



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
MONDAY, AUGUST 11, 2025 - 10:00 AM
ROCKPORT CITY HALL
212 N LIVE OAK
ROCKPORT, TEXAS 78382

Board Member Michael Ables
Board Member Jatin Bhakta
Board Member Jennifer Day
Board Member Craig Griffin

Board Member Luis Puron
Board Member vacant
Mayor Pro Tem Andrea Hattman
Vanessa Shrauner, City Manager

Notice is hereby given that Rockport Convention and Visitor Bureau Board will hold a Regular Meeting on Monday, August 11, 2025, at 10:00 AM. The meeting will be held in person in the Council Chambers in City Hall, 212 N. Live Oak, Rockport, Texas 78382. 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 Convention and Visitor Bureau 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/Citizen-Participation-Form-52>)
- 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. Consider the approval of the July 14, 2025 CVB Regular Meeting Minutes (Shelley Goodwin, City Secretary)
2. Receive and Discuss Inventory of Tourism Development Recommendations (Nannette Eiland, CVB Tourism Manager, Kelly deShawn)
3. Receive the following updates:
 - i. Tourism Fund
 - ii. Sales Tax Collections
 - iii. Hotel Occupancy Tax Collections
 - iii. Marketing Plan
 - iv. SimpleView
 - v. Social Media(Nannette Eiland, CVB Tourism Manager)
4. Review data generated by the following events:
 - i. Smithsonian
 - ii. WineFest (Nannette Eiland, CVB Tourism Manager)
5. 2026 Initial Media Plan Budget (Nannette Eiland, CVB Tourism Manager)
6. CVB Board members provide updates on local events. ()
7. Consider providing topics for discussion at the next regular Meeting, which is scheduled for Monday, Sept 8, at 10:00 am at City Hall (Nannette Eiland, CVB Tourism Manager)

V. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 9:10 a.m. on August 8, 2025, on the bulletin board of the City Hall, 212 N Live Oak and Service Center, 2751 S. H. 35 Bypass, Rockport, Texas 78382.



Shelley Goodwin, TRMC/MMC
City Secretary



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: August 11, 2025

CATEGORY: Action Item

CAPTION:

Consider the approval of the July 14, 2025 CVB Regular Meeting Minutes

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: August 07, 2025



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager, Kelly deShawn

MEETING DATE: August 11, 2025

CATEGORY: Action Item

CAPTION:

Receive and Discuss Inventory of Tourism Development Recommendations

SUMMARY:

This agenda item will review recommendations made to improve the profitability and visitor experience in the City of Rockport generated by tourism.

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

1. Rockport_Tourism_List_Recommendations

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: August 07, 2025

City of Rockport Tourism Development Recommendations

Inventory of Recommendations

First Year Plan (18 months)

- ☐ Ensure the newly appointed CVB Manager has direct communication with the City Manager.
- ☐ Understand the City leadership and goals as part of the larger vision for the community.
- ☐ Instruct the CVB Manager to draw up a 30, 90, and six month plan of activities with deliverables.
- ☐ Participate in state and/ or national tourism associations; Texas Travel Alliance and Destinations International.
- ☐ Institutionalize CVB Commission performance reporting at monthly meetings.
- ☐ Budget and subscribe to weekly accommodation sector reports.
- ☐ Examine current funding allocations and ensure compliance with Texas statutes.
 - ☐ Statute 351.009. requires annual reporting to the Texas comptroller.
 - ☐ Align & institutionalize local ordinances to conform with State law for HOT disbursements.
 - ☐ Adjust event funds to be proportional to allocation for arts, culture, and historic allocations.
- ☐ Allocate a portion of HOT for group incentives at the ROCC.
- ☐ Consider applying to be an “Eligible Coastal Municipality” to access State HOT for beaches.
- ☐ Consider increase in tax, a home-rule city with a population of less than 80,000 can tax to 9%.
- ☐ Re-enlist Aransas County and Fulton in marketing efforts.
- ☐ Create a high quality basemap for use in promotions.
- ☐ Work collectively to stipulate requirements for City support of the Visitor Center.
- ☐ Identify additional places & means to communicate visitor information.
- ☐ Understand visitor movement through cell phone data from the Aransas Economic Development Partnership.
- ☐ Continue support of events and festivals.
- ☐ Review & update the ROCC / City contract.
- ☐ Understand available meeting spaces across the community.
- ☐ Catalog venues and develop online group meeting catalogues with room capacities, services, and amenities.
- ☐ Develop a calendar of availability and rates for sales by the ROCC.
- ☐ Build media budget alternatives for 2025/ 2026 that include addition funding from the County & Fulton.
- ☐ ‘Be prepared!’ for City budget discussions- present CVB budget first to the Tourism Commission.
- ☐ Appoint the CVB Manager as the official spokesperson, develop a press list and, coordinate press visits.
- ☐ Make your own news, develop “Top 10...” and “Most Popular” lists.

First Year Plan (18 months)

- ☐ Coordinate familiarization or “FAM trips” for travel writers.
- ☐ Develop a fan club based on influencer recommendations.
- ☐ Make a social media posting calendar and stick to it- consistency is key!
- ☐ Start an online City controlled graphic asset library with photos and videos.
- ☐ Leverage newly established social media accounts to be 'the point of reference' for Rockport.

Three Year Goals

- ☐ Promote CVB on-line media room to press.
- ☐ Plan by Year 3 to undertake a brand renewal.
- ☐ Re-establish Spring Fling media tours
- ☐ At the 10 year anniversary of Harvey, hold a “We’re Back!” press event
- ☐ Create and distribute a Visit newsletter
- ☐ identify ‘gaps’ in the calendar and work to fill with events.
- ☐ Consider owning a “Rockport (Event)” that is organized by the city
- ☐ Hold an Events Workshop to encourage others to hold events.
- ☐ Coordinate local business sales agents to represent the destination as a whole.
- ☐ Identify ‘backyard marketing’ opportunities within local industry & Aransas County Economic Development Partnership
- ☐ Target small association. Associations make organizational budgets by hosting a regular events and conferences.
- ☐ Try to lock in groups by contracting multi-year business.
- ☐ Consider developing brand or iconic group meetings
- ☐ Conduct an inventory of all city, county, and private recreational venues
- ☐ Join the Sports Events and Tourism Commission Association.
- ☐ Conduct an assessment and hold a community based dialogue about investing in sports tourism opportunities.
- ☐ Create immersive experiences that are interactive and engaging.
- ☐ Curate a destination map for use by the CVB.
- ☐ Explore gamification.
- ☐ Contract for the installation of both wayfinding and destination signage.
- ☐ Create iconic photo opportunities.

Three Year Goals

- ☐ Enhance visitor experiences through the development of itineraries and packages.
- ☐ Consider the publication of a 'lifestyle magazine' as a visitor's guide.
- ☐ Advocate for accessibility, transportation and public restroom improvements.
- ☐ Collect visitor information and feedback and analyze for insight.
- ☐ Develop a 'loyalist' program which recognizes year over year visitors.
- ☐ Hold an annual Tourism Summit of stakeholders, residents, and businesses- tourism is everybody's business.
- ☐ Promote economic impact of tourism and share tourism lexicon.
- ☐ Ensure that monthly meetings are impactful.
- ☐ Plan for and invest in public restrooms, wayfinding signage, and 'pop up' amenities in high density areas.
- ☐ Work with local arts groups to create opportunities for local talent.
- ☐ Advocate to the Navigation District to undertake beach improvements.
 - ☐ Hotel Occupancy Tax levied by the State can be allocated to beach maintenance or beach building.
- ☐ Explore additional opportunities to improve on the City's infrastructure & capital improvements.
- ☐ Work to protect & improve the natural resources that underpin visitation- like Little Bay.
- ☐ Consider becoming a Blue Flag accredited beach to demonstrate good stewardship & quality.
- ☐ Create accountability in the HOT program by conducting annual, random audits of businesses.
- ☐ Pursue grants in partnership with local groups.
- ☐ Create an "Incubator Fund" for new events which is limited in the number of years the group will receive funding.
- ☐ Consider the creation of a downtown "Entertainment District" under City Council jurisdiction.

