



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
MONDAY, DECEMBER 16, 2024 - 10:00 AM
ROCKPORT SERVICE CENTER
2751 STATE HIGHWAY 35 BYPASS
ROCKPORT, TEXAS 78382

Chairman Craig Griffin
Vice Chair Jatin Bhakta
Board Member Michael Ables
Board Member Jennifer Day

Mayor Pro Tem/Board Member Andrea Hattman
Board Member Luis Puron
Board Member Summer Terrell
Vanessa Shrauner, City Manager

Notice is hereby given that the Rockport Convention and Visitor Bureau Board will hold a Regular Meeting on Monday, December 16, 2024, at 10:00 AM. The meeting will be held in person at the Training Room of the Rockport Service Center, 2751 State Highway 35 Bypass, Rockport, Texas. The live stream link to view the meeting is <https://rockporttx.portal.civicclerk.com/>.

The Convention and Visitor Bureau Board welcomes citizen participation and comments at all Board Meetings on an Agenda item or any subject matter.

Written comments submitted by 3:30 p.m. on the day before the meeting.

- Complete the Speaker Card - locate the card online (<https://rockporttx.gov/FormCenter/Citizen-Participation-Form-7/Board-and-Commission-Comment-Participati-56>)
- Written Comments received by the deadline will be read.

Sign up in person.

- Speaker's cards are located at the entrance of the meeting room and must be delivered to the City Secretary before the meeting begins.
- Any citizen with handouts should provide them to the City Secretary before the meeting. If you wish the Board Members to receive your handouts for the meeting, please provide 8 copies; if not, the Board Members will receive your handouts the following day.

Rules for Citizen Participation.

- Speakers will be limited to three minutes.
- While civic public criticism is not prohibited; disorderly conduct or disturbance of the peace as prohibited by law shall be cause for the chair to terminate the offender's time to speak.

NOTE: The Board Members may adjourn into Executive Session to consider any item listed on this agenda if a matter is raised that is appropriate for discussion. An announcement will be made based on the Executive Session discussion. The Board Members may also publicly discuss any item listed on the agenda for the Executive Session.

Notice is hereby given that other elected or appointed officials may attend the Board Meeting at the date and time above in numbers that may constitute a quorum. No action or minutes will be taken by such in attendance.

This facility is wheelchair-accessible and accessible parking spaces are available. Requests for accommodation or interpretive services must be made 48 hours before this meeting. Please get in touch with the City Secretary's office at (361) 729-2213, ext. 225, or FAX (361) 790-5966 or email sgoodwin@rockporttx.gov for further

I. CALL TO ORDER AND ROLL CALL

II. PLEDGE OF ALLEGIANCE

III. CITIZENS TO BE HEARD

Speaker participation instructions are provided in writing at the beginning of the agenda. NOTE: The Texas Open Meetings Act permits a member of the public or a member of the governmental body to raise a subject that has not been included in the notice for the meeting. However, any discussion of the subject must be limited to a proposal to place the subject on the agenda for a future meeting, and any response to a question posed to the City Council is limited to either a statement of specific factual information or a recitation of existing policy. TEX. GOV'T CODE § 551.042 has not been posted on the agenda.

IV. OTHER ACTION ITEMS AND UPDATES

1. Receive a presentation from SimpleView and provide directions for the next steps (Shelley Goodwin, City Secretary)
2. Consider the approval of the Convention and Visitor Bureau Board of Director's Meeting Minutes November 18, 2024 ()
3. Review the Tourism Marketing Financial Report ()
4. Receive a report on the tourism breakdown from the Warbird event marketing (Shelley Goodwin, City Secretary)
5. Digital Marketing Campaigns bids for 2025:
 - i. HTM
 - ii. KIII South TexasIII. Kris Communications (Shelley Goodwin, City Secretary)
6. Presentation from the Rockport-Fulton Area Chamber of Commerce regarding the Visitor Center
 - i. Consider the approval of the expenditure for the use of the Visitor Center and other expenses related to the Center
 - ii. Discussion and provide directions regarding the creation of an agreement with the Chamber of Commerce for the roles and responsibilities of each party. (Vanessa Shrauner, City Manager)
7. Consider the process for the Rockport-Fulton Tourism Economy with Kelly deSchaun FED, LLC (Shelley Goodwin, City Secretary)
8. Receive a presentation by the Leadership Aransas County Class and consider the support of the project (Shelley Goodwin, City Secretary)

