



**Quarterly Report on the Use of HOT Funds
4th Quarter - October thru December 2022**

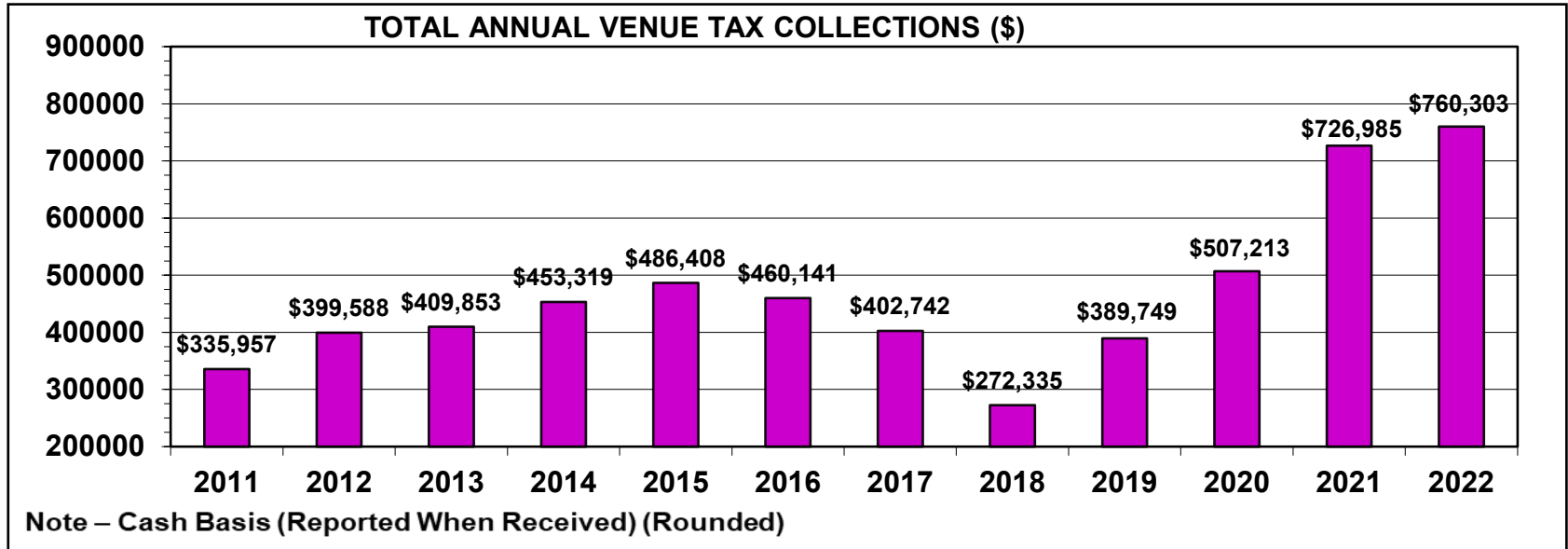
Highlights of October, November, December

- **Seafair Celebration** – Gate activity was strong. There were 9,281 tickets sold, but including vendors, sponsors, volunteers, etc., estimated total attendance was at 12,500, a 14% increase over last year. Revenue was up 5% over last year as well.
- **Marketing and Promotion** - Worked with Attractions Committee and local event organizers to promote through press releases, the Chamber website calendar, and social media information about things to do in the Rockport-Fulton area with an emphasis on drawing travelers to the community.
- **Website Launch** - Preparing for 1st Quarter 2023 new Rockport-Fulton Chamber of Commerce Website Launch.
- **Hospitality Training** – The Chamber of Commerce hosted a Hospitality Training which resulted in 14 participants receiving their certification. This program is intended to train both business owners and employees in the areas of improved employee performance resulting in higher customer satisfaction. There were 14 participants who received their Certificate of Completion.
- **Local meetings** - Local Attractions, Aransas Pathways, GeoTour, Committee, Tourism Development Council, Short Term Rental Council, RV Council
- **Shop Small Saturday**-A two-day event held in November encouraging residents to shop and support small and local businesses.



ARANSAS COUNTY ANNUAL VENUE TAX COLLECTIONS (\$)

- At \$760,303 for 2022, the Venue Tax is up about 5% over the banner year of 2021. Specifically, the continued Venue Tax increase in 2022 comes after the significant increase from just over \$507K in 2020 to just over \$725K in 2021 (a 43% increase).
- Calendar year 2018 was the low point for Venue Tax Collections and since then (through 2022), the collections are up three times the 2018 level.
- Overall, the annual Venue Tax collections are up 226% since tracking began in the base year of 2011.



