



**Quarterly Report on the Use of HOT Funds
1st Quarter – January-March 2024**

Billboard Ad Campaign

Market	Media Type	Unit #	Creative	Contract Dates	Install Date
Austin	10'6 x 36' Bulletin	63512		3/25/24 - 9/8/24	3/14/24
Corpus Christi	10' x 32' Bulletin	392		3/25/24 - 8/25/24	3/25/24
Dallas/Ft. Worth	14' x 48' Bulletin	3873		3/25/24 - 9/8/24	3/18/24
Houston	10' x 40' Bulletin	12806		3/25/24 - 9/8/24	3/27/24
Houston	14' x 48' Bulletin	12013		3/25/24 - 9/8/24	3/20/24
San Antonio	14' x 48' Bulletin	10070		4/29/24 - 8/18/24	pending



FIND YOURSELF IN
ROCKPORT
FULTON

Where it's going.



Rockport, Texas

THE ART OF LOW-KEY GULF LIVING
 Maybe word about this under-the-radar-and-on-the-Gulf-Coast isn't here as getting out. USA Today readers named Rockport (population 10,264) the No. 4 best coastal small town in America in 2022, beating out more famous names like Cape May and Bar Harbor. And for so many good reasons. Living artists in the 200s with the quiet fishing village setting and stunning beaches, Rockport is home to the vibrant Rockport Center for the Arts and its annual festival, and to numerous public art and studios. (Is it any coincidence that a popular seafood restaurant is also an art gallery?) That beautiful Gulf fishing will have both offshore and from the town's popular Fulton Fishing Pier, and those resplendent birds still flock to local wetlands as well as protected nesting sites on Rockport Beach, with its gentle, kid-friendly waves and Blue Wave Beach designation honoring its cleanliness. With real estate still surprisingly affordable, it's only a matter of time until Rockport takes that No. 1 spot. www.usatoday.com/story/news/nation/2022/07/24/best-coastal-small-towns/10264/

POISSON PARADISE How We Chose the Winners

To select Best Places to Live on the Coast 2024, the editors consulted a number of reports, studies, and lists, including real estate data and trends. Final selections were based on editorial consideration and geographic diversity. For consistency, median home sale prices were sourced from real estate brokerage site redfin.com and reflect sales at press time.

PHOTOGRAPHS: (TOP LEFT) SHUTTERSTOCK/ANDREW NEWMAN; (TOP RIGHT) SHUTTERSTOCK/ANDREW NEWMAN; (BOTTOM) SHUTTERSTOCK/ANDREW NEWMAN

Families have been known to get along here.
 Our shores are waiting for you to discover the charm of Texas' first Blue Wave Beach. Something your family will love. And, you'll find you love even more.

© 2024 by Fulmar

FIND YOURSELF IN ROCKPORT GO NOW FULTON

ROCKPORT-FULTON
 BEACHES
 RESTAURANTS
 ARTS
 CULTURE

ROCKPORT-FULTON

Rockport-Fulton is a year-round Gulf Coast getaway 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, jetties everywhere from Rockport and south to spackled 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, breathtaking historic sites, Texas' first Blue Wave Beach, the official Maritime Museum of Texas, Fulton Market, 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 Eg Tree. Coastal fun, exciting explorations, and endless attractions await. Find Yourself in Rockport-Fulton soon!

Rockport-Fulton, TX
 361.725-6445

**San Antonio Report -
 March**

Find Yourself in ROCKPORT-FULTON

The seascape attracts fishermen, artists, and those who enjoy the pleasant climate, scenery, and relaxing coastal experience. Visitors find exclusive dining and shopping experiences. Birders flock to view more than 400 migrating and resident bird species. Come visit to discover more ways to find yourself in Rockport-Fulton!

