

Application

Organization Information

Date: July 31, 2023

Name of Organization: Rockport-Fulton Chamber of Commerce

Address: 319 Broadway St.

City, State, Zip: Rockport, TX 78382

Contact Name: Shelly Stuart and/or Shanon Biggerstaff

Contact Phone Number: 361-729-6445 Contact E-Mail Address president@lrockport.org
tourism@lrockport.org

Web Site Address for Event or Sponsoring Entity www.rockport-fulton.org

Is your organization: Non-Profit Private/For Profit

Tax ID #: 74-1066091 Entity's Creation Date: Chartered in 1952

Purpose of your organization: To work in partnership with businesses, individuals and government entities to promote commerce and tourism while maintaining the environment.

Name of Event, Project or Facility _____

Date of Event or Project: October 1, 2023 thru September 30, 2024 Advertising, Solicitation & Promotion

Primary Location of Event or Project: Marketing our area as a tourist destination

Amount Requested: \$66,650.00

How will the funds be used: _____?

For purchasing, monitoring, modifying and upgrading all forms of media to promote the Rockport-Fulton Chamber of Commerce. Forms of media to include state tourism publications that focus on travel and the activities that would attract visitors to Rockport-FULTON. Maintaining a presence on statewide tourism websites, again promoting local events and activities. Digital marketing, TV in major proven feeder markets, billboards and social media.

Primary Purpose of Funded Activity/Facility: To put heads in beds while promoting/growing local businesses.

Percentage of Hotel Tax Support of Related Costs

_____ Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax

_____ 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

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

3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. \$66,650.00

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;

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.

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. _____

Sporting Related Event Funding:

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

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

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: N/A

Expected Attendance: N/A

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

How many nights will they stay?

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

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

Have you negotiated a lodging rate at any hotels for participants of your event? N/A

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

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

Please list other organizations, government entities and grants that have offered financial support to your project: Aransas County and the City of Rockport

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

Paid Advertising Newspaper Radio TV

Press Releases to Media Direct Mailing to out of town recipients

Other SEE ATTACHED WORKSHEET

What areas does your advertising and promotion reach?

Houston, San Antonio, Austin, Dallas and surrounding areas

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

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

Expected Attendance Monthly/Annually: _____

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

RFCC Marketing Plan**Budget 2023-2024 Year****Revenues**

Rockport	385,000.00
Fulton	66,650.00
County	66,650.00
Total	\$518,300.00

Expenses

Accounting	2,500.00	Annual Audit
Administrative Services	86,000.00	Administrative Services to operate Visitor Center and Marketing and Promotion Campaign
Advertising & Promotion	385,000.00	Full DMO Advertising, promotion, public relations and research program
Bank Fees	300.00	Fees related
Contract Services	4,000.00	Geocache
Conference Fees	6,500.00	Staff professional development related to tourism
Dues & Subscriptions	2,500.00	State and regional organization partners
Event Funding Assistance	3,000.00	Media Influencers
Food, Beverage & Meals	4,000.00	Groups, Charmer Appreciation, Media, etc.
Mileage & Travel	4,500.00	Trade Shows, media travel, workshops, trainings, education travel
Postage & Freight	1,500.00	Bulk items sent to Visitor Centers, Travel Centers
Printing & Publication	6,000.00	Gen. Brochure, 100 TT, Bags, Visitor Maps
Prizes, Gifts & Awards	2,000.00	Basket Promotion Items, Promos, Awards, etc.
Rentals & Fees	2,000.00	Trade Show Booth Rentals, Meeting Planners
Supplies	4,500.00	Promotion items, Trade Show Banner with New Photos, etc.
Website Maintenance	4,000.00	Updates
Total	\$518,300.00	