



**Town of Fulton  
Hotel Occupancy Tax  
Application**

Date Application received (To be completed by Town)		
Official Name of Organization/Entity: <i>ARMAN'S AS COUNTY COUNCIL ON AGING</i>	Is the Organization/Entity a non-profit? <i>501(c)(3)</i>	Date Organization/Entity Founded: <i>1977</i>
Organization/Entity Mailing Address: <i>912 S. CHURCH ST. ROCKPORT, TX 78382</i>		
Organization/Entity website: <i>WWW.SENIORSERVICESCENTER.COM</i>		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): <i>DEBBIE THOMPSON AND/OR MARY ELLEN NIBS</i>	Organization/Entity Phone: <i>361-729-5352</i>	Organization/Entity email: <i>accoadt@gmail.com</i>

**FUNDING REQUEST DESCRIPTION**

Name of Project/Event: <i>BOUNTIIFUL BOWL POTTERY FAIR</i>	Project/Event date(s): <i>FEB. 14, 2026</i>	
Estimated number of room nights that will be occupied at local hotels, motels, and short-term rentals by attendees of your event(s) or project(s)? <i>60</i>	Estimated number of annual attendance at your event(s) or project(s)? <i>500</i>	Will you charge admission/if yes, how much? <i>10.00</i>
Do your promotional materials/website note area lodging that can host attendees? <i>YES</i>	Have you negotiated a lodging rate at any local hotels, motels, and short-term rentals? <i>YES</i>	
Project/Event location(s): <i>FIRST PRESBYTERIAN</i>	Total Amount of funds requested: <i>\$1500</i>	

In the space below, please describe each project/event for which funding is sought, and explain how each project/event will directly enhance and promote tourism and the hotel/motel/short-term rental (STR) industry in the Town of Fulton:

This is a one day event featuring twenty painters. The hours are 10-5. We cooperate with all the local galleries and feature the downtown area in all of our ads. The entire town is promoted.

The Pottery fair takes place from 10-5 on Sat. Feb. 14, 2026. The local galleries have activities on both the 14th and 15th.

## FUNDING CATEGORIES AUTHORIZED BY TEXAS LAW

(Please indicate which funding categories apply to your project/event – multiple categories may be selected)

	Check box below the appropriate category or categories	Amount requested for each category
The acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.		
The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.		
Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.		
The 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 pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.	✓	
Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums; <ul style="list-style-type: none"> <li>• at or in the immediate vicinity of convention centers; or</li> <li>• located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates</li> </ul>		
Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;		
The promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if: <ul style="list-style-type: none"> <li>• the municipality owns the facilities or fields.</li> </ul>		

**ASSURANCES**

The Applicant hereby certifies to the Town of Fulton that, to the best of the Applicant's knowledge and belief, the:

1. Project(s)/event(s) for which financial assistance is sought will be administered in accordance with Federal, State, and local law;
2. HOT funds received as a result of this application will be used solely for the project(s)/event(s) described herein;
3. Applicant has read, understand, and will conform to the Town of Fulton HOT guidelines and policy;
4. Figures, facts, and representations made in the application, including any attachments hereto, are true and correct.

*Mary Ellen Nies*

Applicant's Signature

Date: 5/22/2025

*MARY ELLEN NIES*

Printed Name

*Executive Director*

Title

INTERNAL REVENUE SERVICE  
DISTRICT DIRECTOR  
1100 COMMERCE STREET  
DALLAS, TX 75242-0000

DEPARTMENT OF THE TREASURY

Date: DEC 16 1991

Employer Identification Number:  
74-1796095

Contact Person:  
SHARI FLOWERS

Contact Telephone Number:  
(214) 767-3526

THE ARANSAS COUNTY COUNCIL ON AGING  
912 S CHURCH STREET  
ROCKPORT, TX 78382

Our Letter Dated:  
July 11, 1988

Addendum Applies:  
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

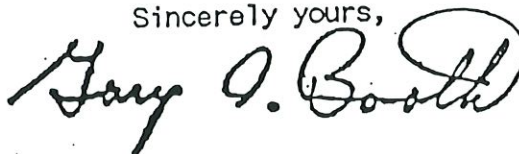
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Gary O. Booth  
District Director

## Marketing Plan for Bountiful Bowl

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### 1. Website Update (\$200-\$300)

- **Description:** Update the *Bountiful Bowl* website to feature the new event location, date, schedule, potters, etc.
  - **Impact:** As the event's central information hub, a current and accurate website boosts credibility and serves as a trusted reference point for potential attendees. An updated website also improves search engine rankings, making it easier for those searching for local events to find *Bountiful Bowl*.
  - **Note:** We can also add a small section to the Senior Services Center website.
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### 2. Flyers (\$500 for 1,000-2,000 copies)

- **Description:** Distribute printed flyers in high-traffic community areas such as coffee shops, libraries, grocery stores, community centers, and local businesses. In Rockport, Aransas Pass, Corpus.
  - **Impact:** Flyers help reach community members who may not be active on social media. They're a cost-effective way to spread awareness locally, especially with the new location details prominently displayed. Including a small map or directions on the flyer can be particularly useful to ensure attendees know exactly where to go.
  - **Note:** Could add a QR on the flyers that links to the bountiful bowl site or the bountiful bowl Facebook event. Y'all might even be able to design these and print them at the Senior Services Center.. That would save money and just leave the price of the paper.
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### 3. Banners (\$300-\$360 for three 6x3 ft banners)