#VISIT ROCKPORTFULTON



**Tour Texas – The Best of Texas Road Trips Feature.
 Will stay Jan-Mar 2024**



**We were one of the winners
 for the Coastal Living – Best
 Places To Live 2024!**

Highlights of January, February & March 2024

- **Aransas Pathways Committee** – This committee meets monthly. Chair and Vice-Chair was appointed. Rich Conoll as Chair and Pam Stranahan as Vice-Chair. Discussed the development of county-wide trails according to the original Pathways plan, while also focusing on maintenance and improvement efforts such as applying recycled asphalt to surfaces and aiming for increased handicap accessibility. Marketing efforts include collaboration with the Rockport Cultural Arts District to promote through QR codes and videos, as well as plans to host races around Rockport-Fulton area with the Texas Volkssport Association (TVA) coming in November. There is coordination for a commemorative plaque dedication and tree planting ceremony for Tom Callan at the Linda Castro site.
- **Attractions Committee**- This committee now meets quarterly. Next meeting will be held May 9, 2024. 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. Ad updates and placement in the Rockport Pilot Visitors Guide.
- **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: Songwriters of the Coastal Bend hosted by Rockport Little Theatre, La Mardi Gras, Rockport Clay Expo, Chocolate Crawl, Texas Maritime Museum Lecture Series, Oysterfest, Rockport Crawfish Cook-Off and Tasting, Rockport Center of the Arts, Taste of Rockport, Austin Street Art Walk, Second Saturday, Markers Market, Downtown Farmer’s Market, and the Rockport-Fulton Market days.



Highlights of January, February & March - Continued

- **Goodie Bags-** The Chamber prepared over 440 bags filled with information about Rockport-Fulton for Red Cross, Rockport-Fulton Book Festival, and a wedding, Fulton Oaks Park.
- 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 Blackbeard’s, Fulton Irish Pub, and Wild Prawn.
- 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.
- We are actively collaborating with the Center for the Arts and various local venues to maximize the impact of our investments in Rockport-Fulton. Through strategic partnerships and event hosting initiatives, we aim to drive foot traffic and foster vibrant cultural experiences in key areas of Rockport-Fulton, thereby enhancing community engagement and economic vitality.



Highlights of January, February & March - 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 their January 17th meeting, Rockport City Manager Vanessa Shrauner provided an update on the status of the Short Term Rental City Ordinances. The February 15th meeting offered a recap of January's presentation and opened discussions on the council's future direction. Following the approval of the ordinances by the Rockport City Council on February 27, 2024, the STR Council plans to engage with Aransas County and the Town of Fulton to ensure ordinance consistency for STR owners. The meeting on March 20, 2024, where the newly passed STR Ordinance was reviewed.
- **RV Council-** The Winter Texan Appreciation Day's event on January 24th, despite rainy weather, attracted 908 Winter Texans to the Fulton Convention Center to explore local businesses and attractions. To ease congestion, nearby RV Parks and businesses hosted additional activities. Drifters RV Resort saw 150 visitors for food and music, and The Lighthouse Inn at Aransas Bay welcomed 200 with a shrimp boil and games. Some parks like Quilly's Big Fish, Breezy Days, and Bayview RV Resort reported minimal attendance but are willing to participate next year, attributing low turnout to the weather. The February RV Council meeting on the 14th featured a lunch hosted by United Power Group, focusing on energy.
- **Tourism Development Council** – The council had their annual workshop late March at which they went over the 2023-2024 marketing plan from Deb Prost, a legislative update from the Texas Hotel and Lodging Association, and 2023-2024 media with Helen Thompson Media. A Photo Contest was held seeking fresh new photographs to be used in web based and print publications as well as large billboard advertising to market Rockport-Fulton. We have received a remarkable array of submissions. Our team is diligently reviewing each submission to identify the most exceptional entries that represent Rockport-Fulton the best.



Chamber Digital Ad Performance

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

- Nearly 800,000 target market representatives saw a Rockport-Fulton Ad (Estimated)
- Almost 100,000 clicks on the ads thus going to the Rockport-Fulton website.