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AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: August 11, 2025

CATEGORY: Action Item

CAPTION:

Receive the following updates:

- i. Tourism Fund
- ii. Sales Tax Collections
- iii. Hotel Occupancy Tax Collections
- iii. Marketing Plan
- iv. SimpleView
- v. Social Media

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

1. Rockport CVB Meeting Notes 081125
2. Rockport CVB - Google Performance MAX Streaming - July 2025 Digital Performance
3. CVB Social Media Metrics July 2025

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: August 07, 2025

Rockport CVB Meeting Notes

Date: August 11, 2025

Media Placements

Notable Media Recognition for Rockport-Fulton:

- Rockport is featured in an August 2nd World Atlas article highlighting great places for retirees to visit. <https://www.worldatlas.com/cities/7-best-texas-towns-for-retirees.html>
- Rockport beach was featured by Islands Magazine on July 12th.
<https://www.islands.com/1906917/rockport-texas-hidden-city-first-blue-wave-beach-texas-quiet-quirky-gulf-coast/>

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
- Facebook: <https://www.facebook.com/exploreroockportfulton/>
- Instagram: <https://www.instagram.com/exploreroockportfulton/>
- For the month of July the YouTube, Facebook and Instagram Accounts reached 1,323,000 users
- Top out of town Texas locations reached through social media: San Antonio, Houston, Victoria, Austin, Laredo, Dallas/Fort Worth

Content Strategy:

- Daily organic content posting schedule, mixing professional photography and video content
- 268 total posts in July 2025, including stories
- Gathering weekly video content for social media reels and YouTube shorts
- Integrated organic content into paid social media, YouTube, streaming TV, and Google ad campaigns
- Shared content from local accommodations, attractions, events, visitors, and tourism businesses via Facebook News Feed and Instagram/Facebook stories
- Highlighting local businesses each week using video and photo content
- Updated our social media landing page with relevant links:
<https://m-sml.mtrbio.com/public/smartlink/explore-rockport-fulton>

Advertising Campaigns:

- 2 Facebook and Instagram advertising campaigns with an initial focus on brand awareness and account growth reaching 747,480 users
- Finished promoting Art Festival and Wendell Fireworks show through social media advertising, working on incorporating Hummerbird and Seafair into the advertising in August.

Photography & Visual Content

Professional Photography and Video:

- Received additional drone photos from multiple community sites and attractions, from Devin Shae photography
- Organized additional photo shoots with Annie Bell photography
- Receiving weekly social media and YouTube shorts videos created by videographer Tank Videos, posting these each weekend. Working with Tank Videos to come up with video content ideas and storyboards, recent videos highlighted RCAD and the community overall
- Continued filming and highlighting one business each week.

Website Development & Business Engagement

Simpleview Collaboration:

- Conducted final CRM meeting with Simpleview
- Determined website launch date of October 15th, 2025
- Began gathering content (photos and text) for the new site and launch critical pages, due date is August 29th, 2025
- View progress on website and map here:
<https://designportal.simpleviewinc.com/15824/rockport-tx-2025-website-design/>
- Username: karl@personadigitalmarketing.com PW: simpleview

Television & Media Appearances

Coastal Living TV:

- Organized two upcoming Coastal Living TV appearances:
 - Mural Fest
 - Hummerbird Festival
- CVB has 2 remaining TV appearances allocated for Seafair and 1 other notable event

Google Campaign Performance (July 2025)

Google SEM/Performance Max Summary:

- New video added to the Rockport Vacation Performance MAX campaign on 7/21.
- Rockport Vacation Branding SEM delivered 8,290 SEM ad impressions to potential visitors. 3,447 impressions during June 2025.
- The Plan Your Stay page received 703 visits in July. 512 in June. Click-thru rate decreased from 17% in June to 8.5% in July. CTR was comparable to May.
- Rockport Vacation Branding Performance MAX campaign delivered over 506K impressions with 10,991 visits to the Plan Your Stay page. Delivered 345K impressions and 456 visits to the Plan Your Stay page in June.
- Overall, the July Google campaigns resulted in 811 website conversions on the Plan Your Stay page.
- Condos & Vacation Homes: 384 | Hotels & More: 307 | RV Park: 94 | Apartment: 26
- Recommendations: Rockport Vacation Campaigns are performing great so far with well above average CTR engagement. Working on new spots and creative for the upcoming HummberBird Festival campaign to start in August. New Images have been added for the Rockport Vacation PMAX campaign on 8/5.

OTT Streaming Campaign

- *There was an issue with the Streaming campaign in July where the Art Festival spot ran for the entire month and ran through 8/4 before it was corrected. The correct "Find Yourself in Rockport" spot is currently running, and we have setup a make good line of approximately 150K additional impressions for this month to make up for the what ran incorrectly from 7/7 – 8/4.*
- The Streaming campaign delivered over 134K OTT video impressions across the state of Texas from 7/7 – 7/31.
- Reached 65K households that fit our audience of Families or interest in Beach Travel. Avg. frequency of 2 times per household in July. Avg. frequency was 2 in June.
- 528 website visits from those who were served the OTT video spot on the Connected TV in July. 637 in June.

Recommendations: Rockport Vacation Campaigns are performing great so far with well above average CTR engagement. Working on new spots and creative for the upcoming HummberBird Festival campaign to start in August. New Images have been added for the Rockport Vacation PMAX campaign on 8/5.

Rockport CVB DIGITAL REPORTING

DAN KING // DANIEL.KING@KRISTV.COM // 361.877.4819

CHIP CROSSLEY // CHARLES.CROSSLEY@KRISTV.COM // 361.44.0412



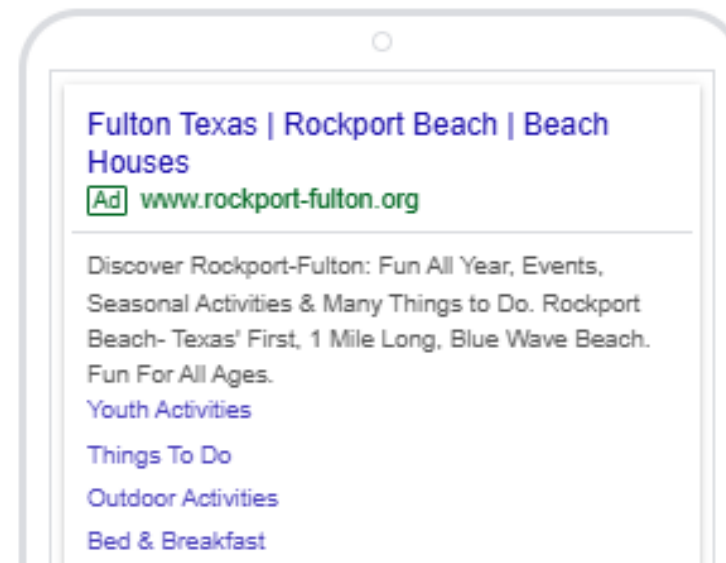
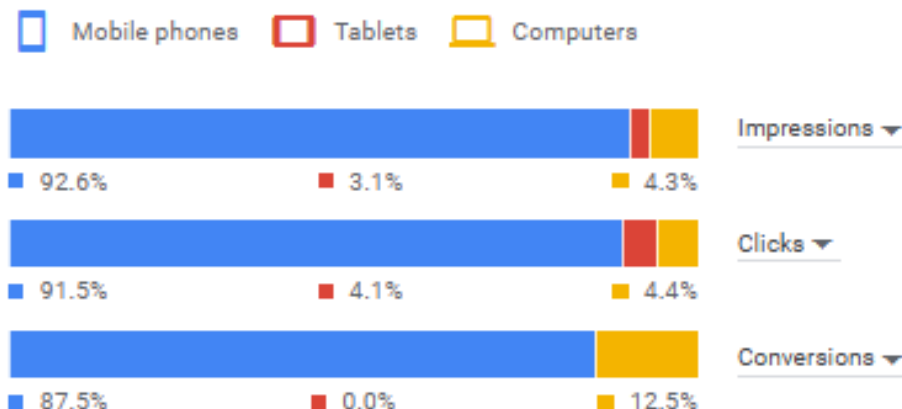
Google SEM/ Branding - July 2025



THE CAMPAIGN GENERATED:

- 8,290 potential visitors viewed your SEM ad and 703 clicked through to <https://www.rockport-fulton.org/PlanHome/> generating 8.5% Click Thru Rate, well above the 2% National avg.
- 17 Conversions Plan Your Stay from the Google SEM were tracked during the month.
- 10% of the search impression in Texas markets outside of the Corpus Christi market.
- 40% of ad have shown up in the top search ad positions on Google. **19% in 1st spot.**
- Top performing keywords: Beach Getaway, Rockport Texas, Rockport Beach, Texas Beaches, Texas Vacation...
- Top Audiences: Women 45+ in the top 10% of Household Income.
- Top Performing TX Regions: Dallas/Ft Worth, Houston, San Antonio, Austin, Waco/Temple/Bryan, Tyler/Longview...