V. CONVENTION AND VISITOR BUREAU BOARD OF DIRECTOR COMMENTS/UPDATES

VI. FUTURE AGENDA ITEMS

VII. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 9:35 a.m. on December 13, 2024, on the bulletin board of the City of Rockport Service Center, 2751 S. H. 35 Bypass, Rockport, Texas 79382.



Shelley Goodwin, TRMC/CMC
City Secretary



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: December 16, 2024

CATEGORY: Presentation

CAPTION:

Receive a presentation from SimpleView and provide directions for the next steps

SUMMARY:

The Board of Directors were provided a brief update and demo on the website provider named SimpleView. The Board provided directions to move forward with the website and schedule a demo for the next meeting.

BACKGROUND:

This is a website designed by CVB and marketing. There are portals where event organizers, restaurants, hotels, and other tourism industries can enter their own information and keep it updated as they see fit. They also offer an online store, events bookings, ticket sales, and even a location where pictures can be uploaded by visitors. This product is extremely clean and clear with many features that can benefit the community.

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: December 13, 2024



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM:

MEETING DATE: December 16, 2024

CATEGORY: Action Item

CAPTION:

Consider the approval of the Convention and Visitor Bureau Board of Director's Meeting Minutes November 18, 2024

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

1. 11-18-2024 CVB Minutes

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: December 13, 2024



CONVENTION AND VISITOR BUREAU BOARD
REGULAR MEETING MINUTES
MONDAY, NOVEMBER 18, 2024 - 11:00 AM
ROCKPORT SERVICE CENTER
2751 STATE HIGHWAY 35 BYPASS
ROCKPORT, TEXAS 78382

Present:

Jatin Bhakta, Vice Chair
Jennifer Day, Board Member
Michael Abel, Board Member
Summer Terrell, Board Member
Luis Puron, Board Member
Andrea Hattman, Mayor Pro Tem/Board Member
Vanessa Shrauner, City Manager/Ex Officio Member (left at 11:20 a.m.)
Jeff Sjostrom, ACEDC President/Ex Officio Member

Absent:

Criag Griffin, Chair
Shelly Stuart, Chamber President/Ex Officio Member

City Staff Present:

Shelley Goodwin, City Secretary

I. CALL TO ORDER AND ROLL CALL

Jatin Bhakta, Vice Chair, called the November 18, 2024, Convention and Visitor Bureau Board of Directors Meeting to order at 11:00 a.m. and announced that a quorum had been met.

II. PLEDGE OF ALLEGIANCE

Jatin Bhakta, Vice Chair, lead the pledge of allegiance.

III. CITIZENS TO BE HEARD

No wished to speak.

IV. OTHER ACTION ITEMS AND UPDATES

1. Consider the approval of the November 4, 2024, Convention and Visitor Bureau Board Regular Meeting

Motion: Upon a motion made by Mayor Pro Tem/Board Member Hattman and seconded by Board Member Day to approve the November 4, 2024 Convention and Visitor Bureau Board Meeting, with the correction to the spelling of Jatin Bhakta. The Board voted unanimously six (6) for and none (0) against.

2. Update on the roles of the Convention and Visitor Bureau and the Board

Shelley Goodwin, City Secretary, provided a handout of the Duties and Roles of the Convention and Visitor Bureau which included the purpose of the Board of Directors, City Manager/Tourism Manager, and the directors. She noted that these duties and roles came from other cities that run

CVBs and CVB affiliations. The roles and duties included a clarification regarding Visitor Center and the boards involvement.

The Board discussed the Visitor Center and the status of the contract. They discussed the different funds the Chamber has received for the Visitor Center.