SOURCE: Aransas County Treasurer Data

EXECUTIVE SUMMARY: KEY WEBSITE FINDINGS

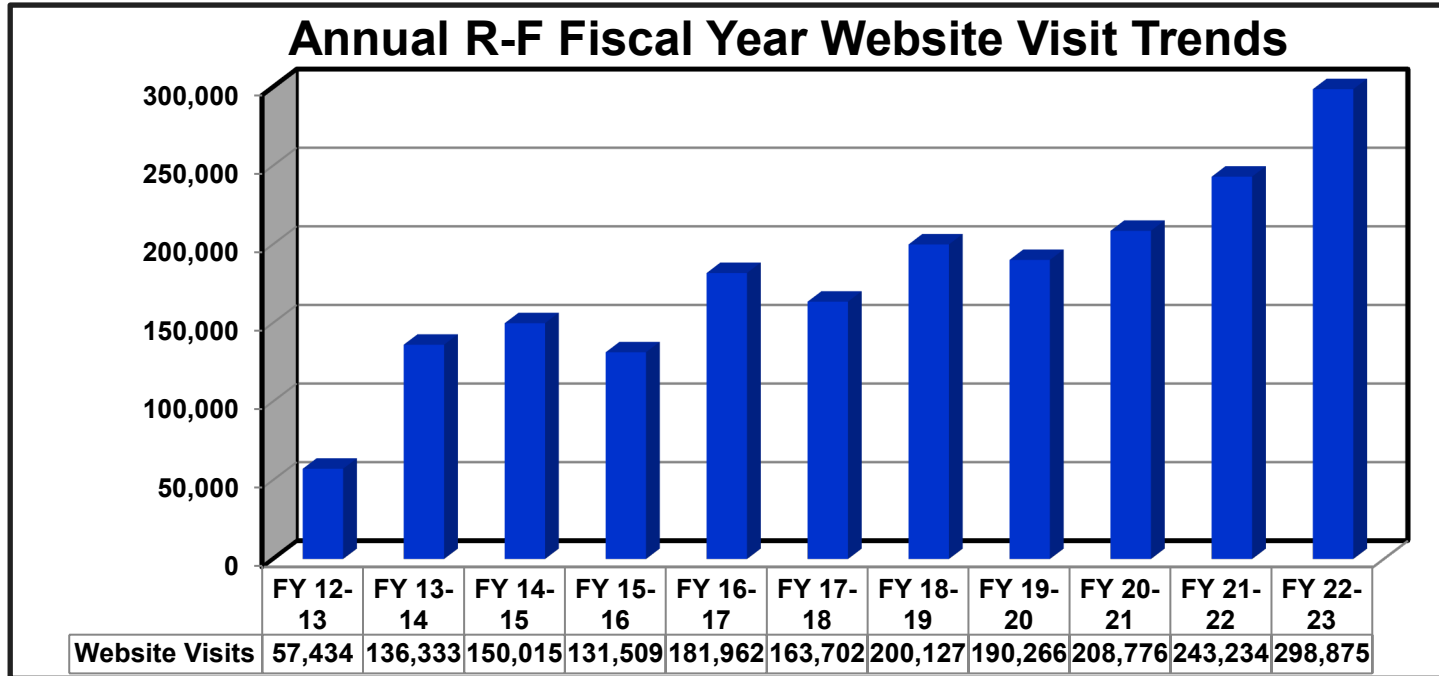
- Visits to the Rockport – Fulton website continue to increase with 298,875 users during FY 2022. Traffic is up from 190,000 in FY 2019 and 243,234 in FY 2021.
- For calendar year 2022, there were just over 300,000 users as compared to 265,000 in 2021
- The demographic profiles of website visitors show a good mix of age groups with about 32% being age 55+, 42% are age 35-54, and 25% are age 18-34. The <55 age cohorts continue to gain vs. the 55+ consumers
 - Females continue to favor the site vs. males at about a 55% to 45% ratio, with males increasing their ratio in 2022 vs. 2021.
 - Website users' interests continue to include consumers interested in: Food & Dining/Cooking, Shoppers, Business Professionals, Outdoor Enthusiasts, Do-It-Yourselfers, Family Focused, TV/Entertainment Lovers and Bargain Hunters
- Geographically, the majority of the web visitors continue to be from Texas (54% in the current reporting period), specifically, the major metro areas (Austin, Houston, Dallas, and San Antonio, followed by Rockport – Corpus Christi area)
- After website visitors find the Rockport – Fulton website organically, the highest sources visitors use to get to the site are via the digital marketing and social media campaigns