Ad performance across devices

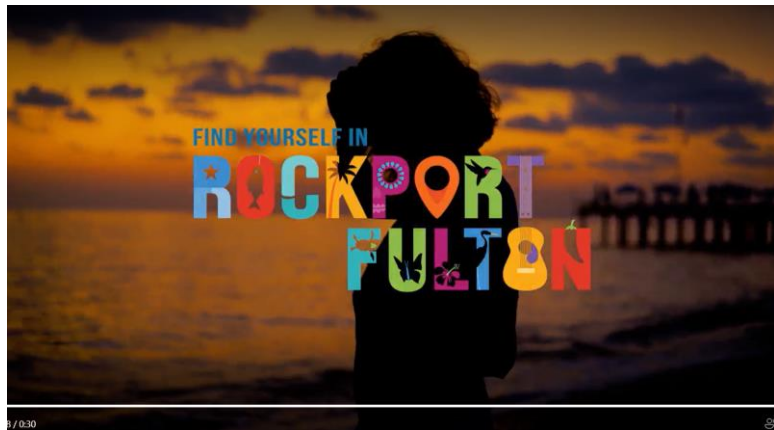


Google Performance MAX/ Branding - July 2025

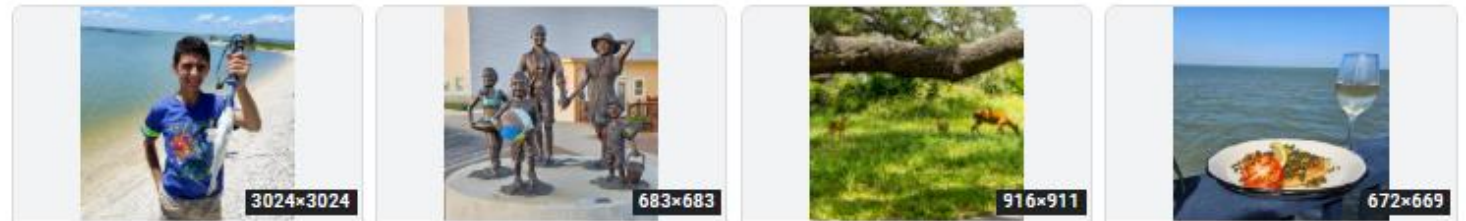


THE CAMPAIGN GENERATED:

- 506,060 potential visitors viewed your digital ads on Google Performance MAX and 10,991 clicked through to <https://www.rockport-fulton.org/PlanHome/> generating 2.2% Click Thru Rate, well above the 2% National avg.
- 794 Plan Your Stay Conversions from the campaign were tracked during the month.
- Top Performing Keywords: Events in Rockport, Rockport TX, Visit Rockport TX, What to do in Rockport...
- Top Performing Ads: Plan a Trip
- Top Audiences: Ages 65+, Luxury Travelers, Hotels & Accommodations, Business Travelers, Beach Travelers...
- Top Performing TX Regions: Houston, San Antonio, Dallas, Austin, Fort Worth, Live Oak, Arlington, Georgetown...



Top Performing Assets



Scripps Ads+ OTT/ Branding - July 2025



FROM THIS CAMPAIGN STRATEGY:

- 134,875 OTT video ad impressions delivered.
- Reached 65,548 households with a frequency of 2.
- 98% Video Completion Rate. Goal is to be at 90% or higher.
- 528 website page views with 0 clicks on the STAY section.

Delivery by region

Region	Total Impressions
Dallas - Fort Worth	41243
Houston	35681
San Antonio	14444
Austin, TX	8521
Tyler - Longview (Lufkin & Nacogdoches)	5575
Waco - Temple - Bryan	5208
Harlingen - Weslaco - Brownsville - McAllen	3533
Beaumont - Port Arthur	3451
El Paso	2607

Delivery by channel

OTT Channel	Total Impressions
ION Television	62,212
ION Mystery	18,714
Grit Xtra	11,178
Court TV	10,332
Scripps News	9,697
Bounce XL	8,338
ION Plus	7,974
Laff	2,062
Laff More	1,663
Bounce TV	1,495
Tablo TV	1,003
KRIS 6 News	207

Google Performance MAX Campaign Summary & Key Insights



Google SEM & Performance MAX – July 2025

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- **There was an issue with the Streaming campaign in July where the Art Festival spot ran for the entire month and ran through 8/4 before it was corrected. The correct “Find Yourself in Rockport” spot is currently running, and we have setup a make good line of approximately 150K additional impressions for this month to make up for the what ran incorrectly from 7/7 – 8/4.**
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- 528 website visits from those who were served the OTT video spot on the Connected TV in July. 637 in June.
- 0 visits to the STAY section of the site from the same people. 0 in June.

Recommendations: Rockport Vacation Campaigns are performing great so far with well above average CTR engagement. Working on new spots and creative for the upcoming HummberBird Festival campaign to start in August. New Images have been added for the Rockport Vacation PMAX campaign on 8/5.

