

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 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



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? No	Date Organization/Entity Founded: 2025
Organization/Entity Mailing Address: 212 N. Live Oak St. Rockport TX 78382		
Organization/Entity website: www.visitrockportfulton.com launching 10/15/25		
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): Fulton – Fulton Convention Center, Oysterfest, Fulton Pier	Total Amount of funds requested: \$25,000.00	

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:

We will focus the funds received on promoting events in Fulton including Oysterfest, the Fulton Pier and the Fulton Convention Center.

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. (see attached sample).

Direct booking for hotel rooms as well as short term rentals will also be available on the website.

In addition, a RFP (request for proposal) section allows meeting planners to submit a request for availability for meeting/event space. This will be helpful/beneficial to Fulton Convention Center.

Social Media Account Summary:

- Explore Rockport-Fulton Instagram and Facebook reached 15,250 followers at the end of July and 16,616 followers as of 08/07/25 and 17K as of 8/27/25
- Facebook: <https://www.facebook.com/explorerockportfulton/>
- Instagram: <https://www.instagram.com/explorerockportfulton/>

- For the month of July the YouTube, Facebook and Instagram Accounts reached **1.3M** users
- Top out of town Texas locations reached through social media: San Antonio, Houston, Victoria, Austin, Laredo, Dallas/Fort Worth

Travelers don't think in county lines; they follow routes and stories. By partnering together, we're connecting neighbors across cities and counties to plan as a region. By combining resources, trips get longer, spending reaches further and small teams get more done with less strain.

Individually chasing the same visitors with separate plans and reporting, results in diluted impact.

Trips cross city/county lines and our marketing should, too.

Road-trippers, trail users and festival goers all cross county lines. Regional marketing captures longer stays and bigger spends.

By pooling dollars, data and narratives, the map gets bigger and the trip gets longer. Collaboration boost demand and enhances ROI – without increasing headcount. Think of it as a bigger team without a bigger payroll.

What collaboration looks like:

- * Regional itineraries
- * Co-op ad buys and shared creative
- * Data sharing and benchmarks
- * Shared Events
- *Passport & Perks programs**

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	X	

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"> • 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 	X	
Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality.	X	
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. 		

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: *8-27-25*

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

Fulton Mansion Second Saturday

February

Bountiful Bowl Clay Expo

Biennial Quilt Show

LaMardi Gras

Fulton Mansion Second Saturday

March

Fulton Oysterfest

Spring Break

Spring Art Fair by the Bay

Whooping Crane Strut

Rockport Crawfish Cook-Off & Tasting

Fulton Mansion Second Saturday

April

Annual Kite Festival

Fishing For Wishes Tournament

Zazu Music and More

Boots-N-Bling

Taste of Rockport-Fulton

Rockport-Fulton Book Festival

Fulton Mansion Second Saturday

May

Nautical Flea Market

Babes on the Bay

Rockport Wine Festival

Lemonade Day

Annual Rockport Fishing Expo

Fulton Mansion Second Saturday

Memorial Day

July

Rockport Art Festival

July 4th Boat Parade

July 4th Fireworks

TSA Youth Sailing Rockin Rockport Regatta

Fulton Mansion Second Saturday

August

Leading Ladies Gala

Mural Fest

Croquet by the Bay – Fulton Mansion

September

HummerBird Celebration

TSA Youth Sailing Regatta

Little Bay Labor Day Music Fest

Fulton Mansion Second Saturday

Croquet by the Bay – Fulton Mansion

October

Rockport-Fulton Seafair

Fulton Fall Festival

Fulton Mansion Walking Tour

Fulton Mansion Guided House Tours

Butterfly Release in Fulton

Fulton Mansion Walking Tour

Fulton Mansion Second Saturday

History on the Go Craft – Fulton Mansion

Croquet by the Bay – Fulton Mansion

Halloween in the District

November

Rockport Film Festival

Lamar Market Days

Shop Small Saturday

Fulton Mansion Second Saturday

Fulton Annual Rockport Songwriter Festival

Warbirds

December

Christmas on the Beach Lights Display

Tropical Christmas

Christmas in the District

Tis The Season

Rockport-Fulton Tour of Homes

Christmas in Fulton

Fulton Mansion – A Victorian Christmas

Fulton Mansion Second Saturday

Christmas Lighted Boat Parade