

Tried to show rates as comparable to our waterfront sites as possible - from May 2024

10.17.25

	LHB Previous Daily	Daily	LHB Previous Weekly	Weekly	LHB Previous Monthly	Monthly
BayView RV/Calhoun		\$50		\$225		\$395 + E
Calhoun Riverside Retreat		\$40		\$200		N/A
Sandollar - Rockport - concrete		\$64		\$270 + E		\$535 + E
Sandollar - Rockport - gravel		\$60		\$250 + E		\$488 + E
Woody Acres / Fulton		\$45		\$255		\$430 + E
Coastal Cowboy / Rockport		\$45		\$225		\$400 + E
Keller/Coastal Bay RV/Calhoun		\$50		\$250		\$395 + E
Serendipity Palacios		\$52		\$275+E		\$450+E
Beacon / Rockport		\$55		\$275 + E		\$495 start + E
Beach Rd RV - Matagorda		\$55		\$220		350 + E
By the Bay - Rockport (Premium)		\$55		\$250 + \$0.14/kwh		\$535 + \$0.14/kwh
Port O'Connor RV Park		\$55		\$210 + E		\$425 + E
Qilly's / Rockport Pond View		\$65		\$325		\$525 + E
LHB Hill Sites (includes E+w/s)	\$50	\$70	\$250	\$375	\$500	Now \$650
Texas Lakeside - Port Lavaca (Waterfront Orange)		\$65		\$325		\$550 + E
Seagrass RV Resort - Rockport (Lazy River)		\$70		\$420		\$599
Rockport RV Resort		\$75		\$280		\$490 + \$0.15/kwh
LHB Waterfront Sites (include E+w/s)*	\$55	\$75	\$325	Now \$380	N/A	N/A
Reel Chill Rockport		\$75 + E		\$329 + E		\$595 + E
SeaBreeze / Portland		\$85		\$290		\$540 + E
KOA Port Lavaca Deluxe		\$60				Have to call

	Daily	Annual	Annual w/ proof of residency
Rockport Beach Passes	\$10	\$40	\$20
Proposed LHB	\$5	\$25	\$25

Note: LHB Waterfront sites max 2 week allowed currently

LHB Hill side max 6 months allowed previously and 3 months currently

Jody Weaver

From: Jody Weaver
Sent: Friday, October 17, 2025 5:15 PM
To: 'Mac Sistrunk (Personal) (macsis080950@gmail.com)'
Cc: Wayne Shaffer; Jennifer Roy; Lorena Perez-Diaz; Justin Burke; Jack Whitlow
Subject: RV Campground Fees

Importance: High

Tracking:	Recipient	Read
	'Mac Sistrunk (Personal) (macsis080950@gmail.com)'	
	Wayne Shaffer	Read: 10/17/2025 5:17 PM
	Jennifer Roy	Read: 10/18/2025 4:27 AM
	Lorena Perez-Diaz	
	Justin Burke	
	Jack Whitlow	
	'wjreagan2@yahoo.com'	
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Parks Board members:

In an effort to improve marketing of the Lighthouse Beach Campground, I have been talking with a company by the name of Campground Launch. <https://campgroundlaunch.com/> We are preparing a presentation to the Parks Board next week to consider trying this marketing platform out for at least 6 months. It may take a few months, but it should pay for itself and then some with increased occupancy.

At the meeting I also want to revisit the rates and consider a possible recommendation to amend.

One thing that I have learned in speaking with this marketing team (that specialize in RV Parks) is that it is essential that the Campground have its own website. This firm can help us put a nice one together pretty quick. The value of having our own website becomes pretty clear when you start googling information about RV parks in our area.

I've also spent some time revisiting the rates of other parks in our area and it becomes apparent that our daily and weekly rates are on the Premium Deluxe side of things. The monthly is harder to tell because we don't charge electricity and the others do.

Wayne and I are continuing to look at this up until Wednesday's meeting, but based upon what we've looked at so far, our preliminary recommendation will be to consider return the daily rates to \$50 (hillside) and \$55 (waterfront) [at most \$55/\$60 respectively – we are currently at \$70/\$75 respectively] and weekly to \$325 (hillside) and \$350 (waterfront).

I want to encourage you to google "RV Parks near Port Lavaca Texas" and see what pops up. Look at some of the photos and amenities they have keeping in mind what we have to offer. Having gated access is something that should boost our rating among our campers.

Google Lighthouse Beach RV Park and read the few google reviews we have. A big part of what Campground Launch can do is help us increase google reviews and help keep them positive. One thing they will do right off is contact everyone that has camped with us since we started using Campspot and encourage them to leave a

google review. Right now we only have 45 reviews that span about 7 years which doesn't really impress new campers looking for a place to go.

Thanks

See you Wednesday!!

Jody