Social Media Report

01 Jul 25 - 31 Jul 25

Explore Rockport-Fulton



Explore Rockport-Fulton



exploreroockportfulton



Explore Rockport-Fulton



Rockport CVB

Followers

15.27K
+72.52%



📅 Explore Rockport-Fulton

13.52K

+74.55%

Facebook

1737

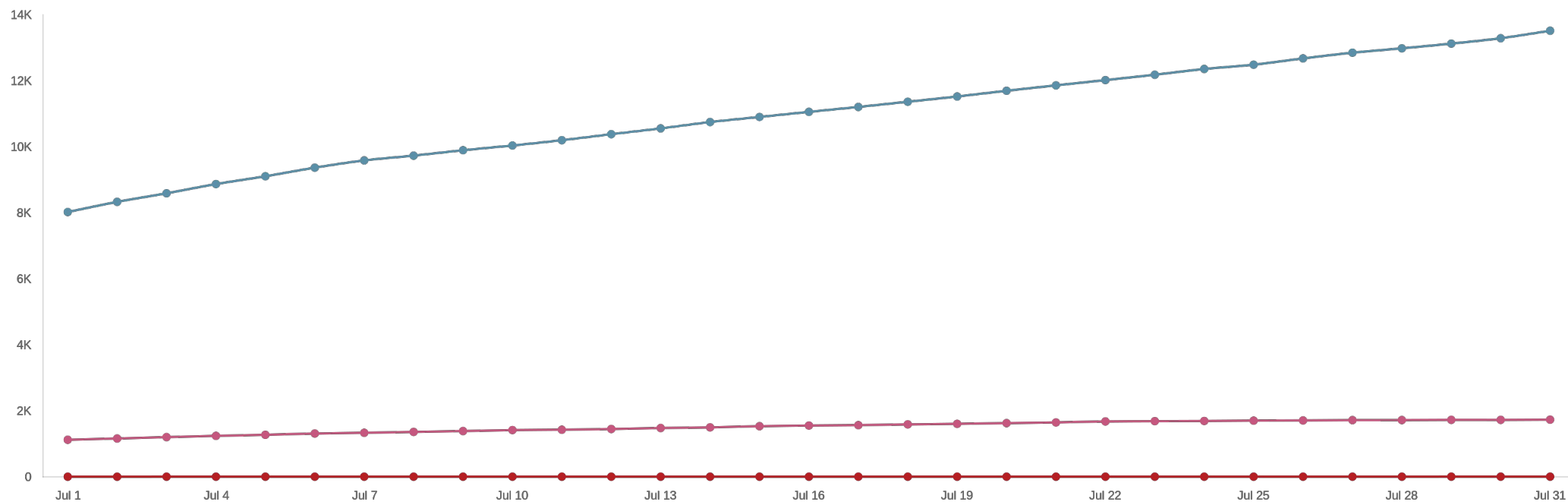
+58.49%

Instagram

10

+25.00%

Youtube



Jul 1 - Jul 31

Impressions

📅 Explore Rockport-Fulton

1.32M
+97.57%



1.14M
+119.24%

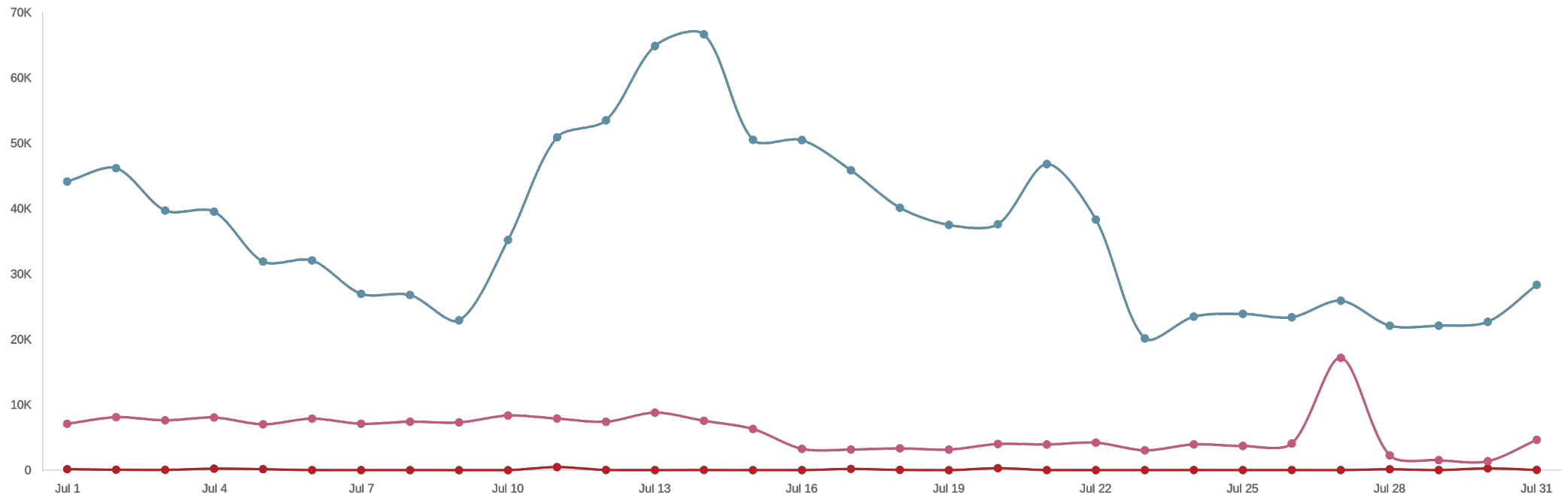
Facebook

180.88K
+30.45%

Instagram

2580
-77.14%

Youtube



Jul 1 - Jul 31

Interactions

25.29K
+84.89%



📅 Explore Rockport-Fulton

23.12K

+88.11%

Facebook

2168

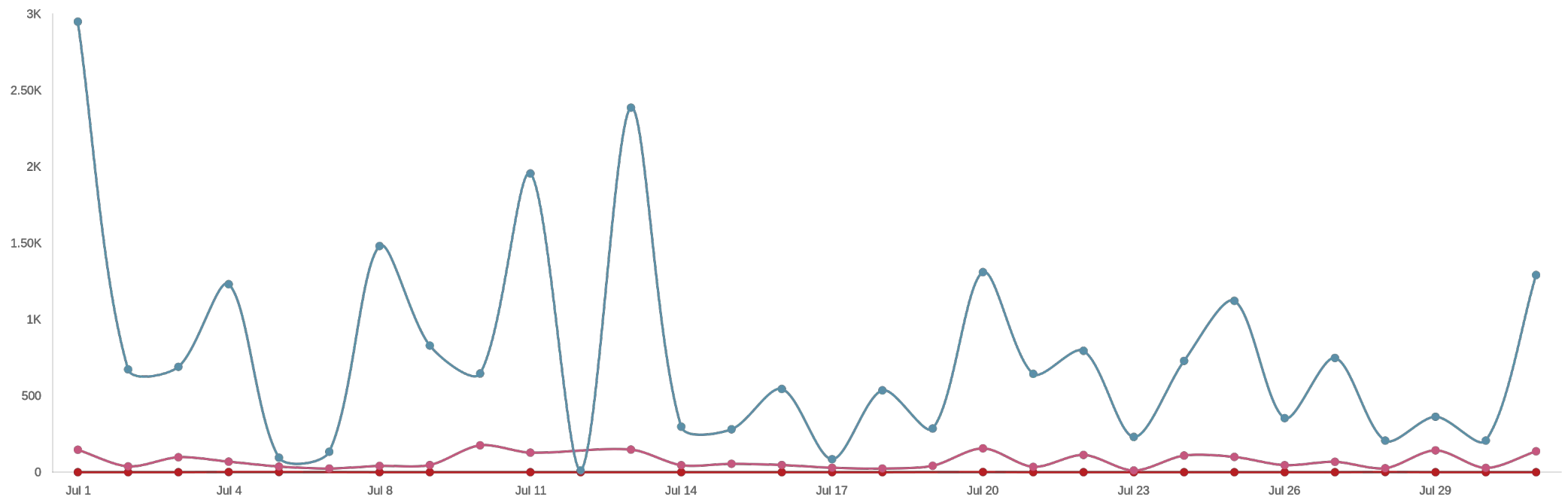
+59.06%

Instagram

4

-84.62%

Youtube



Jul 1 - Jul 31

Posts

527
+84.27%



📅 Explore Rockport-Fulton

259

+79.86%

Facebook

259

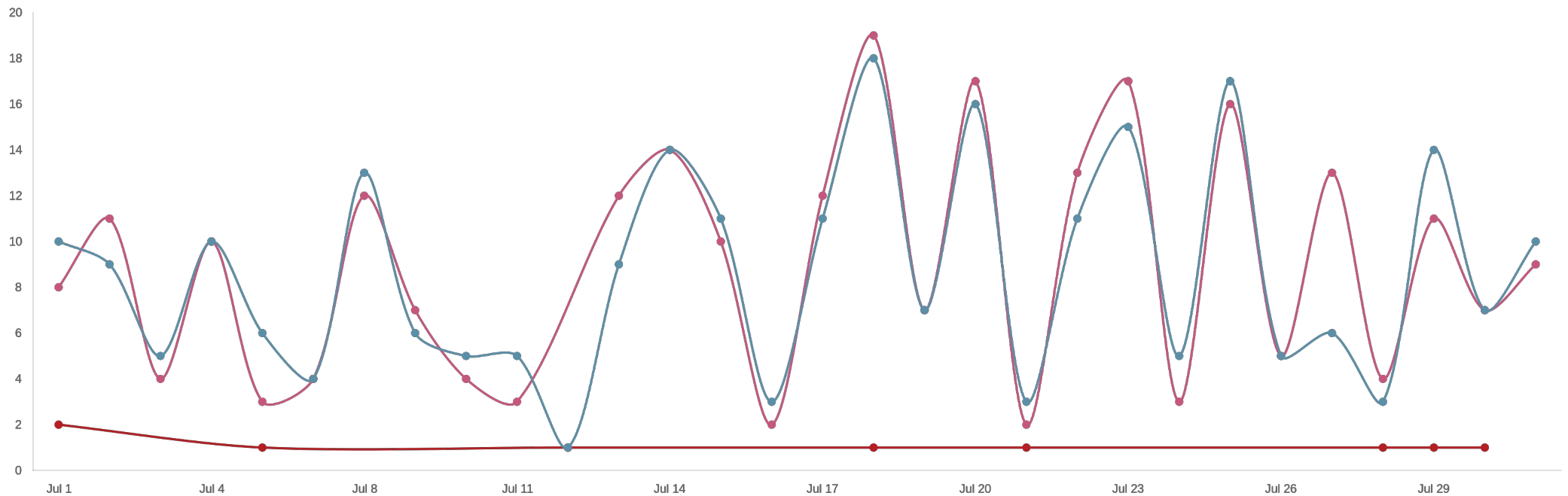
+90.44%

Instagram

9

+50.00%

Youtube



Jul 1 - Jul 31

Ranking of posts

📅 Explore Rockport-Fulton

Showing 20 posts sorted by impressions

Published		Text			Impressions	Interactions
Jul 01, 2025 14:00		Just the quiet charm of Downtown Rockport this evening! Coastal charm is just a drive away - visit...	Go		55.69k	2885
Jul 11, 2025 12:02		Lights, water, action! 🐟 The Fulton Fishing Pier comes alive at night with glowing green lights and...	Go		42.9k	1598
Jul 13, 2025 17:58		"Rockport Beach in Texas is known for its gentle waves, walkable sand, and family-friendly atmospher...	Go		41.68k	2220
Jul 20, 2025 18:51		Rockport, Texas...come for the fishing, seafood, art, and nature...stay for the sunsets... leave wit...	Go		21.05k	1271
Jul 04, 2025 12:02		Standing strong for over 1,000 years, The Big Tree is Rockport's living legend 🌳❤️ Located in Lama...	Go		20.61k	1221
Jul 08, 2025 17:02		A little taste of Ireland on the Texas coast 🍀 Fulton's Irish Pub and Grill serves up cold pints, ...	Go		19.53k	1457

Published		Text			Impressions	Interactions
