**Historical Preservation: \$95,000**

	HOT FUNDS	TMM
Restoration Projects	-	\$27,000
- Tortuga		
- Zavala		
Archival Equipment	\$5,000	\$15,000
- Storage		
- Hydrothermal Graph		
- Polypropylene foam rolls		
- Archival Boxes		
- Humidification/ De-humidification units		
- Silicone Gels		
- Additional Equipment as required		
Disaster Preparedness	-	\$3,000
Curatorial Exhibits & Traveling Exhibits	-	\$40,000
Advertisement- Openings	-	\$5,000
Historical Preservation Total	\$5,000	\$90,000

Advertisement: \$75,000

	HOT FUNDS	TMM
Persona Digital Marketing	\$5,000	\$30,000
- Website management		
- Social Media		
- Content Development		
- Online Target Search		
- Geo Fencing		
Lamar		\$10,000
- Billboard		
Print and Publications		\$15,000
- Brochures		
- Texas Parks & Wildlife		
- Texas Highways		
- Texas Monthly		
Radio	\$5,000	\$10,000
San Antonio		
- Y100 KCYY-FM (New Country)		
- 99.5 KISS- FM (Rock)		
Houston		
- 99.1 KODA-FM (Adult Contemporary)		
- 93Q KKBQ-FM (New Country)		
Advertisement Total	\$10,000	\$65,000

Total Budget

	HOT FUNDS	TMM
Historical Preservation	\$5,000	\$90,000
Advertisement	\$10,000	\$65,000
Total Budget	\$15,000	\$155,000*

**TMM is responsible for additional funds to support these projects. These funds may be provided by additional grants, donors, etc. with the sole use for these specific projects.*

Exhibit A

Texas Maritime Museum HOT Funds Received

2021-2023

2021

• City of Rockport	\$52,000
• Aransas County	\$31,136

2022

• City of Rockport	\$75,000
• Aransas County	\$30,875

2023

• City of Rockport	\$100,000
• Town of Fulton	\$5,000
• Aransas County	\$30,437

Texas Maritime Museum

ANCHORED IN HISTORY



2024-2025 Marketing Plan



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Executive Summary

The Texas Maritime Museum's marketing plan is designed to enhance the visibility of the organization by improving brand awareness and increasing the number of marketing impressions. The comprehensive plan is a result of extensive research, and the insights of marketing consultants, and gleans from the proven success of marketing strategies of leading museums across the state of Texas and throughout the Mid-West.





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The plan consists of a 4-step process to engage and attract visitors from the surrounding communities to include Corpus Christi, San Antonio, Austin, and Houston, among others. The 4-step process consists of:

- | | | |
|----------|-------------------|---------------------|
| 1 | ENGAGEMENT | Attraction Phase |
| 2 | CONTENT | Information Phase |
| 3 | EXPERIENCE | Physical Location |
| 4 | REFLECTION | Data Analysis Phase |



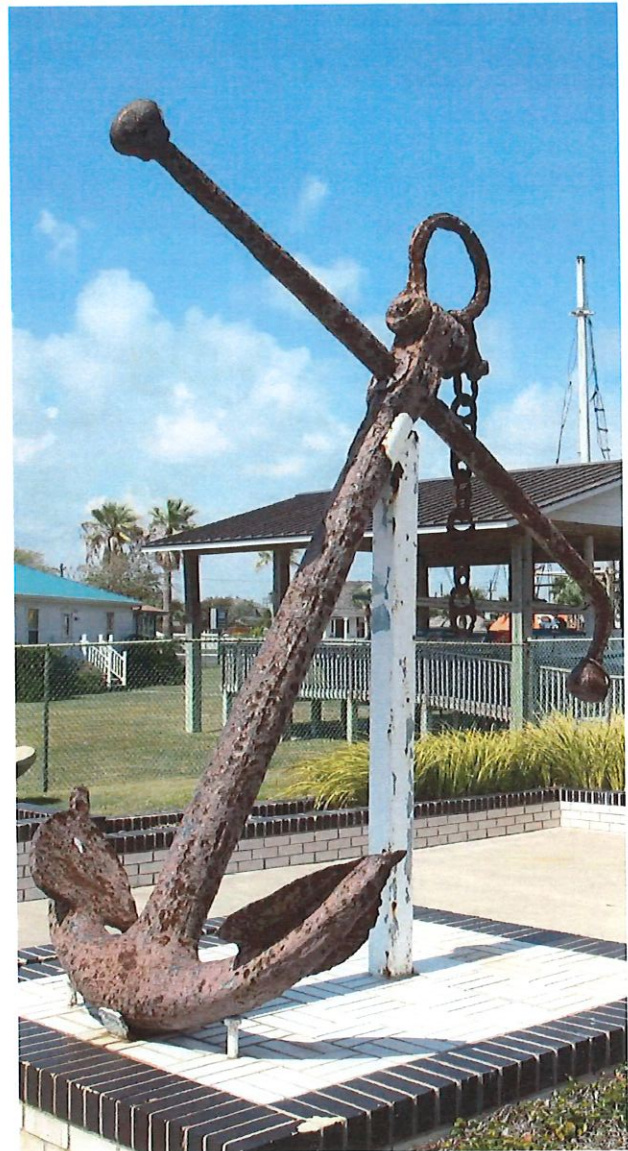
From start to finish, each step is engineered to allow the Texas Maritime Museum the ability to track data based on marketing expenditures in selected community markets. At the conclusion the 4-step process, the Texas Maritime Museum can reflect on the data collected to determine which expenditures increased exposure.