- **Description:** Place banners around key locations in town, such as intersections, near the previous event location, and at the new venue.
- **Impact:** Banners are highly visible and an effective way to inform the public of the event's details and new location. Placing one near the old location can prevent confusion for returning attendees, while banners in high-traffic areas can attract new attendees who may not have seen other forms of advertising.
- **Note:** I know you said you have someone who does your banners, these are just our prices that Karl wanted to send over just incase.
  - One option is the Navigation district sign by the beach.. 4x8 banner mounted on white painted wood

- I think you might've said y'all are already this, I think this is a great and effective way to catch locals and out of towners who are visiting!
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#### 4. Social Media Ad Campaign (\$1,250)

- **Description:** Run a targeted ad campaign on platforms like Facebook and Instagram to reach local audiences based on location, interests, and demographics.
  - **Impact:** Social media ads offer a powerful way to increase visibility at a relatively low cost per view. Ads can be tailored to feature details about the new location, share event highlights, and build anticipation. Targeted ads allow you to reach people most likely to attend, boosting overall engagement.
  - **Note:** We could make posts that specifically note the location change.
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#### 5. Press Release (\$100)

- **Description:** Write a press release and send it to local newspapers, radio stations, and online event listings to announce the new location, date, and key details of *Bountiful Bowl 2025*.
  - **Impact:** Press releases help generate free media coverage by providing local news outlets with ready-to-publish information. This can lead to articles or segments that reach a broad audience, including community members who rely on traditional news sources.
  - **Note:** Karl has done press releases before.
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#### 6. Radio Spots (\$200-\$500)

- **Description:** Broadcast short radio ads on local stations to announce the event's new location, date, and any special attractions.
  - **Impact:** Radio ads reach a diverse audience, especially those who may not be on social media but listen to local stations regularly. For a higher impact, aim to broadcast these ads close to the event date and during times when listenership is high, like morning and evening commutes. Partnering with a community-focused station may also allow you to negotiate better rates or additional promotional mentions.
  - **Note:** Sarah has written a radio spot before.
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#### 7. Newspaper Ads (\$200-\$400)

- **Description:** Run a small ad in local newspapers or recurring ads leading up to the event with key details about the new location, date, and attractions.

- **Impact:** Newspaper ads can effectively reach older demographics and community members who prefer traditional media. Placing ads in sections focused on local events or entertainment can maximize readership. If budget allows, running the ad a few times before the event will reinforce visibility and remind readers about the new location.
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## 8. Facebook Group Sharing (Free)

- **Description:** Share event announcements in local Facebook groups, starting with an initial post to announce the new location, a reminder in January, and a final push as the event date approaches.
  - **Impact:** Facebook groups are a free, organic way to reach community members who are already engaged with local happenings. Posting with the right timing and in a non-spammy manner will help build excitement and keep the event top-of-mind without over-posting.
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## Optimizing All Marketing Channels

- **Consistent Visuals and Messaging:** Ensure that all materials—from website updates and flyers to banners, ads, and social media posts—have a cohesive design and clear message. Consistency makes the event recognizable and reinforces key details, like the new location, across all platforms.
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## Conclusion

This budget-conscious marketing approach combines high-impact paid options with free channels to reach the most people possible. By updating the website, leveraging print and online media, and tapping into community networks, *Bountiful Bowl 2025* can build strong local awareness and attract a broad audience for the upcoming event at its new location.

# HOTEL OCCUPANCY TAX USE GUIDELINES UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

**State Law:** By law of the State of Texas, the Town of Fulton collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts and inns. Per Chapter 351, Texas Tax Code, there is a two-part test that every expenditure must pass to be valid.

1. The expenditure must directly enhance and promote tourism *and* the convention and hotel industry.
2. The expenditure must clearly fit into one of the seven statutory categories for expenditure of local hotel occupancy tax revenues:
  - i) **the acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;**
  - ii) **the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;**
  - iii) **advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;**
  - iv) **the 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 pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;**
  - v) **historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;**
    - **at or in the immediate vicinity of convention centers; or**
    - **located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates;**
  - vi) **signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;**
  - vii) **the promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if:**
    - **the municipality owns the facilities or fields.**

**Town Policy:** The Town of Fulton accepts applications from groups, businesses, and organizations whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application at least 60 days prior to the event or request for funds. The application will be reviewed by the Fulton Town Council at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review. The Fulton Town Council will make the final decision regarding any requests for Hotel Occupancy Tax expenditures.

**Eligibility and Priority for Hotel Tax Funds:** Priority will be given to those events and entities based on their ability to generate overnight visitors to Fulton. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **Historic information on the number of room nights used during previous years of the same events.**
- b) **Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **Historical information on the number of guests at hotel or other lodging facilities that attended the funded**

event or facility; and/or

d) **Examples of marketing of the activity, event, or facilities that are likely to generate encourage overnight visitors** to local lodging properties.

**Use of Local Vendors:** The Town of Fulton encourages all event organizers to patronize local businesses for food, supplies, materials, printing, etc.

**Use of Revenues from Event:** A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project.

**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
- Copy of the organization/entity IRS 501(c)(3) ruling letter, if applicable

\_\_\_\_\_ If you cannot provide an estimated number of room nights to be occupied at local hotels, motels, short-term rentals, or bed and breakfast inns by attendees of your project/event, or if you cannot provide an estimated number of attendees of your project/event, please attach an explanation of why your project/event prevents you from estimating the number of local room nights or attendees for your event(s) or project.

**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](mailto:citysec@fultontexas.org) and submit any invoices for reimbursement within 60 days of the conclusion of the event.

Submit to: Stephanie Garcia, City Secretary  
P O Box 1130  
201 N. Seventh Street  
Fulton, TX 78358  
[citysec@fultontexas.org](mailto:citysec@fultontexas.org)