Board Member Day and Vice Chair Bhakta volunteered to work with the City Manager, Chamber Representative and Chamber President to provide a spreadsheet on expenses and the City's share.

The Board discussed adding the Ex Officio Navigation member to the Board.

Shelley Goodwin, City Secretary, stated that the Ordinance creating the Board will need to be amended to add the Ex Officio member and will take two readings. The Ordinance will go to the City Council in January.

3. Review the Convention and Visitor Bureau Tourism Expenses:

i. Helen Thompson Media

Shelley Goodwin, City Secretary, reviewed the attached spreadsheet from Helen Thompson Media. She stated the City has put on hold the "New Creation" until the Board determines the direction they want to go with Marketing. She for six months the cost is \$77,971.00.

ii. TEGNA (KIII)

iii. KRIS Communications

Shelley Goodwin, City Secretary, stated Cody Stewart and Karl Hattman put together a marketing plan and brought it to the City for assistance. She stated the City invested \$7,795.00 towards commercial, digital marketing, and the creation of a video. She noted the marketing included other parts of Rockport/Fulton. The marketing seemed to work, due to the large crowd.

Andrea Hattman, Mayor Pro Tem/Board Member, stated she attended the event which had large crowds on Saturday. She noted the weather created a lower crowd on Sunday, but she felt the event was very successful.

Jatin Bhakta, Vice Chair, reported one of his hotels was fully booked.

The Board requested that the three marketing companies above attend the next meeting and give a short presentation on a marketing plan that they have to offer.

iv. Expedition Texas!

Shelley Goodwin, City Secretary, stated the Expedition Texas is a boutique production company offering local, syndicated, and national TV programming with a large following. She noted they approached the City about doing a segment on the history of Rockport and what it has to offer which will include interviews and video of the of Rockport/Fulton for us to use.

v. visitrockportfulton.com domain

Shelley Goodwin, City Secretary, announced that the City has purchased the visitrockportfulton.com domain and will begin using this domain in the future.

4. Receive an update on the proposed CVB website

Shelley Goodwin, City Secretary, stated the City staff received a demo from a company named SimpleView that deals with Convention and Visitor Bureau websites. She noted the cost is an

estimated \$30,000 that can be broken into a couple of years. She reviewed the benefits of the website and how event organizers, hotels, restaurants, and visitors can get involved with the website.

The Board reviewed a couple of other Convention and Visitor Bureau websites.

Motion: Upon a motion made by Mayor Pro Tem/Board Member Hattman and seconded by Board Member Day to move forward with SimpleView website and to bring back a demo. The Board voted unanimously six (6) for and none (0) against.

5. Consider the approval of the job description for a Tourism Marketing Manager and possible hiring of an Interim Tourism Marketing Manager

Shelley Goodwin, City Secretary, stated she had previously emailed the Tourism Marketing Manager job description. She reviewed the different Certification Programs and asked if anyone had any additions or changes (no one did). She noted she is working on a brochure that can be posted.

The Board requested a salary range be presented at the next meeting.

6. Consider providing direction to answer a question for the Expedition Texas episode; what makes Rockport a great place to live/visit TODAY!

Shelley Goodwin, City Secretary, stated Expedition Texas they sent the questions that were part of your packet, Board Member Day is providing some of the answers to but would like to get help with answering this question... Talk about what makes Rockport a great place to live/visit TODAY!

The Board provided the following:

- The uniqueness of the town with arts, history, recreation, museums, food, and the people.
- The calmness and relaxation feeling with you drive over the bridge.
- Recommended listening to the remarks by George Strait the City has on the hold recording.
- Family live
- Adventure
- Hunting and fishing
- Coastal vibe
- Opportunity to disconnect

7. Consider the creation of a Tourism Vision Statement and goals the Board wishes to achieve for 2025

Jeff Sjostrom, ACEDC President/Ex Officio Member, stated he and the City Manager had discussed bringing in Kelly deSchaun to assist with the Rockport-Fulton Tourism Economy. He stated the vision, and goals would be part of this process. He noted she would assist with identifying tourist attractions and why as well as find ways to assist with finding ways to grow the Sales Tax. She can create a Tourism Master Plan and find outside assistance with Federal and State Funds.