EXECUTIVE SUMMARY: CAMPAIGNS

- **The Digital/Online Campaign 2022 put the Rockport – Fulton messaging in front of over 11 Million consumers** producing nearly 43,000 trackable actions -- including nearly 35K clicks and another almost 7,500 engagement actions
 - The overall **Click Through Rate (CTR)** so far is just over .4%.
 - Tactics used included Next Gen BT, Mobile Geofencing, Video Pre-roll, Social campaigns, and Site Retargeting
 - The demographics profiles of responders typically matched those who visit the website
- **Rockport – Fulton continues to have about 67,000 followers on Facebook.**
 - Rockport – Fulton Facebook users far and away originate from San Antonio (~30%)
Secondary areas are Houston (12%) and Austin (8%)
Tertiary area is Rockport/Corpus Christi and surrounding area (4%)
 - The Facebook posts and campaigns reached over 1.4 million consumers
- Rockport has good reviews on Google averaging 4.8 stars.

FY ANNUAL TRENDS ROCKPORT – FULTON WEBSITE PAGE VISITS

The graph below tracks annual visits to the Rockport – Fulton website. Website growth has continued an upward trajectory over time. FY 2022 page visits totaled at 298,875, a 23% increase from the previous Chamber Fiscal Year.



The Annual Seafair Festival held October 7-9, 2022 was a great success! It was great to have the carnival back and it added to the success of the festival. The kids scavenger hunt and fishing pool proved to be successful additions to the event as well.

There were a variety of 10 food vendors and trailers who reported strong sales. In addition there were 95 arts and crafts and market vendors on-site who reported being very pleased with their sales.

The live entertainment was steady throughout the weekend and enthusiastically received by all festival goers.

The SR Boil House served gumbo throughout the weekend with seven teams competing and serving up their best.

The Seafair parade had over 60 entrants and a great spectator turn-out.

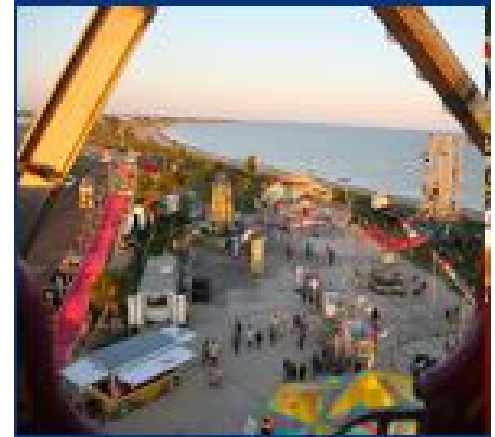
The Glow Row exhibit was a great hit sharing just one of Rockport's local attractions with visitors.

The Sunday car show featured an array of 23 cars dating from 1957 to 2016. Classics, Muscle cars, Low Riders, Step Sies and more were displayed. The People's Choice award was presented to a 2016 Vet Owner.

With over 50 entries the cardboard boat races were a tremendous success. A yearly favorite is always the hilarious two-day run of the crab races.

This year's Cooking Contest features salsa, and desert entries from locals and across the state. There were 1st-3rd place winners (9), as well as Honorable Mention (3) in each category of Just Deserts for youth and adults and the adult Salsa Contest with a total of 15 entries.

Thanks to the Seafair Committee, all of the volunteers and sponsors that made it happen!



Advertising ...

Billboards - 8 locations – 1 in SA, 1 in Austin, 1 in CC, 2 in Houston, 1 in Victoria, 1 in Waco, and 1 in Dallas

Print publications – Texas Monthly, and Texas Parks and Wildlife, Texas Highways

TV and Radio – Coverage in San Antonio, New Braunfels and the Hill Country

Digital Media - Heavy Geotargeting in San Antonio, Houston, and Austin areas. All receiving good, solid response