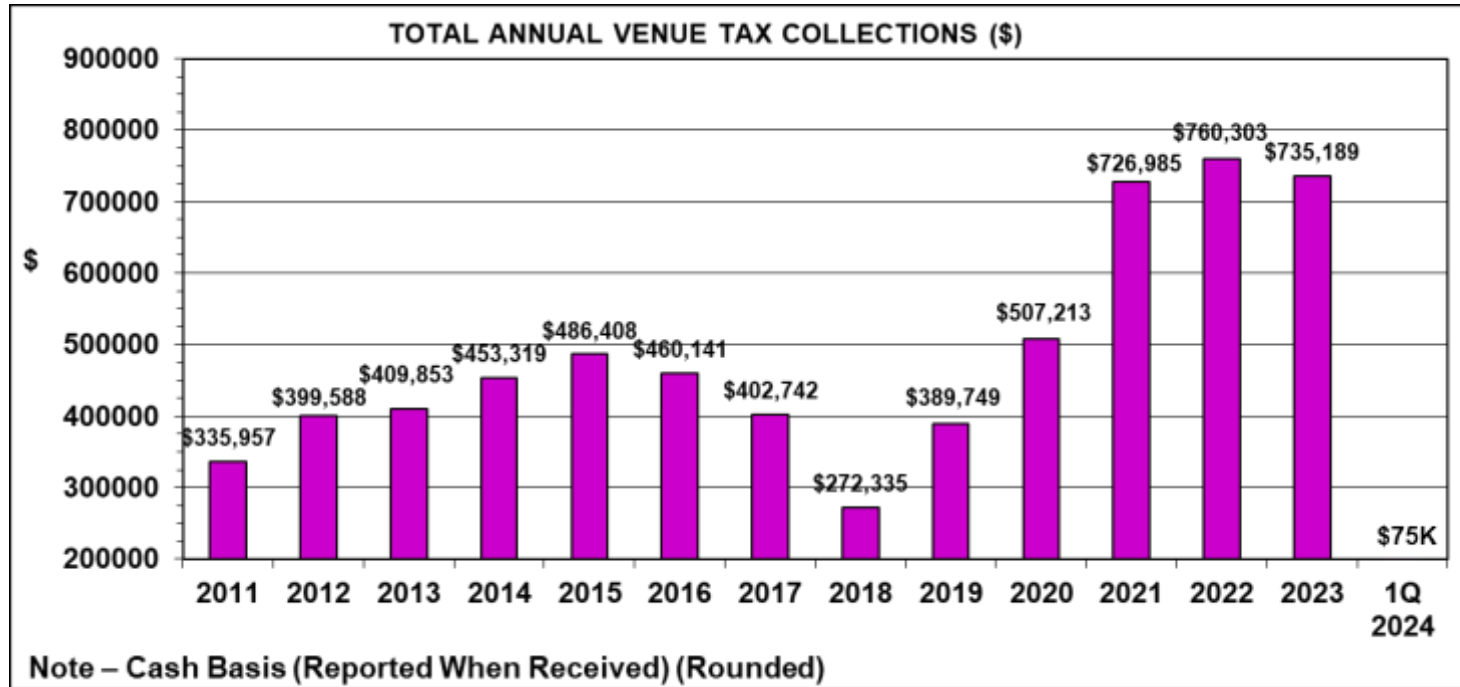
Below are sample CTRs for the three ads that ran through 2023.