The Board stated the following:

- Expressed the need and benefits of a Tourism Master Plan
- Benefits of having a third party look at the tourism

The Board agreed by consensus to move forward with working with Kelly deSchaun and have her attend the next meeting. They set the next meeting for December 16, 2024, at 10:00 a.m.

V. ADJOURN

Motion: Upon a motion made by Mayor Pro Tem/Board Member Hattman and a second by Board Member Puron to adjourn the Monday, November 18, 2024, Convention and Visitor Regular Meeting at 12:45 p.m.

Craig Griffin
CVB Board Chair

Shelley Goodwin, TRMC/CMC
City Secretary



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM:

MEETING DATE: December 16, 2024

CATEGORY: Action Item

CAPTION:

Review the Tourism Marketing Financial Report

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

1. 2024-2025 CVB Balance

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: December 13, 2024

City Account Code	Date	Description	Deductions	Deposits	Balances
2018	1-Oct	Advertising/Marketing		\$300,000.00	
	1-Oct	Tourism Manager		\$125,000.00	
					\$425,000.00
	16-Oct	Kiiitv.com	\$3,900.00		\$421,100.00
	16-Oct	3Kiii	\$2,000.00		\$419,100.00
	16-Oct	KIII2	\$250.00		\$418,850.00
	28-Oct	31 West Productions (Expedition Texas)	\$2,800.00		\$416,050.00
	22-Nov	KRIS	\$750.00		\$415,300.00
	22-Nov	KRIS	\$815.00		\$414,485.00
	22-Nov	KZTV	\$80.00		\$414,405.00
	22-Nov	Sun Kiss T shirts	\$871.00		\$413,534.00
		Amazon (key Rings)	\$17.97		\$413,516.03
		Helen Thompson Marketing (Oct-March)	\$77,971.00		\$335,545.03
		Deposit (from 9 t-shirt sales)		\$193.00	\$335,738.03



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: December 16, 2024

CATEGORY: Presentation

CAPTION:

Receive a report on the tourism breakdown from the Warbird event marketing

SUMMARY:

Cody Stewart was invited to present a short presentation on the marketing that was used and the results of the Warbird event.

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: December 13, 2024



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: December 16, 2024

CATEGORY: Action Item

CAPTION:

Digital Marketing Campaigns bids for 2025:

- i. HTM
 - ii. KIII South Texas
 - III. Kris Communications
-

SUMMARY:

All three vendors were invited to present a short presentation on marketing for Rockport.

BACKGROUND:

On November 18, 2024, directions were provided to invite the City's three current marketing vendors to deliver brief presentations on future tourism marketing.

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Increasing Marketing

ATTACHMENTS:

None

APPROVAL/REVIEW:

Date: December 13, 2024

Vanessa Shrauner, City Manager



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Vanessa Shrauner, City Manager

MEETING DATE: December 16, 2024

CATEGORY: Action Item

CAPTION:

Presentation from the Rockport-Fulton Area Chamber of Commerce regarding the Visitor Center

- i. Consider the approval of the expenditure for the use of the Visitor Center and other expenses related to the Center
 - ii. Discussion and provide directions regarding the creation of an agreement with the Chamber of Commerce for the roles and responsibilities of each party.
-

SUMMARY:

The Rockport-Fulton Area Chamber of Commerce is requesting \$58,000.00 for use of the Visitor Center and other related expenses.

BACKGROUND:

A contract regarding the roles, duties, and hours of the Visitor Center will still be necessary for clarification.

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

1. CVB FINAL

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: December 13, 2024

CVB (Convention & Visitors Bureau) Or Visitor Center





What is the Difference?