In the end, the goal of the Texas Maritime Museum is to enhance the Museum's brand, attract visitors to the Museum and to Rockport/Fulton, and increase visibility. To maximize effectiveness, the Texas Maritime Museum has included a review period in the plan to allow the organization to turn with the winds and capitalize on high performing strategies as needed.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Ables".

MICHAEL ABLES
EXECUTIVE DIRECTOR



Media Strategy

The Texas Maritime Museum's Media Strategy focuses on answering the essential questions: where are we marketing, and how are we marketing? This synopsis offers a well-developed, 360° perspective to marketing and the use of technology.



Target Markets

LOCAL MARKET: Rockport/ Fulton, Victoria, Corpus Christi, and Port Lavaca

PRIMARY MARKET: San Antonio, Houston

SECONDARY MARKET: Dallas, Waco, and Austin

Seasonally

Digital & social media will maintain an annual presence. The Museum has periods of increased attendance throughout the year. Texas Maritime Museum’s Plan is to market according to those periods to maximize high points and to increase attendance during the low points.

HIGH SEASON: January to March, May to July, September to November

LOW SEASON: April, August, December

Reaching Targets

San Antonio Streaming Radio
Houston Streaming Radio
Digital Geo Fencing
E-Newsletters

Billboards
Social-Media
Texas Magazines
Behavioral Targeting

Texas Magazines

Texas Parks & Wildlife

Texas Highways

Radio

SAN ANTONIO

Y100 KCYY-FM New Country
99.5 KISS-FM Rock

HOUSTON

99.1 KODA-FM Adult Contemporary
93Q KKBQ-FM New Country

General demographics range between 25 to 54. Male to Female Ratio: 51% to 49%. Weekly CUME Persons average: 300,000 per station

Digital Marketing

TARGET SEARCHES: History, Ships, Maritime

GEO FENCE: Targeting people based on their interest. Placing a GPS fence around locations to follow visitors once they enter or leave attractions.

SOCIAL MARKETING: Targeting people on social media based on their interests and demographics.

