



**Town of Fulton
Hotel Occupancy Tax
Application**

Date Application received (To be completed by Town)		
Official Name of Organization/Entity: Visit Rockport Fulton	Is the Organization/Entity a non-profit?	Date Organization/Entity Founded: 2025
Organization/Entity Mailing Address: 212 N. Live Oak St. Rockport TX 78382		
Organization/Entity website: www.visitrockportfulton.com		
Name and Title of Person authorized to act on behalf of Organization/Entity for this application ("Applicant"): Nannette Eiland Tourism Manager	Organization/Entity Phone: 361.557.7581	Organization/Entity email: neiland@rockporttx.gov

FUNDING REQUEST DESCRIPTION

Name of Project/Event: VisitRockportFulton annual events (35+)		Project/Event date(s): Year round
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)? 40,000	Estimated number of annual attendance at your event(s) or project(s)? 150,000	Will you charge admission/if yes, how much? no
Do your promotional materials/website note area lodging that can host attendees? Yes	Have you negotiated a lodging rate at any local hotels, motels, and short-term rentals? TBD	
Project/Event location(s): Rockport/Futon	Total Amount of funds requested: \$75,000.00	

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:

The Rockport Convention and Visitors Bureau has been instrumental in elevating Fulton's profile as a destination through comprehensive marketing efforts that consistently showcase both communities under the unified Rockport-Fulton brand.

Since the spring of 2025, the bureau's strategic approach has ensured that Fulton receives visibility across all marketing channels, from the Explore Rockport-Fulton social media accounts that have reached millions of users on Facebook, Instagram, and YouTube, to the extensive Google, YouTube, and streaming advertising campaigns that highlight Fulton's attractions to hundreds of thousands of potential visitors monthly.

The bureau's targeted advertising drives search traffic for both Rockport and Fulton, directing tourists to book accommodations in both communities, while featuring iconic Fulton locations like the Harbor, Convention Center, Fishing Pier, and Downtown area in both paid and organic content.

Through significant investments in Texas Tourism partnerships, including the State Travel Guide, Tour Texas, and Texas Highways publications, millions of Texans are exposed to Rockport-Fulton marketing that prominently features local events, lodging, and attractions from both communities.

The upcoming launch of visitrockportfulton.com in mid-October 2025 will further cement this partnership, providing a centralized platform where businesses in Rockport, Fulton, and the County can showcase their offerings.

A digital map highlighting a dozen well-known locations will include key Fulton landmarks including the Convention Center, Pier, and Harbor. These marketing campaigns position Rockport and Fulton in front of millions of potential visitors, many of whom are discovering the Live Oak Peninsula for the first time.

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.	X	
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"> • 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 		
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"> the municipality owns the facilities or fields. 		
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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.

Nannette Eiland
Applicant's Signature

Date: 7-29-25

Nannette Eiland
Printed Name

Tourism Manager
Title

Visit Rockport Fulton Annual Events

Monthly

Rockport-Fulton Market Days

Downtown Farmers Market

Downtown Makers Market

Austin Street Art Walk

Second Saturday In The District

January

Gospel Music Festival

Winter Texan Appreciation Day

February

Bountiful Bowl Clay Expo

Biennial Quilt Show

LaMardi Gras

March

Fulton Oysterfest

Spring Art Fair by the Bay

Whooping Crane Strut

Rockport Crawfish Cook-Off & Tasting

April

Annual Kite Festival

Fishing For Wishes Tournament

Zazu Music and More

Boots-N-Bling

Taste of Rockport

Rockport-Fulton Book Festival

May

Nautical Flea Market

Babes on the Bay

Rockport Wine Festival

Lemonade Day

Annual Rockport Fishing Expo

July

Rockport Art Festival

July 4th Boat Parade

July 4th Fireworks

TSA Youth Sailing Rockin Rockport Regatta

August

Leading Ladies Gala

September

HummerBird Celebration

TSA Youth Sailing Regatta

Little Bay Labor Day Music Fest

October

Rockport-Fulton Seafair

Fulton Fall Festival

Halloween in the District

November

Rockport Film Festival

Lamar Market Days

Shop Small Saturday

Annual Rockport Songwriter Festival

December

Christmas on the Beach Lights Display

Tropical Christmas

Christmas in the District

Tis The Season

Rockport-Fulton Tour of Homes

Christmas in Fulton

Christmas Lighted Boat Parade