A CVB (Convention and Visitors Bureau) is a larger organization that actively promotes tourism for an entire region, often focusing on attracting large events and conferences, while a Visitor Center is a physical location where tourists can get information about local attractions, lodging, and maps, typically operated on a smaller scale within a specific area; essentially, a CVB is more focused on marketing a destination while a Visitor Center provides direct information to visitors once they arrive.

Key Points:

A Convention & Visitors Bureau (CVB) and a Visitor Center both aim to promote tourism, but they serve different functions and scopes:

Function:

A CVB works to attract visitors to a whole region by marketing its attractions and facilities to event planners and tour operators, while a Visitor Center primarily provides basic information to tourists already in the area.

Scope:

A CVB has a broader scope, often collaborating with local businesses and tourism stakeholders to promote the entire destination, while a Visitor Center generally focuses on providing immediate information about nearby attractions.

Location:

A CVB is typically not a physical location that visitors can walk into, while a Visitor Center is a physical space where tourists can access information and often purchase souvenirs

In Short:

A CVB works on destination marketing and event attraction, often at a strategic level, while a Visitor Center provides on-the-ground assistance and information for tourists who are already in the area.

Convention & Visitor Bureau (CVB)

Marketing and Promotion:

- CVBs develop campaigns to market the destination to a wide audience, including leisure tourists, business travelers, and event planners.

Attracting Conventions and Events:

- CVBs play a key role in securing large conferences, conventions, and events by partnering with hotels, conference centers, and other venues.

Research and Analysis:

- CVBs gather data on visitor demographics, economic impact, and tourism trends.



Visitor Center

Information Hub:

- Visitor Centers provide visitors with maps, brochures, and detailed information on local attractions, dining options, accommodations, events, and activities.

Enhancing the Visitor Experience:

- Visitor Centers serve as cultural introductions, showcasing local art, history, or even hosting small exhibits that reflect the destination's unique character.

Wayfinding and Accessibility Support:

- They assist travelers in navigating the area, including providing information on accessibility features, public transit routes, parking, and any services for travelers with disabilities.



Supporting Tourism



CVBs are essential for creating awareness and demand for a destination, while Visitor Centers serve as crucial support hubs to ensure that visitors have everything they need to enjoy their stay. If they enjoy their stay they will return as well as recommend the area to all their family and friends.



Does a Community Need Both?

Having both a Convention and Visitors Bureau (CVB) and a Visitor Center in a community is highly beneficial, as each plays a distinct yet complementary role in driving and supporting tourism. Here's why both are essential:

Strategic Destination Promotion & Immediate Visitor Support

- A CVB promotes the destination to the broader market by strategically positioning the area as an attractive destination for tourists, conventions, and events. They focus on long-term growth and establishing a compelling destination brand.
- A Visitor Center, on the other hand, supports the visitors who are already there, providing them with tailored, on-the-ground assistance that ensures a positive experience.
- Together, they address both ends of the tourism experience: attracting visitors and ensuring they have a seamless, enjoyable stay once they arrive.

Does a Community Need Both? (Con't)

Economic Impact & Revenue Generation

- CVBs drive economic impact by bringing large groups (like conferences and conventions) to the area, which leads to increased spending at local hotels, restaurants, shops, and attractions.
- Visitor Centers enhance that economic impact by keeping visitors informed and engaged. When visitors are well-informed, they are more likely to explore additional attractions, stay longer, and spend more money locally.
- By encouraging return visits and word-of-mouth recommendations, both entities help sustain and grow the local economy over time.

Building the Destination Brand & Reputation

- A CVB's marketing and branding efforts help put the community on the map as a destination, establishing a reputation that can attract travelers year after year.
- A Visitor Center reinforces that brand by delivering an experience that aligns with visitors' expectations. Positive interactions with helpful, knowledgeable staff create a memorable experience, solidifying a positive impression of the destination.
- With both working together, visitors not only hear about the destination but leave with experiences that match what was marketed, increasing credibility and trust in the destination brand.