Jul 31, 2025 16:55		Looking for your next favorite outfit and a sweet treat? 🍪🍩 @goincoastaloutfitters in downtown R...	Go		19.07k	1262
Jul 25, 2025 13:50		The sights and sounds of Copano Bay at Sunset🌅 #copanobay #rockporttx #explorerockportfulton #find...	Go		17.16k	89
Jul 25, 2025 13:50		The sights and sounds of Copano Bay at Sunset🌅 #copanobay #rockporttx #explorerockportfulton #find...	Go		15.53k	1075
Jul 03, 2025 17:59		Hidden Gem: Airport Road Kayak Launch in Rockport-Fulton, Texas. An @aransaspathways site! Tucked ...	Go		14.93k	625
Jul 22, 2025 15:00		What relaxation sounds like...🌴🌊 Just one moment at the Rockport Beach is all it takes to reset you...	Go		14.9k	795
Jul 09, 2025 12:03		🏰 Fulton Mansion History meets drama at sunset! The iconic Fulton Mansion stands tall against a gl...	Go		12.59k	784
Jul 16, 2025 14:01		Anchored in history! 🚢 The Texas Maritime Museum in Rockport-Fulton showcases the rich coastal he...	Go		12.46k	509
Jul 27, 2025 12:01		Start your visit to Rockport Beach with a view that inspires! 🌊🏖️ This powerful sculpture welcomes...	Go		11.49k	567

Published		Text			Impressions	Interactions
Jul 02, 2025 12:02		Where shrimp boats rest and sunsets steal the show 🌅🚤 Fulton Harbor in Rockport-Fulton, Texas, is ...	Go		11.12k	673
Jul 24, 2025 18:47		Lady Captain 🚤 Lady Captain is a clothing line and storefront located bayside in Rockport! Inspi...	Go		9030	456
Jul 18, 2025 12:02		Looking for a local favorite? 🍷🚤 Benchwarmers is a go-to spot in Rockport-Fulton, known for great...	Go		8040	536
Jul 26, 2025 14:10		POV: You accidentally stumbled into your new happy place!	Go		7255	354
Jul 14, 2025 12:02		Evening strolls by the seawall just hit different. 🎧 Watch the boats come and go, and soak in those...	Go		7088	247
Jul 21, 2025 12:02		Looking for the perfect photo spot in Rockport? 📸 We've got you covered! Head to downtown Rockpor...	Go		6759	623