The CTRs ranged and averaged

Ad Description	CTR
300x250 Sample: The best time to fish is as soon as you can get here.	6.67 CTR
300x250 Sample: Families have been known to get along here.	9.45 CTR
300x250 Sample: Straight from the bay right to your plate.	9.37 CTR

ARANSAS COUNTY ANNUAL VENUE TAX COLLECTIONS (\$)

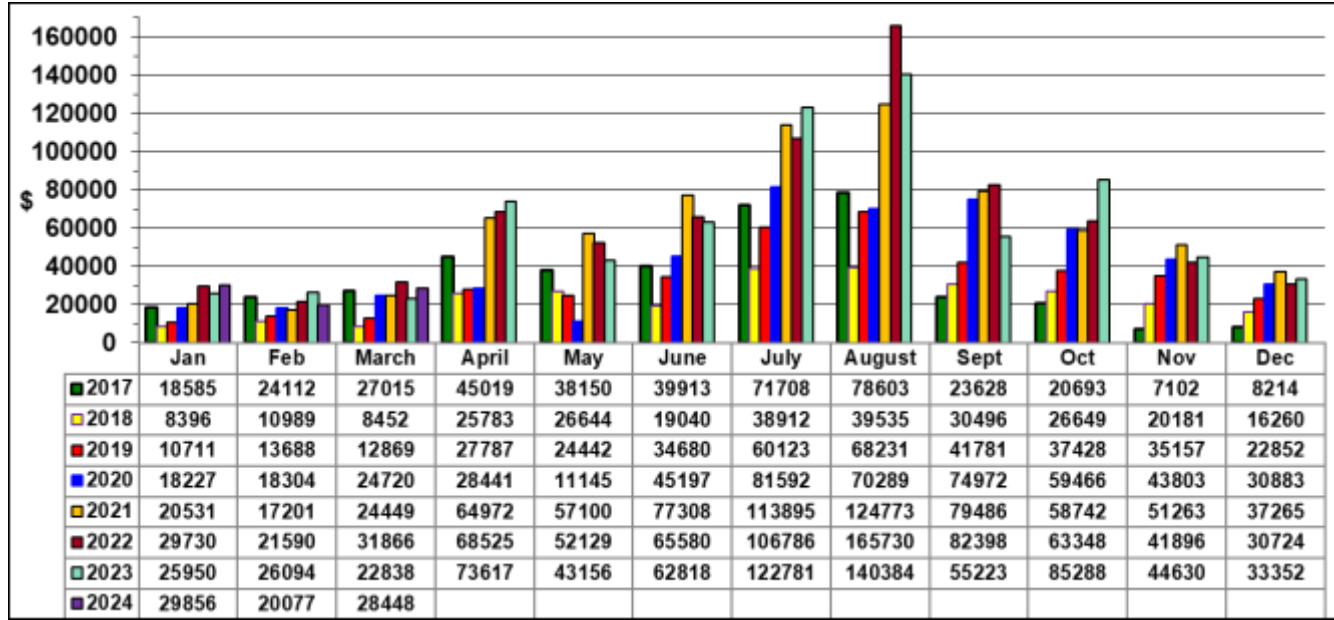
- At \$760,303 for all of 2022, the Venue Tax was up about 4.5% over the banner year of 2021, which showed a 43% increase over 2020.
- First quarter 2024 is up 5% versus 2023.



SOURCE: Aransas County Treasurer Data

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

- Two out of the first three months of 2024 have exceeded collections vs. 2023., and Jan recorded the highest month ever.
- First quarter 2024 data is up 5% versus 2023, demonstrating a good start to 2024.