Does a Community Need Both? (Con't)

Insights and Data-Driven Improvement

- CVBs drive economic impact by bringing large groups (like conferences and conventions) to the area, which leads to increased spending at local hotels, restaurants, shops, and attractions.
- Visitor Centers enhance that economic impact by keeping visitors informed and engaged. When visitors are well-informed, they are more likely to explore additional attractions, stay longer, and spend more money locally.
- By encouraging return visits and word-of-mouth recommendations, both entities help sustain and grow the local economy over time.

Encouraging Longer Stays and Repeat Visits

- A CVB's promotional efforts create initial interest, attracting visitors to the area. However, Visitor Centers can inspire them to explore beyond the main attractions, discover hidden gems, and participate in local activities they might not have known about otherwise.
- By ensuring that visitors feel welcomed, informed, and supported, Visitor Centers play a key role in encouraging longer stays and higher satisfaction levels, which lead to repeat visits.
- When travelers have great experiences, they are more likely to return, recommend the destination to others, and continue the cycle of positive economic impact.

Summary

Aspect	Convention and Visitors Bureau (CVB)	Visitor Center
Purpose	Promote the destination broadly and attract events	Provide in-person support and resources for visitors
Audience	Tourists, event planners, business travelers, local partners	Individual tourists and travelers in the area
Main Focus	Strategic destination marketing, event attraction	On-the-ground visitor support, information distribution
Typical Services	Marketing, partnerships, event support, research	Maps, brochures, local guidance, emergency assistance
Funding	Often funded by local government, tourism taxes	Often funded by CVBs, government agencies, or nonprofits
Location		Physical location easily accessible to tourists
Interaction Level	Primarily B2B and strategic-level community engagement	Direct, one-on-one assistance with travelers



By working together, a CVB and a Visitor Center cover the entire visitor journey—from initial attraction to final farewell. The CVB builds demand and brings visitors in, while the Visitor Center provides them with the support they need to make the most of their stay. Both contribute to a sustainable tourism economy, a positive visitor experience, and a strong community reputation, making their presence invaluable to any tourism-focused area.





PROPOSED BUDGET REQUEST



Rockport-Fulton Chamber of
Commerce & Visitor Center

Rockport-Fulton Area Chamber of Commerce											
Visitors Center Cost Study											
For the year ended 9/30/24											
		Total Chamber General	Total Visitors Center	Limit Total Overhead	Rockport Portion		Contributions by Governmental Entities				
										Other Non Overhead	
Expense		& Visitor Center Expenses	Expenses per Study	Expenses	of Overhead			Share of Overhead	Expenses		Total
Accountin Fees		\$ 24,915.00	\$ 4,983.00	\$ 3,286.31	\$ 2,071.80		City of Rockport	\$ 58,000.00	-		\$ 58,000.00
Bank & Card Service Fees		10,641.27	4,256.51	2,807.18	1,769.75		Aransas County	14,000.00	46,000.00		60,000.00
Contract Services		6,079.44	2,431.78	1,603.77	1,011.07		Town of Fulton	20,000.00	15,000.00		35,000.00
Dues, Lists, & Subscriptions		21,984.64	8,793.86	5,799.58	3,656.26						
Depreciation		16,618.98	6,448.16	4,252.59	2,680.98		Total	\$ 92,000.00	\$ 61,000.00		\$ 153,000.00
Insurance		21,921.55	8,505.56	5,609.45	3,536.39						
Maintenance & Repair		9,746.49	3,781.64	2,494.01	1,572.31		Note: As of 12/6/24 the Town of Fulton has agreed to the above amounts (Approved).				
Payroll		254,832.73	57,087.09	37,649.16	23,735.34		As of 12/6/24 Aransas County has verbally told the Chaber this would be the				
Payroll Taxes		19,926.43	4,367.16	2,880.16	1,815.75		amount per the year and written approval would be forth coming.				
Employee Benefits		62,721.38	20,253.49	13,357.25	8,420.88						
Postage, Shipping & Freight		1,609.34	643.74	424.55	267.65						
Printing & Publication		1,440.83	576.33	380.09	239.62						
Security System		1,148.00	445.42	293.76	185.20						
Supplies		9,374.85	5,624.91	3,709.65	2,338.69						
Telephone		5,435.90	4,348.72	2,868.00	1,808.09						
Telephone Internet Service		2,700.00	1,047.60	690.90	435.57						
Telephone - Other		990.00	198.00	130.58	82.32						
Utilities		7,959.20	3,088.17	2,036.66	1,283.98						
Equipment Lease		6,544.13	2,617.65	1,726.35	1,088.35						