Impressions

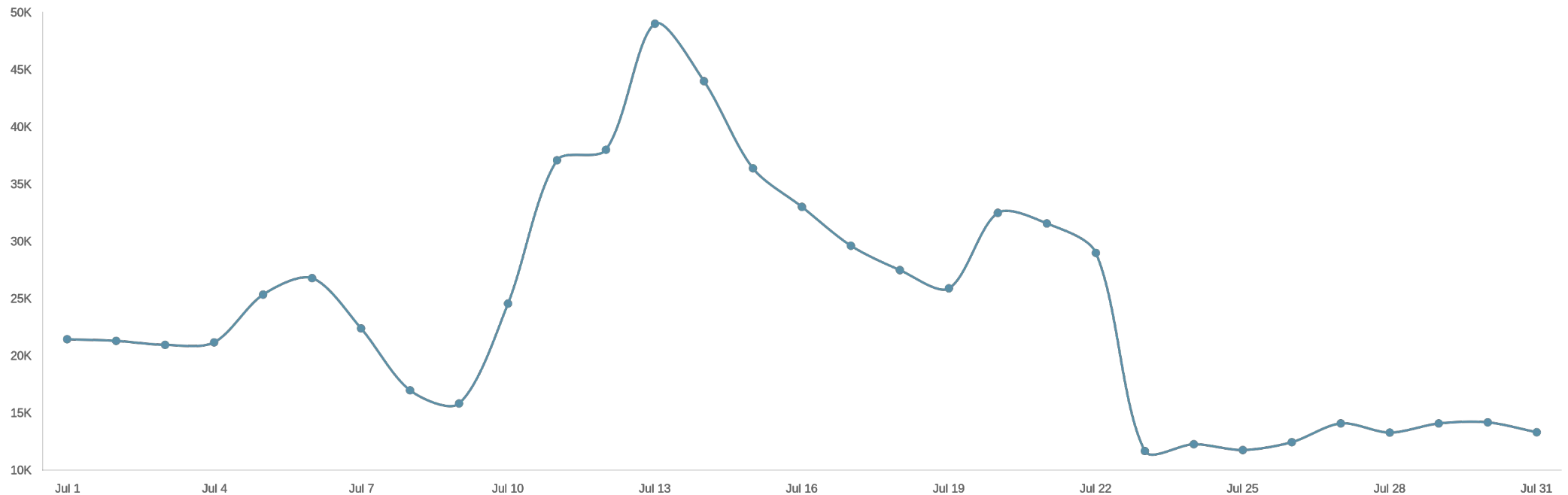
📅 Explore Rockport-Fulton

747.48K
+56.61%



747.48K
+56.61%

Meta Ads



Jul 1 - Jul 31

Clicks

📋 Explore Rockport-Fulton

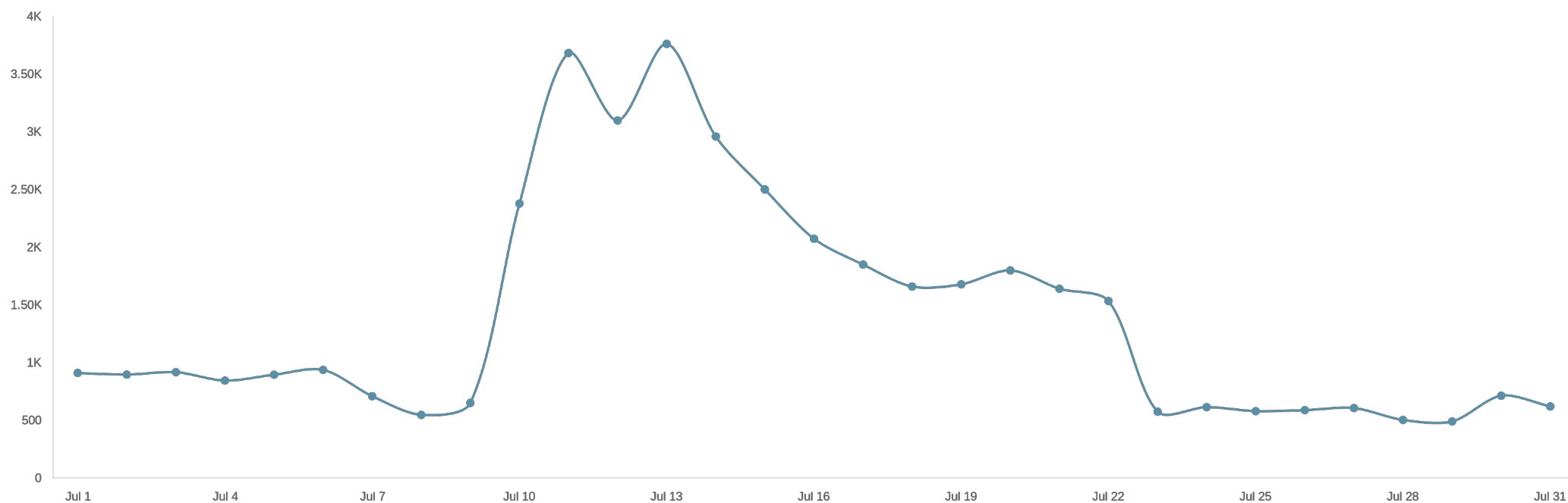
43.21K
+103.42%



43.21K

+103.42%

Meta Ads



Jul 1 - Jul 31

CPM

📋 Explore Rockport-Fulton

6.21
-31.75%



6.21
-31.75%
Meta Ads



Jul 1 - Jul 31

CPC

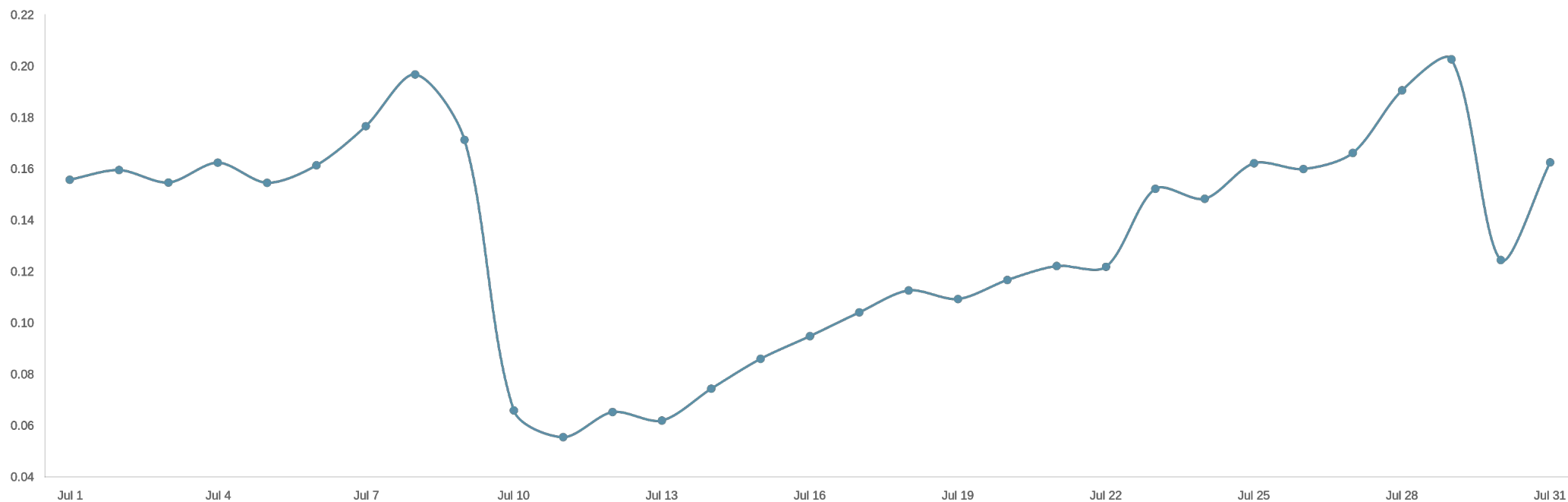
Explore Rockport-Fulton

0.11
-47.46%



0.11
-47.46%

Meta Ads



Jul 1 - Jul 31

Spent

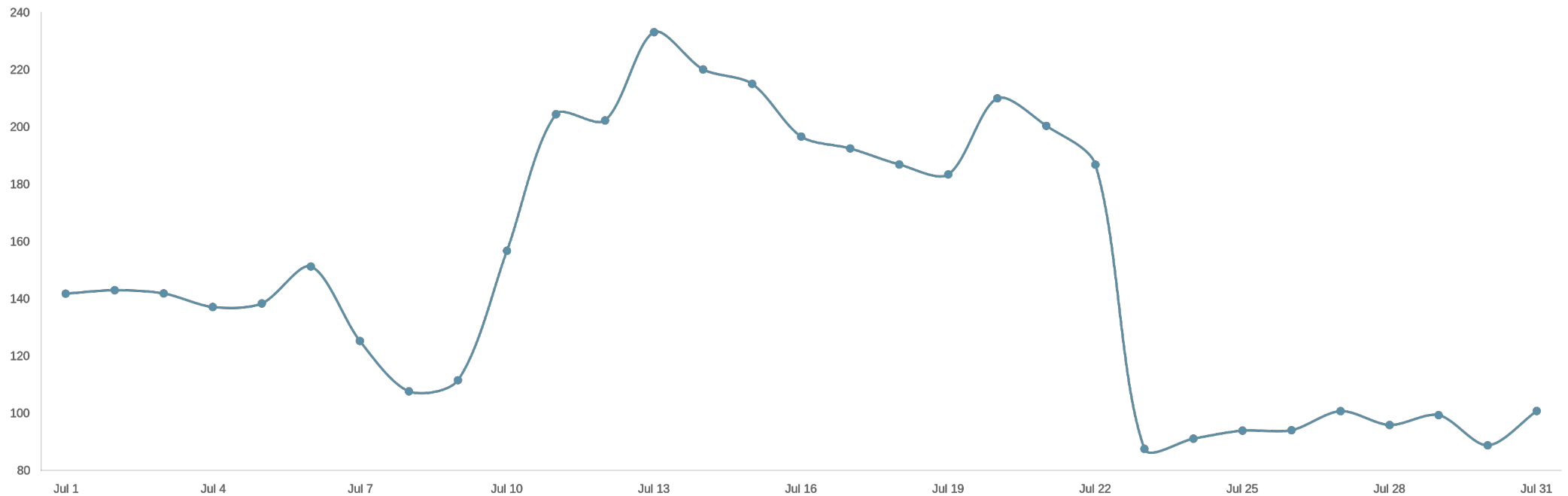
📅 Explore Rockport-Fulton

4638.42
+6.89%



4638.42
+6.89%

Meta Ads



Jul 1 - Jul 31

Campaigns ranking

Explore Rockport-Fulton

Showing 4 campaigns sorted by impressions

Updated	Campaign		Impressions	Clicks	CPM	CPC	Spent
Jul 07, 2025 12:40	[05/20/2025] Promoting Explore Rock PAGE_LIKES		387.65k	15.4k	6.57	0.17	2546.17
Jul 22, 2025 13:43	[07/10/2025] Promoting www.fb.com/6 LINK_CLICKS		261.56k	23.73k	4.68	0.05	1223.68
Jun 05, 2025 21:40	CVB Reel - Brand Awareness OUTCOME_ENGAGEMENT		103.36k	4274	9.09	0.22	939.3
Jun 24, 2025 12:29	Event: The 60th Annual Wendell Fami EVENT_RESPONSES		5615	505	2.84	0.03	15.92