Venue Tax



Venue Tax Collections

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Jan		15,810.47	9,471.50	13,196.53	15,311.70	19,291.73	20,517.67	18,584.84	9,395.80	10,710.93	18,226.59	20,530.64	29,730.03	25,979.28
Feb		5,253.80	12,843.22	12,830.11	12,590.82	17,056.41	14,862.15	24,111.58	10,989.07	13,688.02	18,303.80	17,201.09	21,590.45	
Mar		20,624.90	13,831.76	17,316.30	18,818.84	18,700.25	24,882.69	27,014.94	8,451.52	12,868.93	24,719.74	24,449.32	31,866.47	
Apr		24,206.13	29,934.45	36,180.10	29,830.84	34,822.25	39,051.27	45,019.00	25,783.43	27,787.11	28,441.38	64,972.23	68,525.18	
May		18,380.32	25,625.53	24,592.78	30,768.79	34,601.22	29,974.18	38,150.41	26,644.19	24,441.83	11,144.83	57,099.84	52,128.77	
June		36,467.68	32,401.32	37,118.69	38,652.09	39,416.11	43,457.29	39,913.39	19,039.65	34,679.91	45,371.58	77,307.65	65,580.01	
July		48,190.23	52,308.62	63,499.81	76,201.40	71,101.27	69,323.92	71,707.64	38,911.54	60,122.74	81,591.75	113,895.00	106,786.17	
Aug		57,247.12	67,579.72	73,353.36	71,034.49	84,116.81	85,220.95	78,603.01	39,534.97	68,230.56	70,289.34	124,772.65	165,730.22	
Sept		39,008.13	44,761.13	49,175.78	67,686.89	60,881.23	44,607.36	23,628.37	30,495.66	41,781.19	74,972.18	79,486.08	82,397.61	
Oct		34,124.23	35,217.47	38,688.90	37,990.46	43,508.17	36,064.77	20,693.21	26,648.66	37,427.96	59,465.74	58,742.23	63,348.01	
Nov		21,745.94	53,038.35	24,229.07	34,795.96	27,465.03	33,854.16	7,101.65	20,180.66	35,157.38	43,802.50	51,263.18	41,895.85	
Dec	15,232.35	14,898.07	22,574.66	19,671.22	19,637.16	35,447.43	18,324.24	8,213.95	16,259.99	22,852.30	30,883.40	37,265.36	30,724.35	
	15,232.35	335,957.02	399,587.73	409,852.65	453,319.44	486,407.91	460,140.65	402,741.99	272,335.14	389,748.86	507,212.83	726,985.27	760,303.12	25,979.28

Accumulated Total Since Inception 5,645,804.24

Visitor Sign-In Log at Rockport-Fulton Visitor Center	1st QT	May-18	2nd QT	Jul-18	Aug-18	Sep-18	3rd QT	Oct-18	Nov-18	Dec-18	4th QT
Visitor Data Distribution											
Outside of 70 Miles*	94.60%	89.20%	89.00%	90.00%	88.00%	81.60%	86.50%	89.80%	83.30%	83.40%	85.50%
Local**	5.40%	10.80%	11.00%	10.00%	12.00%	18.40%	13.50%	10.20%	16.70%	16.60%	14.50%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
*Highlights of Tourism > 70+ miles and major metropolitan areas in TX											
Austin	0.90%	3.90%	7.50%	5.60%	12.30%	8.10%	8.70%	3.50%	8.50%	5.60%	5.80%
Dallas / Ft. Worth	1.40%	4.90%	5.30%	5.40%	6.10%	10.30%	7.30%	2.80%	3.90%	1.20%	2.60%
Houston	3.40%	2.90%	5.30%	4.10%	12.30%	13.40%	9.90%	4.50%	4.70%	3.60%	4.20%
San Antonio	3.00%	10.80%	12.40%	17.80%	12.30%	15.60%	15.20%	14.10%	4.70%	3.60%	7.50%
Total major metro areas (AUS, DFW, HOU, SAT)	8.70%	22.50%	30.50%	32.90%	43.00%	47.40%	41.10%	24.80%	21.80%	13.90%	20.10%
Tourism from outside of Texas	75.50%	36.30%	33.50%	14.90%	14.90%	22.50%	17.40%	35.50%	47.10%	53.70%	45.40%
Rural tourism beyond 70 miles	10.40%	30.40%	25.00%	42.20%	30.10%	11.70%	28.00%	29.40%	14.40%	15.70%	19.80%
Total tourism from beyond 70 miles	94.60%	89.20%	89.00%	90.00%	88.00%	81.60%	86.50%	89.70%	83.30%	83.30%	85.30%
** Local Visitors < 70 miles											
Rockport and Fulton	3.50%	7.80%	6.90%	5.00%	5.20%	11.70%	7.30%	9.90%	10.50%	13.10%	11.10%
Corpus Christi	1.30%	2.50%	3.50%	3.90%	5.00%	4.50%	4.50%	0.30%	3.10%	1.80%	1.80%
VICTORIA											
Rural Areas	0.60%	0.30%	0.60%	1.10%	1.80%	2.20%	1.70%	0.00%	3.10%	1.80%	1.80%
Total	5.40%	10.80%	11.00%	10.00%	12.00%	18.40%	13.50%	10.20%	16.70%	16.70%	14.70%