Note: The Chamber has chosen to limit Overhead reimbursed for the year ended 9/30/25 to \$92,000

Contact Us:

**If you have any questions,
please do not hesitate to
Contact Us:**

Contact us to get more info



president@rockport.org



319 Broadway - Rockport, TX 78382



361-729-6445



www.rockport-fulton.org





AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: December 16, 2024

CATEGORY: Action Item

CAPTION:

Consider the process for the Rockport-Fulton Tourism Economy with Kelly deSchaun FED, LLC

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: December 13, 2024



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: December 16, 2024

CATEGORY: Action Item

CAPTION:

Receive a presentation by the Leadership Aransas County Class and consider the support of the project

SUMMARY:

Two members of the Leadership Class presented to City staff to assist with funding a portion of their class project. I have attached the TML Hotel Two-Step pamphlet for your review.

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

1. HOT 2 Step

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: December 13, 2024

THE HOTEL TAX “TWO-STEP”

By **Bill Longley**, TML Legislative Counsel



In the grand scheme of things, city hotel occupancy taxes account for just a small amount of city revenue. Property taxes and sales taxes are far more important to most cities. Why does it seem, then, that hotel taxes generate so much confusion and controversy?

The answer is this: Hotel taxes, unlike most other taxes, are levied on a specific category of businesses—hotels. As a result, these businesses tend to pay close attention to how cities expend these funds. Spend city sales taxes in a controversial way, and no particular category of business feels singled out enough to raise a fuss. Perceived misuses of hotel taxes, on the other hand, are a different story.

Fortunately, it's very easy for a city official to remember how to legally spend hotel taxes. A city simply needs to remind itself to always follow the "two-part test." The key element of a two-part test is – surprise – that it has two parts! Cities frequently remember to meet one element of the test, but then entirely forget the other part. This article will succinctly describe the two-part test, and then describe some common situations to which we can apply the test.

Part 1: Heads in Beds

The first element of the two-part test is this: Every expenditure of hotel taxes must put "heads in beds." What this means is that every funded project must attract overnight tourists to the city's hotels and motels, thus promoting the city's hotel industry.

For example, how about a weekend-long arts and crafts show? There's a very good chance that out-of-town guests might come to visit such an event, so expenditure of hotel tax money on that event would likely qualify.

On the other hand, how about a quilting bee at a local nursing home? While a worthy cause, the quilting bee is unlikely to attract overnight tourists and, therefore, probably wouldn't qualify to receive hotel tax funds.

Part 2: The Nine Categories

Once a project has cleared the first part of the test, it's time for – you guessed it – the second part of the test. Here it is: Every expenditure of hotel taxes must also fit into one of nine statutorily authorized categories. These are the nine categories: (1) convention and visitor centers; (2) convention registration; (3) advertising the city; (4) promotion of the arts; (5) historical restoration and preservation; (6) sporting events in a county under one million in population; (7) enhancing or upgrading existing sports facilities or sports fields (only in certain cities); (8) tourist transportation systems; and (9) signage directing the public to sights and attractions that

are visited frequently by hotel guests in the city.

Thus, even if an event puts heads in beds, it cannot receive hotel tax money unless it also fits into one of the nine categories. For instance, what about a livestock auction that will attract attendees from surrounding counties? While that event is likely to attract overnight tourists, it doesn't fit neatly into one of the nine categories. Therefore, it's likely not a valid recipient of hotel tax money.

It's not enough to meet one of the two prongs of the two-part test. A city must meet both! The following are some real-life examples that have been the focus of inquiries received by the Texas Municipal League (TML) Legal Department.

