



**Quarterly Report on the Use of HOT Funds
2nd Quarter – April thru June 2023**

Best Coastal Small Town

The top 10 winners in the category Best Coastal Small Town
Are as follows:

- Bucksport – Maine
- Georgetown-South Carolina
- Southport-North Carolina
- **Rockport-Texas**
- Ocean Springs-Mississippi
- Bay Saint Louis-Mississippi
- Nags Head -North Carolina
- Del Mar-California

As a recipient of this award, we are able to use this logo in all media
including outdoor boards.



Highlights of April, May & June 2023

- **HummerBird Celebration/Seafair** – Planning for both 2023 events are well on their way. Mark your calendars. HummerBird is scheduled for September 14-17, and Seafair is set for October 6-8. Visit www.Rockport-Fulton.org for more information.
- **Aransas Pathways Committee** – Chamber assisted the committee with Press Releases on scheduled Birding Tours held April through May. Also assisted in developing a template for a monthly series to run in the Rockport Pilot featuring different Pathway activities each month. A Chamber Ribbon Cutting was held June 1st to celebrate the installation of a new Pathways Kiosk at 103 S. Magnolia. The Kiosk highlights the four features of Pathways; history, birding, hiking and biking and kayaking.
- **Attractions Committee**- Monthly meetings are held to secure dates of local events and activities for the Rockport-Fulton area. These events are promoted on our website, e-blasted to over 70,000 e-newsletter subscribers, promoted on social media, on statewide tourism websites and publications
- **Geocache**-There are currently 50 geocache in the Rockport-Fulton area. The Chamber continually works to visit and repair or replace cache items as needed.
- **Marketing and Promotion** - Featuring local events in the TourTexas.com Hot & Happening E-newsletter. Dedicated E-mail blasts in the San Antonio Report featuring Rockport-Fulton ads. Annual and local events forwarded to local and regional media monthly. Ad updates and placement in the Rockport Guide and Rockport Pilot Visitors Guide. Placement of local events in the Texas Events Spring publication. Billboard placement along IH-35, IH-37, IH-10, Hwy 281 and Hwy 59. TV ads run in San Antonio on KENS-TV, KSAT-TV and WOAI-TV. Weekly promotion of local events and activities on VisitRockportFulton Facebook page.



Highlights of April, May & June 2023 - Continued

- **Weekly Radio Interviews**- Featuring “What’s Happening in Rockport-Fulton” with attraction managers and event organizers in Rockport-Fulton each month on three New Braunfels stations; New Braunfels Radio, The Ranch and The Patriot.
- **Committee Meetings** – Each month the Chamber meets with the Attractions, Aransas Pathways, Short Term Rental Council, RV Council, HummerBird Committee and Searfair Committee. Bi-monthly meetings are held with the Tourism Development Council and meetings with the Hotel/Lodging Council is held twice a year.
- Preparation and meeting with the **Tourism Development Council** on May 25th to review and approve the 2023-2024 marketing budget to be presented to city and county entities.
- The Chamber has formed a board and is working towards completion of their **Texas Music Friendly Community** certification.
- **Goodie Bags**- The Chamber prepared 300 bags filled with information about Rockport-Fulton for the Warbirds Over South Texas Memorial Day Fly-In in May and the Teacher’s Continued Education Conference in June.
- Kick off of the **Meal Mob** program. In an effort to promote business in local restaurants, each month a location is “mobbed” during lunch. This program is promoted on Facebook both locally and regionally. Featured Charlotte’s Plummer’s, Poor Man’s Country Club and Benchwarmers-Hudat Restaurant this quarter.
- Preparation and presentation of 1st quarter HOT tax reports to the city of Rockport, Aransas County and the Town of Fulton.
- 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**.
- Rockport-Fulton hosted the May monthly **Texas Coastal Bend Regional Tourism Council** partnership meeting.



FIND YOURSELF IN
ROCKPORT
FULTON

**WELCOME TO
ROCKPORT-FULTON**

Charm of the Texas Coast!

The Rockport-Fulton Chamber of Commerce launched a new website in February.