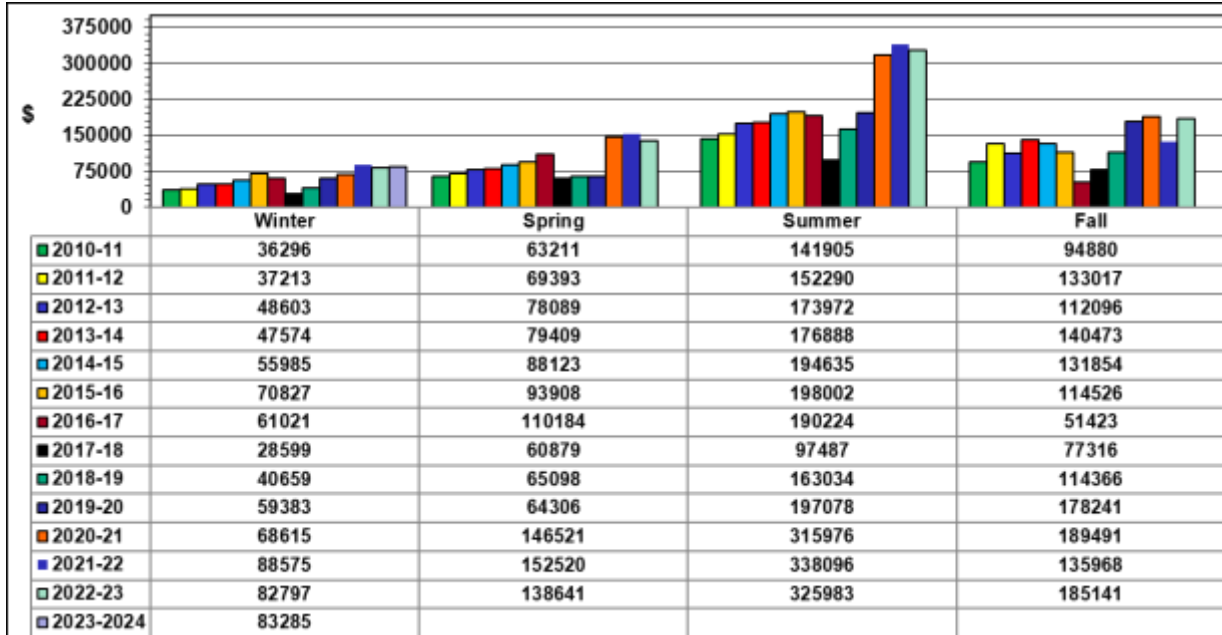


SOURCE: Aransas County Treasurer (Rounded Data)

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
- Winter 2023-2024 exceeded the previous season; and is less than the banner 2021-2022 Winter.



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

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

Attendance Data Sheet	Jan-24	Feb-24	Mar-24	1st QTR
Visitor Data Distribution				
Outside of 70 miles *	93.04%	94.17%	95.69%	94.30%
Local **	6.96%	5.83%	4.31%	5.70%
Total	100.00%	100.00%	100.00%	100.00%
70+ Miles / Metro Areas				
Austin	2.84%	0.51%	9.80%	4.38%
Dallas / Ft. Worth	0.52%	0.51%	3.92%	1.65%
Houston	0.52%	3.04%	1.57%	1.71%
San Antonio	3.87%	1.52%	8.63%	4.67%
Total major metro areas	7.75%	5.58%	23.92%	12.41%
Tourism from outside of Texas	76.80%	78.99%	49.80%	68.53%
Rural tourism beyond 70 miles	0.77%	0.51%	0.78%	0.68%
Total tourism from beyond 70 miles	85.32%	85.08%	74.50%	84.62%
**Local Visitors < 70 Miles				
Rockport and Fulton	6.19%	4.81%	3.14%	4.71%
Corpus Christi	0.00%	0.51%	0.00%	0.17%
Victoria	0.00%	0.00%	0.39%	0.13%
Rural Areas	0.77%	0.51%	0.78%	0.68%
Total	6.96%	5.83%	4.31%	5.69%

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 617,012 “heads in beds” in Q1 2024 for tourism in the Rockport-Fulton area:

Base = Rockport - Fulton # of Hotel Rooms	1Q 2024
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	2152
2. Number of Nights in 1Q 2024 (Jan - March)	91
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	195,832
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	54.70%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	107,120
6. Number of Visitors in Each Room (Size of Party Assumption)	1.8
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	192,816
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	3.2
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	617,012

ASSUMPTIONS FOR THE MODEL:

- Just over 2000 saleable rooms
- Occupancy rate for R-F is about 55%
- Size of travel party averages about 1.8
- Length of stay averaged about 3.2 nights



Thank you!

Shelly Stuart, IOM, President/CEO

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