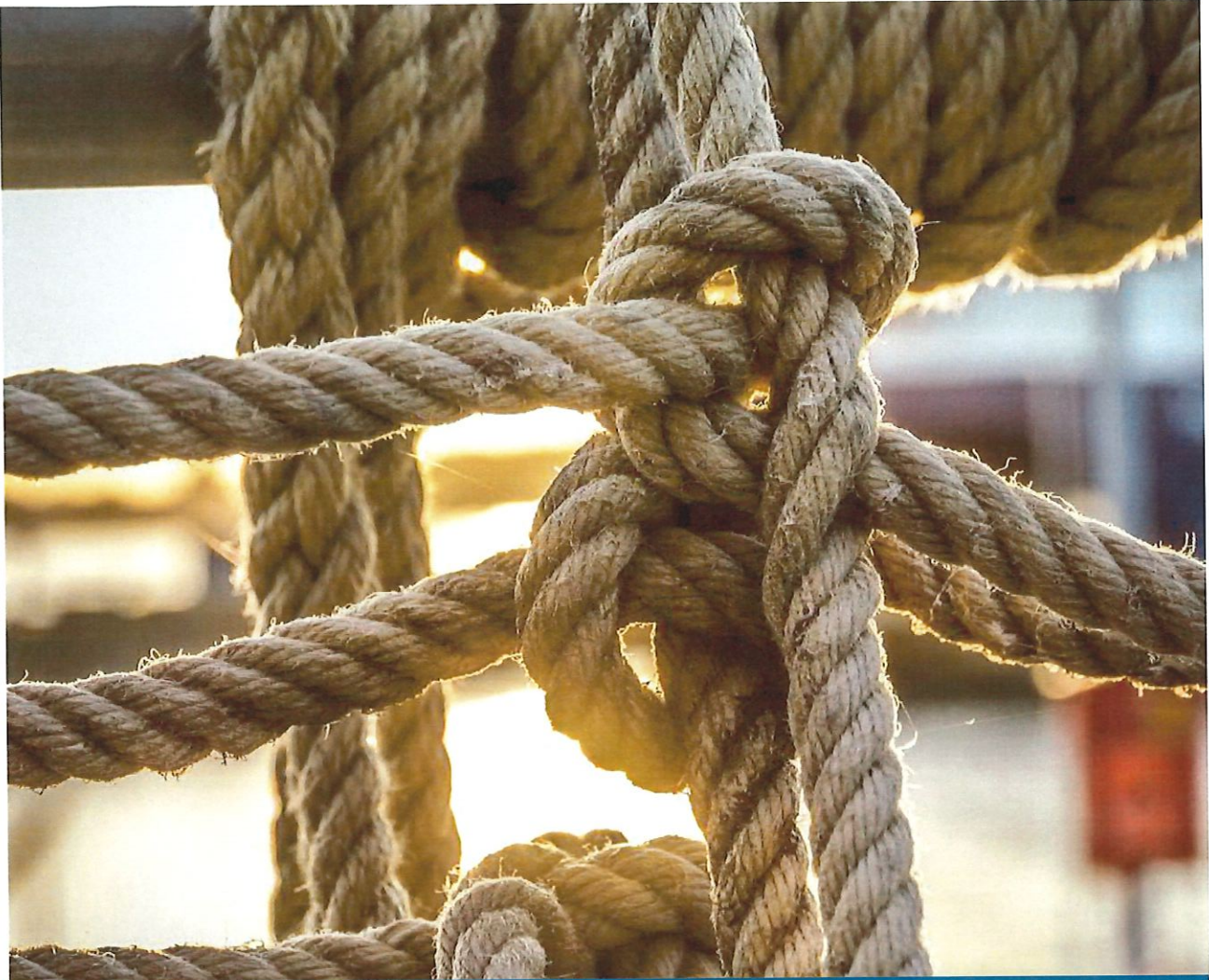
Outdoor Billboards

71% of people consciously look at Billboards while driving

Americans spend nearly 300 hours in their car annually

Visibility on a mass scale

1 location off major interstate



Partnership/ Collaboration

The Texas Maritime Museum's intention is to expand awareness beyond just the organization and collaborate with other non-profits to drive visitors to Rockport/Fulton. Visibility through unity becomes mutually beneficial for everyone.

The Texas Maritime Museum is working in collaboration with the Rockport Center for the Arts, Rockport/Fulton Chamber of Commerce, and as a part of the Passport to the Past Program. The Museum is now an affiliate with Time Travelers, ROAM, and NARM, as a benefit of the Museum Membership program.



NORTH AMERICAN
RECIPROCAL MUSEUM (NARM) ASSOCIATION®

A new feature of the Museum's membership program is to provide our members with a way to enjoy the museum and others like ours. Through the reciprocal membership program, the Texas Maritime Museum offers equivalent benefits at other reciprocal museums, including 103 other museums in Texas, and over 2400 museums, zoos, aquariums, and botanical gardens throughout the United States. This benefit includes admission pricing, event discounts, and store discounts.

The objective of collaboration is to enhance awareness and increase visibility through partnerships. The Texas Maritime Museum is committed to collaborating with our local and national partners.



Texas Maritime Museum Marketing Plan 2024 - 25: Budget

Advertising Plan: \$75,000

PERSONA DIGITAL MARKETING:	\$35,000
<ul style="list-style-type: none">• Website management• Social Media• Content Development• Online Target Search• Geo Fence	
LAMAR:	\$10,000
<ul style="list-style-type: none">• Billboard	
PRINTING & PUBLICATIONS:	\$15,000
<ul style="list-style-type: none">• Brochures• Texas Parks & Wildlife• Texas Highways	
RADIO	\$15,000
<ul style="list-style-type: none">• San Antonio<ul style="list-style-type: none">◦ Y100 KCYY-FM (New Country)◦ 99.5 KISS-FM (Rock)• Houston<ul style="list-style-type: none">◦ 99.1 KODA-FM (Adult Contemporary)◦ 93Q KKBQ-FM (New Country)	

TOTAL: \$75,000



**2024-2025
MARKETING PLAN**

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