Check out www.rockport-fulton.org

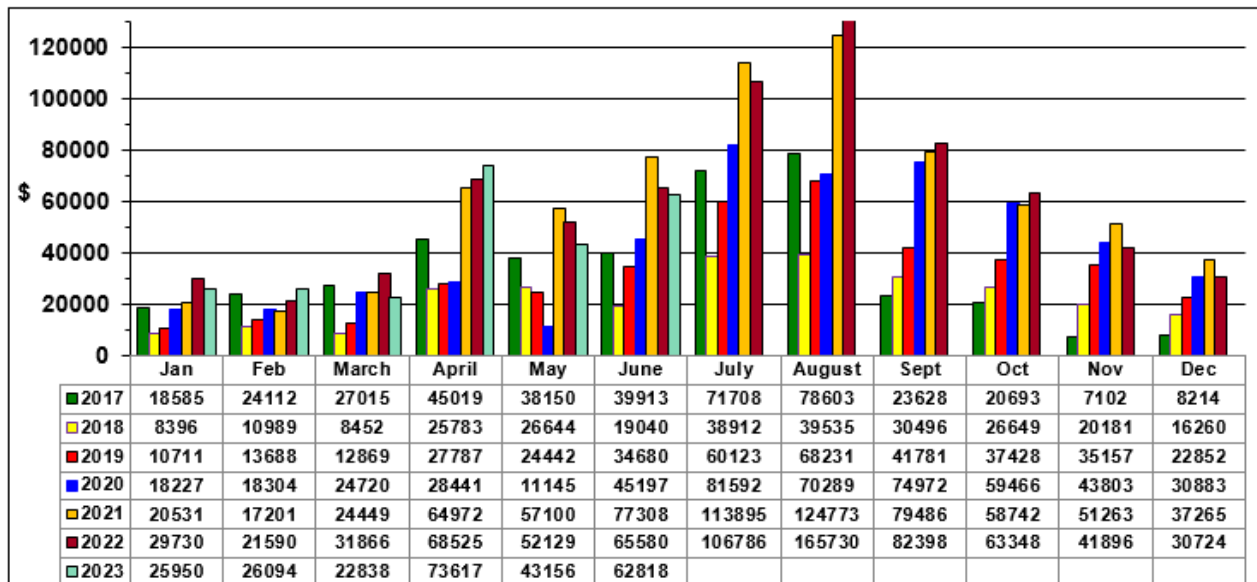


BILLBOARDS

Market	Media Type	Unit #	Creative	Contract Dates	Install Date
Austin	10'6 x 36' Bulletin	63512	 	3/20/23 – 9/3/23	3/23/23
Houston	12' x 40' Bulletin	12807	 	3/20/23 – 9/3/23	3/21/23
San Antonio	14' x 48' Bulletin	4615	 	3/20/23 – 9/3/23	3/20/23
Victoria	14' x 48' Bulletin	11131	 	3/20/23 – 9/3/23	3/23/23
Waco-Temple	14' x 48' Bulletin	18102	 	3/20/23 – 9/3/23	3/15/23

