

Application

Organization Information

Date: July 9, 2024

Name of Organization: Friends of Fulton Mansion

Address: P. O. Box 1859

City, State, Zip: Fulton, TX 78358

Contact Name: Jane Hill, President

Contact Phone Number: 713-818-8307 Contact E-Mail Address jhill2@comcast.net

Web Site Address for Event or Sponsoring Entity www.friendsoffultonmansion.org

Is your organization: Non-Profit Private/For Profit

Tax ID #: 74-2591329 Entity's Creation Date: 1998

Purpose of your organization: Friends of Fulton Mansion is a 501c3 non-profit organization dedicated to supporting the preservation of historic Fulton mansion in Fulton, TX.

Name of Event, Project or Facility: Historic museum preservation and
1) Garden conservation + upgrades
2) Advertising 3) Educational programs and events.

Date of Event or Project: 2024-2025

Primary Location of Event or Project: Fulton mansion, 317 Fulton Beach Rd.
Fulton, TX

Amount Requested: \$15,000

How will the funds be used:

On a pro-rata share with other HOT funds, requested funds will be used to preserve the historic museum, upgrade "Harriet's Garden" which attracts visitors, photographers + weddings (destination).

2) Advertising - billboards, social media, public radio on-line advertising (geo-targeting).

3) Programs, events and educational crafts, including Christmas lighting, Easter Eggs Hunt, Halloween + Music at the mansion.

Primary Purpose of Funded Activity/Facility: Beautification & preservation at the Mansion & grounds to attract visitors and destination weddings. And to provide visitors with a quality educational experience.
Percentage of Hotel Tax Support of Related Costs

50% Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

50% Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax

N/A 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 _____

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.** \$4,000

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;

\$2,000

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.**

\$4,000

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: The Friends of Fulton Mansion has participated since 1998.

Expected Attendance: 15,000 per year

How many people attending the Event or Project will use Fulton hotels, motels, or bed & breakfasts? (70% were from out of town last year.)

How many nights will they stay?

2243 estimate based on previous year 10%

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? N/A
(Please attach copy if available)

Have you negotiated a lodging rate at any hotels for participants of your event? N/A

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
Fulton	2021	\$5,000	unknown
"	2022	"	"
"	2023	"	2039

How will you measure the impact of your event on area hotel activity?

Yes, the data is collected on the Mansion's Point of Sales system & by asking visitors to provide their # of nights in hotels & rentals.

Please list other organizations, government entities and grants that have offered financial support to your project: Aransas County HOT, City of Rockport HOT, and Town of Fulton

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 _____

What areas does your advertising and promotion reach?

San Antonio, Austin, Houston and Dallas

(A) What number of individuals will your proposed marketing reach that are in another City or county?

We are using HTM advertising co. from San Antonio, the same firm used by Rockport Fulton Chamber.
If a permanent facility (e.g. museum, visitor center)

Expected Attendance Monthly/Annually: 15,000 - 18,000 annually

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

70%

- ✓
1. we have billboards, one in San Antonio and the other south of Waco.
 2. Social media - Facebook and Instagram in locations San Antonio, Austin & Houston whose interest are: travel, museums, historical homes and history buffs
 3. Public Radio in San Antonio - KSTX 89.1
 4. TourTexas.com eNewsletter - delivered to 100,000+ Texas travelers.

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

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 and submit any invoices for reimbursement within 60 days of the conclusion of the event.

Advertising campaign

Submit to: Stephanie Garcia, City Secretary
201 N. Seventh Street
Fulton, TX 78358
citysec@fultontexas.org

**Fulton Mansion
2024 Advertising Campaign**

TourTexas.com eNewsletter

- Exclusive Banner – June (1st and 2nd mailing) \$1,800
- Exclusive Banner – August (1st mailing) \$900
- Added Value:
 - Header Image Banner – July (1st and 2nd mailing)
 - Medium Rectangle Banner – July, August
 - Total Added Value = \$2,400

Texas Public Radio

- :15 second underwriting message to run M-Su 6a – 7p
- May 13 – August 4 (5x per week)
- \$2,805

Digital Banner Campaign

- GeoFence/GeoFollow (Targeting Historical locations within an 8-hour drive of Fulton Mansion)
- Facebook/Instagram targeting Adults 45+, Families, History Buffs
- May 13 – August 31
- 500,000 Impressions = \$15,000

Billboards

- (1) 14' x 48' billboard located along I-35 south of Waco
- May 20 – August 11 = \$2,595
- (1) 14' x 48' billboard located in San Antonio along I-10 north of Downtown
- June 3 – July 14 = \$4,440
- (1) 14' x 48' billboard located in San Antoni along I-10 south of I-410
- July 15 – August 25 = \$4,380

HTM Management Fee

- April – September = \$1,000 per month

Total Spend: \$37,920

Fulton Mansion State Historic Site
2024-2025 Year Program/Event Plan

September 2024

- Second Saturday
- Music (tentative – alternate with Maritime)
- Grand Opening for Kitchen Stove
 - o Foodways program in kitchen – aspic competition

October 2024

- Victorian Mourning Program – Friday night before larger event on Saturday
- Second Saturday
- Large Halloween Program
 - o Archeology Month Program
 - o Foodways Program – Healing Foods
 - o Spooky Stories Competition
 - o Movie Showing
- Music (tentative – alternate with Maritime)

November 2024

- Second Saturday
- Thanksgiving Craft Program
- Foodways Program about Victorian recipes
- Music (tentative – alternate with Maritime)
- Arbor Day
 - o Host site for Arbor Day event

December 2024

- Victorian Christmas
 - o Large Event including Christmas decorations, pictures with Santa, crafts, etc.
- Second Saturday
- Tropical Christmas
 - o Likely participation in Rockport Christmas celebration

January 2025

- Second Saturday
- Program
- Participate in Museum on Main Street Exhibit
- Participation in Winter Texan Appreciation

February 2025

- Second Saturday
- Valentine's Program
- Participate in Museum on Main Street Exhibit

March 2025

- Second Saturday
- Music (tentative – alternate with Maritime)
- Fulton Anniversary Program
 - o A version of the Newlywed Game
- Oysterfest Parade Parking

April 2025

- Second Saturday
- Picnic Day
- Music (tentative – alternate with Maritime)
- Easter Egg Hunt

May 2025

- Second Saturday
- Music (tentative – alternate with Maritime)

June 2025

- Second Saturday
- Sea Camp

July 2025

- Second Saturday
- Sea Camp

August 2025

- Second Saturday
- Teachers Back to School – CTE or Curriculum introduction

Friends of Fulton Mansion
2023 – 2034 HOT Funds Application

Rehabilitation of Harriet's Garden - \$7000-10,000

The rehabilitation of Harriet's garden will be a multi-year project for the site. When dealing with a state asset as valuable to the community and state as Fulton Mansion, it is important we be very methodical with the project. The project will include the following:

- Consultation with Historic Landscape Architect
- Moving and removeing current vegetation found in the garden to replicate vintage planting norms. For example, most bedding plants were not planted together but rather planted sporadically around the garden.
- Adding vegetation such as heritage roses, sago palms, heritage daylilies and more common plants such as geraniums, amaryllis, spiderlily and others.
- Adding benches, rose trellises, historic fencing and other features found in 19th century gardens.
- Amending the soil to ensure plant growth.
- Establishing a vegetable garden including aromatic herbs.
- Planting 4 Live Oak Trees on the north side of the front yard that will eventually have understory plants planted among them to deter weed growth and erosion. This will keep the trees free of weed eater damage which opens wounds that allow pests and diseases.