Community growth

 Explore Rockport-Fulton

13.52K

+74.55%

Followers

262

+87.14%

Total content

4697

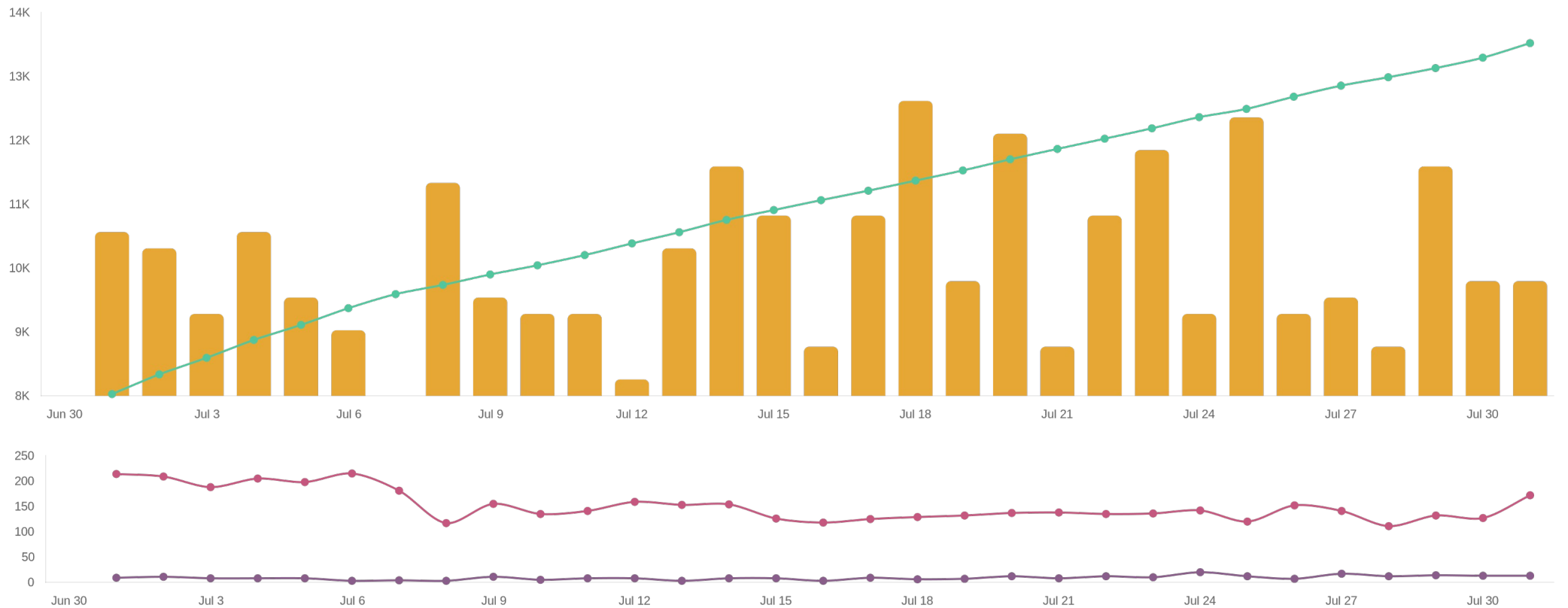
-20.70%

Acquired likes

280

+72.84%

Lost likes



Jul 1 - Jul 31

Posts viewed in period

 Explore Rockport-Fulton

1.13M

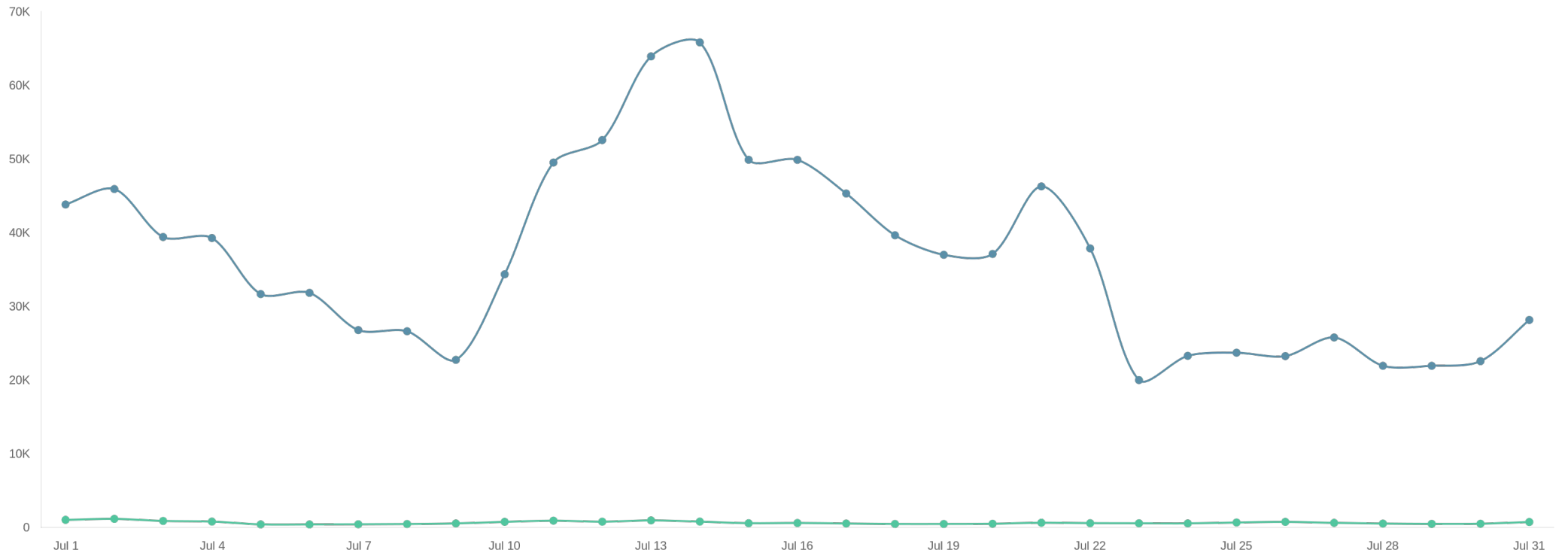
+118.81%

Impressions

20.28K

+93.39%

Reactions



Jul 1 - Jul 31

Demographics: countries and cities

 Explore Rockport-Fulton

Top 10 countries

United States	99.88%
Mexico	0.04%
Nigeria	0.02%
Canada	0.01%
Algeria	0.01%
Micronesia	0.01%
Japan	0.01%
Cambodia	0.01%
Morocco	0.01%
Puerto Rico	0.01%

Top 10 cities

San Antonio, TX	9.83%
Rockport, TX	5.20%
Corpus Christi, TX	3.70%
Houston, TX	2.81%
Victoria, TX	1.48%
Austin, TX	1.43%
Laredo, TX	0.84%
Fort Worth, TX	0.81%
Fulton, TX	0.81%
New Braunfels, TX	0.78%