ARANSAS COUNTY VENUE TAX COLLECTIONS (\$) BY MONTH FROM 2017 FORWARD

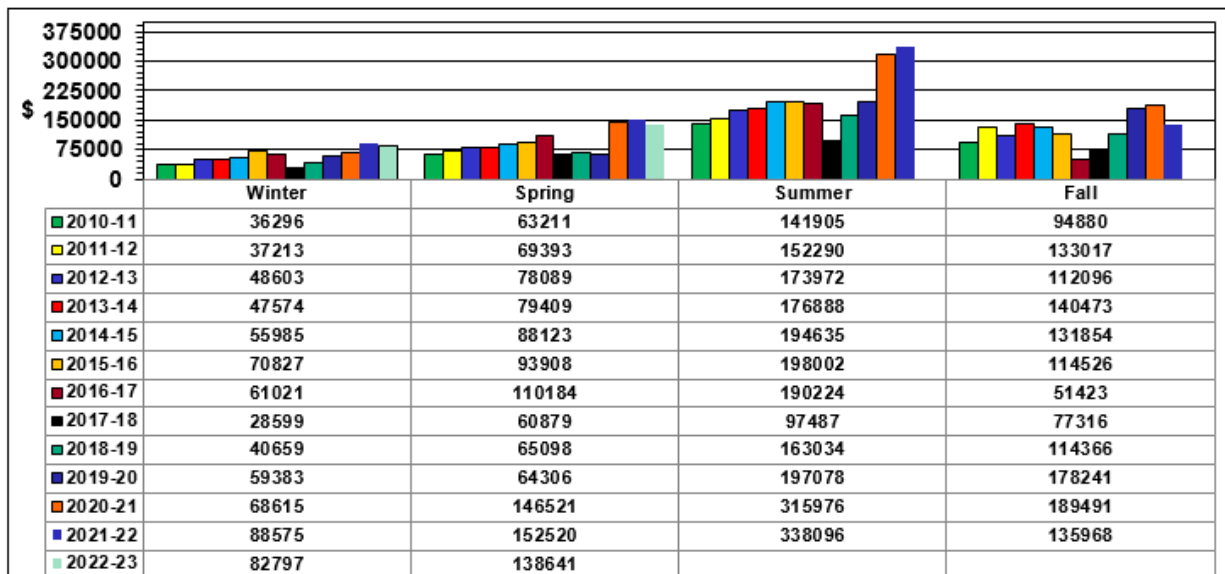
- After reporting the highest ever Venue Tax Collections during 2022, cumulative collections during the first six months of 2023 are a slight level below the same period of 2023, with the significant 3Q months not yet accounted for.



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 gradual in Winter. The Fall data is inconsistent over time.
- Summer, Spring, and Winter seasons have grown 144% since their respective baselines when tracking began in 2011. Growth in Fall has been less but is still up 43% over time.



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

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

Attendance Data Sheet	Apr 2023	May 2023	June 2023	2ND QTR
Visitor Data Distribution				
Outside of 70 Miles*	87.72%	81.74%	87.81%	85.76%
Local**	12.28%	18.26%	12.19%	14.24%
Total	100.00%	100.00%	100.00%	100.00%

***Highlights of Tourism > 70+ miles and major metro areas**

Austin	8.42%	12.98%	10.08%	10.50%
Dallas / Ft. Worth	6.32%	0.96%	6.72%	4.67%
Houston	5.26%	10.58%	5.46%	7.10%
San Antonio	9.12%	10.10%	26.05%	15.09%
Total major metro areas	29.12%	34.62%	48.31%	37.36%
Tourism from outside of Texas	36.49%	12.02%	21.85%	23.45%
Rural tourism beyond 70 miles	22.11%	35.10%	17.65%	24.95%
Total tourism from beyond 70 miles	87.72%	81.74%	87.81%	85.76%


**** Local Visitors < 70 miles**

Rockport and Fulton	8.06%	10.10%	5.88%	8.01%
Corpus Christi	2.11%	2.88%	0.85%	1.95%
Victoria	0.00%	1.44%	2.10%	1.18%
Rural Areas	2.11%	3.84%	3.36%	3.10%
Total	12.28%	18.26%	12.19%	14.24%

Visitor Sign-In Log at the Rockport- Fulton Visitor Center




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**Straight from
the bay right
to your plate.**

Enjoy the best our waters have to offer. Discover fresh seafood all prepared in the distinct culinary style of our local chefs.



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**The best time
to fish is as
soon as you
can get here.**

The lure of the water is deep here. So, fish to your heart's content. Your soul will appreciate it.



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Families have been known to get along here.



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GO NOW **FULTON**

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The best time to fish is as soon as you can get here.



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Straight from the bay right to your plate.



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MODEL USING # OF HOTEL ROOMS AS BASE – 2Q 2023

Base = Rockport - Fulton # of Hotel Rooms 2QTR 2023

Base = Rockport - Fulton # of Hotel Rooms	2Q 2023
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	1905
2. Number of Nights in 2Q 2023 (April - June)	91
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	173,355
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	56.10%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	97,252
6. Number of Visitors in Each Room (Size of Party Assumption)	1.8
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	175,054
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	2.2
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	385,119

Calculations by Prost Marketing, Inc

7/12/2023



Thank you!

Shelly Stuart, IOM, President/CEO

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

Shanon Biggerstaff

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

