

ARANSAS COUNTY COUNCIL ON AGING
912 S. Church St. Rockport, TX 78382
361-729-5352

July 13, 2023

Stephanie Garcia
City Secretary Town of Fulton
P.O. Box 1130
Fulton, TX 78358

citysec@fultontexas.org

Dear Ms Garcia:

As requested, I am enclosing the completed application for HOT funds for the Bountiful Bowl Pottery Fair 2024. The event will be held February 10 & 11, 2024. The event supports the art of pottery-making and raises money for the seniors programs of Aransas County—especially meals for the homebound. We are requesting \$5000 in marketing support and would like to be on the agenda for August 7, 2023.

Debbie Thompson will be representing the Aransas County Council on Aging as I will be out of town.

Thank you for considering us for support.

Very truly yours,

Mary Ellen Nies

Mary Ellen Nies, Executive Director

Application

Organization Information

Date: 7-12-23

Name of Organization: ARANSAS COUNTY COUNCIL ON AGING

Address: 912 S. CHURCH ST.

City, State, Zip: ROCKPORT, TX 78382

Contact Name: MARY ELLEN NIES

Contact Phone Number: 361-729-5352 Contact E-Mail Address menies46@yahoo.com

Web Site Address for Event or Sponsoring Entity BOUNTIFUL BOWL POTTERY FAIR.COM

Is your organization: Non-Profit Private/For Profit

Tax ID #: 74-1796095 Entity's Creation Date: 1977

Purpose of your organization: TO IMPROVE THE LIVES OF THOSE OVER 60 IN ARANSAS COUNTY. OWN AND OPERATE THE SENIOR CENTER AND MEALS-ON-WHEELS.

Name of Event, Project or Facility BOUNTIFUL BOWL POTTERY FAIR

Date of Event or Project: FEB. 10 & 11 A/L 2024

Primary Location of Event or Project: CONFERENCE CENTER
ROCKPORT CENTER FOR THE ARTS

Amount Requested: \$ 5,000

How will the funds be used: TO PAY FOR MARKETING ?
TV, RADIO, SIGNAGE, WEBSITE, NEWS RELEASE,
PRINTING

Primary Purpose of Funded Activity/Facility: TO PROMOTE POTTERY
AND RAISE FUNDS FOR MEALS ON WHEELS AND
ATTRACT OVERNIGHT TOURISTS

Percentage of Hotel Tax Support of Related Costs

25 1/2 % Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

0 Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax

0 Note Percentage of Staff Costs Covered by Hotel Occupancy Tax

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____

Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:

1. **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both

N/A

2. **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

N/A

3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** 100 %

4. **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;

100 %

5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.**

N/A

Expenses including promotional expenses, directly related to a sporting event in which most participants are tourists who substantially increase economic activity at hotels and motels within the Town or its vicinity. N/A

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate?
N/A

If the event is a sporting related function/facility: How many of the participants are expected to be from another Town or county?
N/A

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the Town or its vicinity?

Questions for All Funding Requests:

How many years have you held this Event or Project; or how many years have you been operating the qualified facility: 21

Expected Attendance: 700

How many people attending the Event or Project will use Fulton hotels, motels, or bed & breakfasts?

250

How many nights will they stay?

2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels?

I change these annually

Do your promotional materials and website note area lodging facilities that can host participants? yes
(Please attach copy if available) N/A

Have you negotiated a lodging rate at any hotels for participants of your event? not yet

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>Fulton</u>	<u>2/23</u>	<u>5000</u>	<u>250</u>
<u>Fulton</u>	<u>2/22</u>	<u>2500</u>	<u>200</u>
<u>Fulton</u>	<u>2/21</u>	<u>2500</u>	<u>200</u>
<u>Fulton</u>	<u>2/21</u>	<u>2500</u>	<u>200</u>

How will you measure the impact of your event on area hotel activity?

Take a count of attendees at the entrance

Please list other organizations, government entities and grants that have offered financial support to your project: Rockport H-O-T, ROCKPORT CENTER FOR THE ARTS
LOCAL BUSINESSES

Please check all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Paid Advertising _____ Newspaper _____ Radio 2000 TV 2000 ✓

Press Releases to Media _____ Direct Mailing to out of town recipients _____

Other Website 1000 _____

What areas does your advertising and promotion reach?
all of Texas

What number of individuals will your proposed marketing reach that are in another City or county?
Thousands

If a permanent facility (e.g. museum, visitor center) N/A

Expected Attendance Monthly/Annually: _____

Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities:
20%