Fireworks, Anyone?

The prototype hotel tax controversy is an event like a fireworks show or a parade. Cities frequently ask if they can fund a fireworks show with hotel tax money.

Let's subject a fireworks show to the two-part test. Does a fireworks show put heads in beds? The answer is "probably not," unless it is a truly spectacular event. But let's give it the benefit of the doubt. Suppose the Town of Pyrotechnic, Texas, truly does put on a fireworks extravaganza that attracts tourists from around the state. So far, so good.

But what about the second part of the test – the nine categories? Do fireworks shows fit neatly into any of the nine? Not really. Some may argue that such shows "advertise" the city, but this is likely not what that category means. Advertising the city literally means some sort of print or other media that explicitly promote the city. Otherwise, a city could simply say that any popular event "advertises" the city that holds it. Direct funding of fireworks displays and the like are, usually, not a very good fit.

Signs of the Times?

Another frequent question concerns highway signs promoting the city. May a city fund a billboard touting the city's attractions, restaurants, and hotels? Let's put it to the two-part test. Heads in beds? Well, why not? If a billboard encourages motorists to stop in town, those motorists might stay the night, whereas without the sign they would have driven on to the next city. This is exactly what the statute intends. The nine categories? How about advertising? Prior to 2009, a convincing argument could be made that because a billboard literally advertises the city it refers to, that it would fit within the advertising category. All doubt was erased in 2009, when the Texas Legislature added the ninth category – signage directing the public to



sights and attractions. Travel signs are a perfect fit for hotel occupancy tax expenditures.

Chambers of Commerce?

Cities frequently wonder if they can fund the local chamber of commerce using hotel tax money. Do chambers put heads in beds? Maybe, maybe not. Chambers of commerce are typically charged with promoting economic development, not tourism. Even assuming a chamber does promote tourism though, how about the nine categories? Funding a chamber doesn't, in itself, fall into any of the nine categories.

Fortunately, there is an easy solution. The laws governing hotel tax expenditures permit the city to delegate expenditure of hotel tax money to another entity, typically a chamber or convention and visitor bureau. As long as the chamber spends the money on projects that otherwise meet the two-part test mentioned above, it's fine to delegate some funds to them. There must be a written contract laying out the duties of the chamber, though. Also, the chamber must keep the hotel funds in an account separate from its general operating fund.

Arts Organizations

City arts organizations are a common trouble area. It seems that every arts council in the state knows that promotion of the arts is one of the nine categories on which city hotel taxes may be expended. Cities know this because these

arts groups frequently come asking for the money.

The thing to remember about arts groups is this: Direct funding of the organization's operations does nothing in and of itself to put "heads in beds." Put another way, funding the operating budget of an arts council meets the second part of the test (promotion of the arts) but not necessarily the first.

The solution? The city should encourage the group to seek funding only for its festivals and shows that do, in fact, attract tourists to the city. By limiting the expenditure to such events, the city meets both parts of the test.

Don't Forget to Report

Legislation passed in 2017 that requires cities to annually report hotel occupancy tax information to the comptroller, including information on how the funds are spent. Not later than February 20 of each year, a city that imposes a hotel occupancy tax must submit to the comptroller information that includes the city's hotel occupancy tax rate, the amount of revenue generated by the tax, and the amount and percentage of the revenue spent for each of the following purposes:

- Convention or information centers
- Convention delegates registration
- Advertising to attract tourists
- Arts promotion and improvement
- Historical restoration and preservation projects
- Signage directing the public to sights and attractions

Cities must comply with the annual reporting requirements by either submitting the report to the comptroller on a form prescribed by the comptroller, or alternatively providing the comptroller a direct link to, or a clear statement describing the location of, the information required to be reported that is posted on the city's website.

What Else?

There are numerous other technical details about how to legally expend hotel tax funds. In truth, by simply learning and remembering the two-part test, city officials are 99 percent of the way toward full compliance with hotel tax laws. City officials with questions about the hotel occupancy tax should call the TML Legal Department at 512-231-7400. ★