Notes regarding Foreign Visitors:

Visitor Center Numbers: October 421, November 301, December 413 =
Total 1135 Visitors



January – February - March Upcoming Highlights ...

- Rockport Gospel Music Festival Jan. 6-7
- Winter Texan Appreciation Day, Jan. 19
- Clay Expo, Feb. 4-5
- LaMardi Gras, Feb. 10-11
- Fulton Oysterfest Mar. 2-5
- Spring Art Fair by the Bay, Mar.11-12



Rockport Gospel Music Festival 2023

• The Nelsons • The Kasomen

• The McNeills • Crimson River

Also Appearing:
Brian Arnold, The DeLawks, Singing Men of South Texas, Cheryl Golden, Greg Shockley, Logan and Megan Pettis

Friday & Saturday, January 6th & 7th, 2023

Friday, January 6th Concert starts at 6:00 pm Doors open at 5:00 pm	Saturday January 7th Concert starts at 11:00 am Doors open at 10:00 am
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Admission:
** FREE **
Love offering

First Baptist Church Rockport
1515 N. Live Oak Street
Rockport, Texas 78382

Gospellforce.org/Festival.html



LaMardi Gras 2023

Lamar Volunteer Fire Department
302 Bois D'Arc, Rockport, TX

February 10-11 Live Music

Fri: 5pm – 11pm
Sat: 10am-11pm

\$5 Admission
All Weekend
12 & Over

Parade Saturday @ 11 am

Friday 5-8 pm
Mid-Life Crisis 8-11 pm
Code 2 & The Extinguishers

Saturday 10 am - 12 pm
Tejas 3 Step Band 12-3 pm
Ty Boudreaux 1man Cajun 3-6 pm
Bill Pekar & The Rainey Bros. 7-11 pm
Riptide

Beer & Wine

Rockport Oysterfest, HEB, REATA, Lamar Volunteer Fire Department & Central Fire

www.lamardigras.com or like us on FaceBook



AD PERFORMANCE – HIGH CTRs

<p>300x250 Sample .18 CTR</p>	<p>300x250 Sample .12 CTR</p>	<p>300x250 Sample .13 CTR</p>
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September
2022

<p>300x250 Sample 2.53 CTR</p>	<p>300x250 Sample 2.24 CTR</p>	<p>300x250 Sample 4.08 CTR</p>
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October and
November
2022

<p>300x250 Sample 6.74 CTR</p>	<p>300x250 Sample 3.79 CTR</p>	<p>300x250 Sample 4.35 CTR</p>
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December
2022



SAMPLES OF SOCIAL ADS – HIGH CTRs

Creative Getting The Most Love

VisitRockportFulton Sponsored

Rockport-Fulton is in a class of its own. Surrounded by the sparkling waters of Copano and Aransas Bays and bathed by ... See more



Straight from the bay right to your plate.

FIND YOURSELF IN **ROCKPORT FULTON** GO NOW

1.21% CTR

October 2022

Creative Getting The Most Love



Straight from the bay right to your plate.

FIND YOURSELF IN **ROCKPORT FULTON** GO NOW

.96% CTR

November 2022

Creative Getting The Most Love



Straight from the bay right to your plate.

FIND YOURSELF IN **ROCKPORT FULTON** GO NOW

.57% CTR

December 2022

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Outdoor



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FIND YOURSELF IN
**ROCKPORT
FULTON**

Thank you!

Shelly Stuart, President, CEO

Rockport-Fulton Chamber of Commerce
319 Broadway
Rockport, TX 78382

Shanon Biggertaff

Tourism Coordinator
Rockport-Fulton Chamber of Commerce
319 Broadway
Rockport, TX 78382