Page impressions

 Explore Rockport-Fulton

1.14M

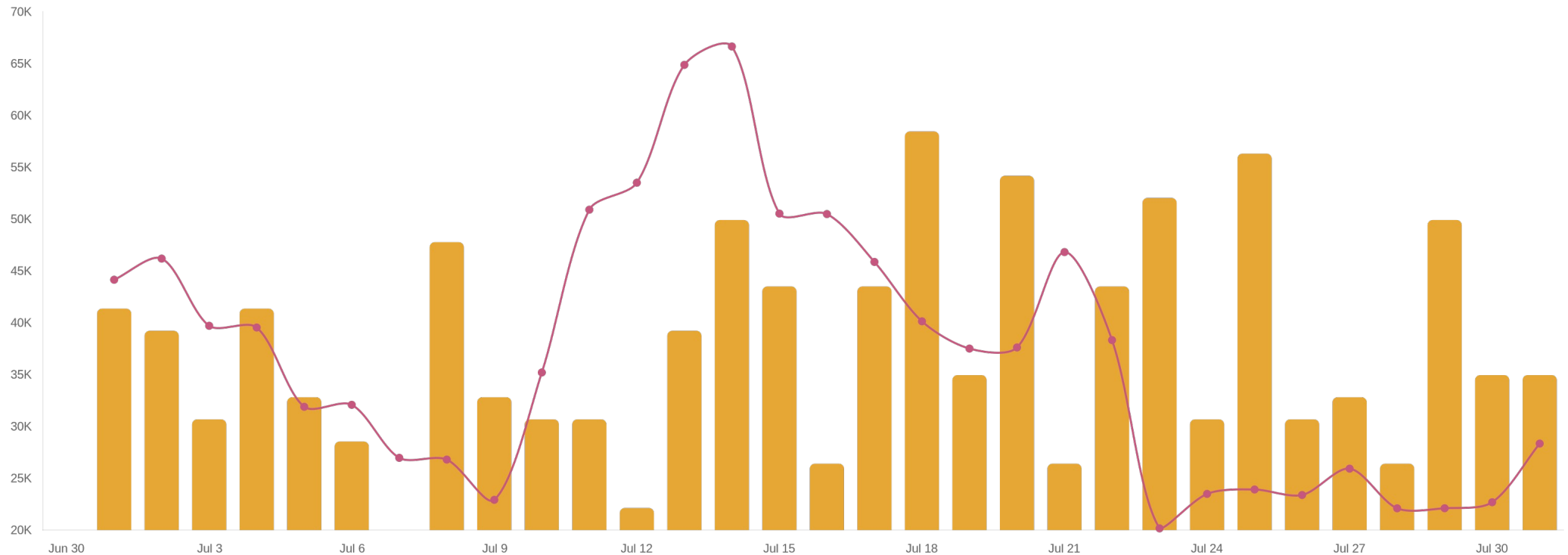
+119.24%

Impressions

262

+87.14%

Total content



Jul 1 - Jul 31

Clicks on page

 Explore Rockport-Fulton

0

Total clicks

38.71K

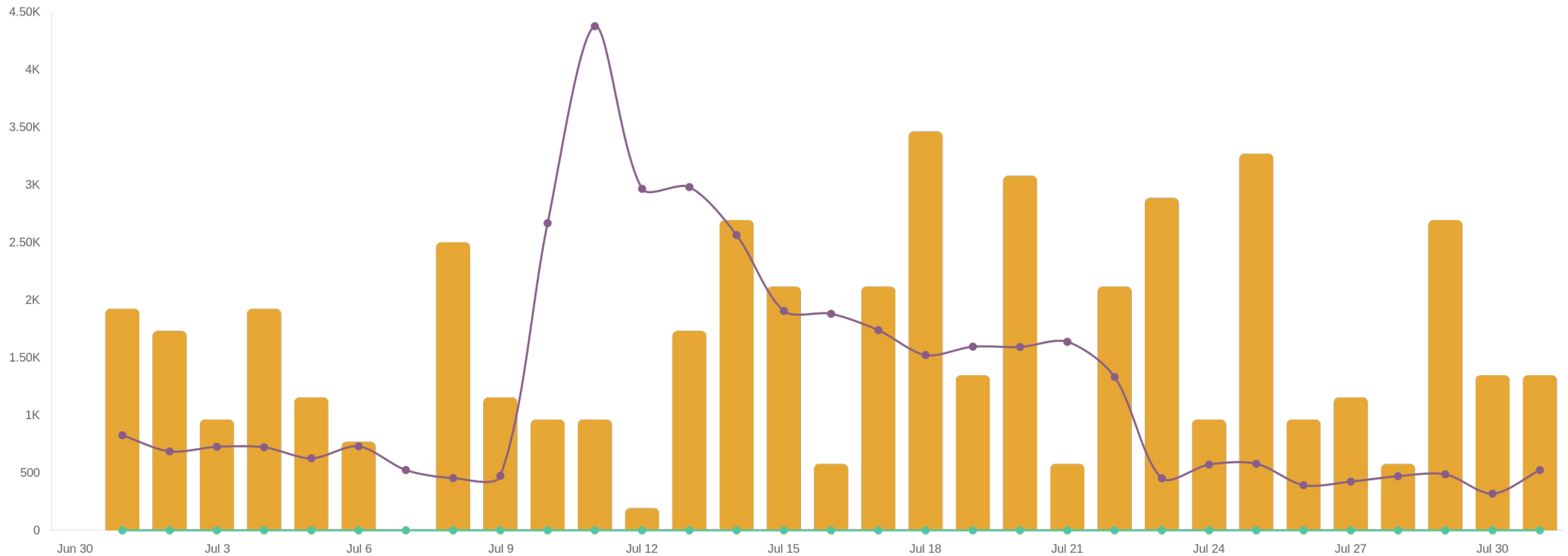
+185.86%

Page visits

262

+87.14%

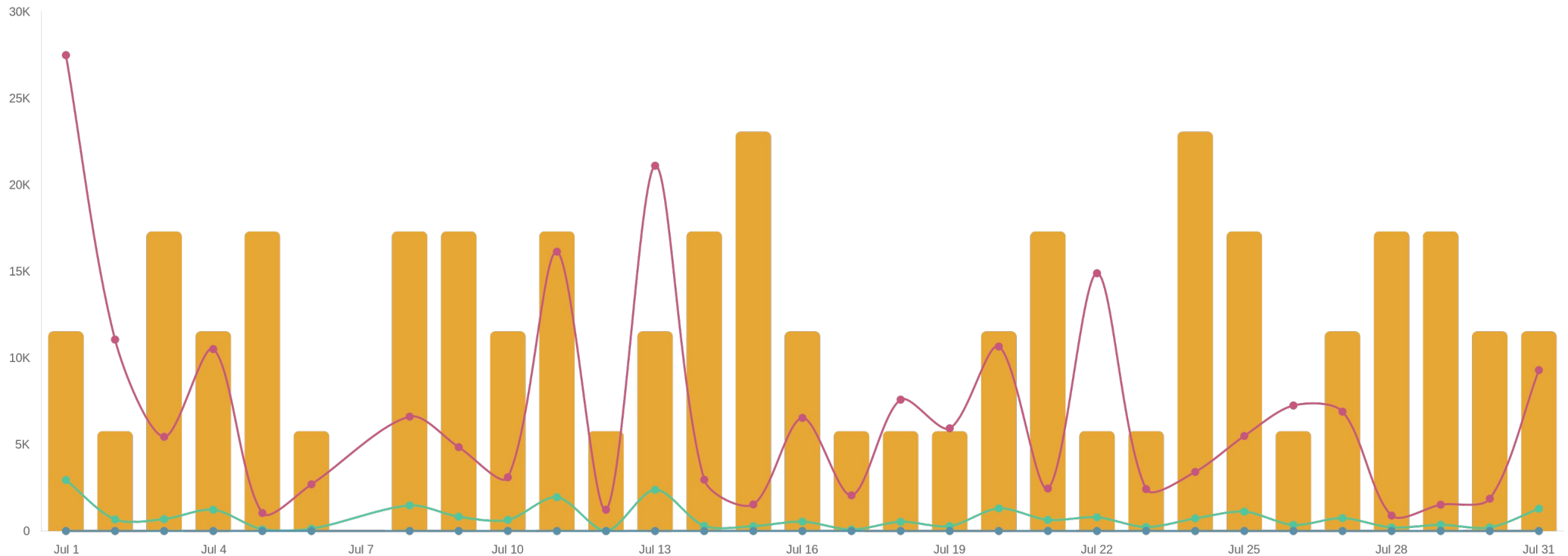
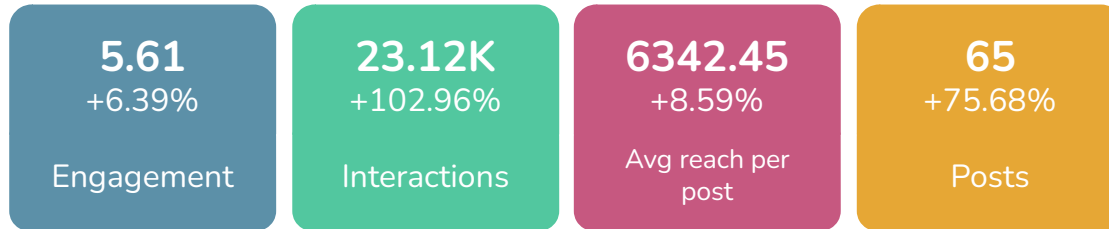
Total content



Jul 1 - Jul 31

Posts published in period

 Explore Rockport-Fulton



Jul 1 - Jul 31

Interactions of published posts

 Explore Rockport-Fulton

11.33K

+90.71%

Reactions

534

+137.33%

Comments

1140

+113.08%

Shares

10.11K

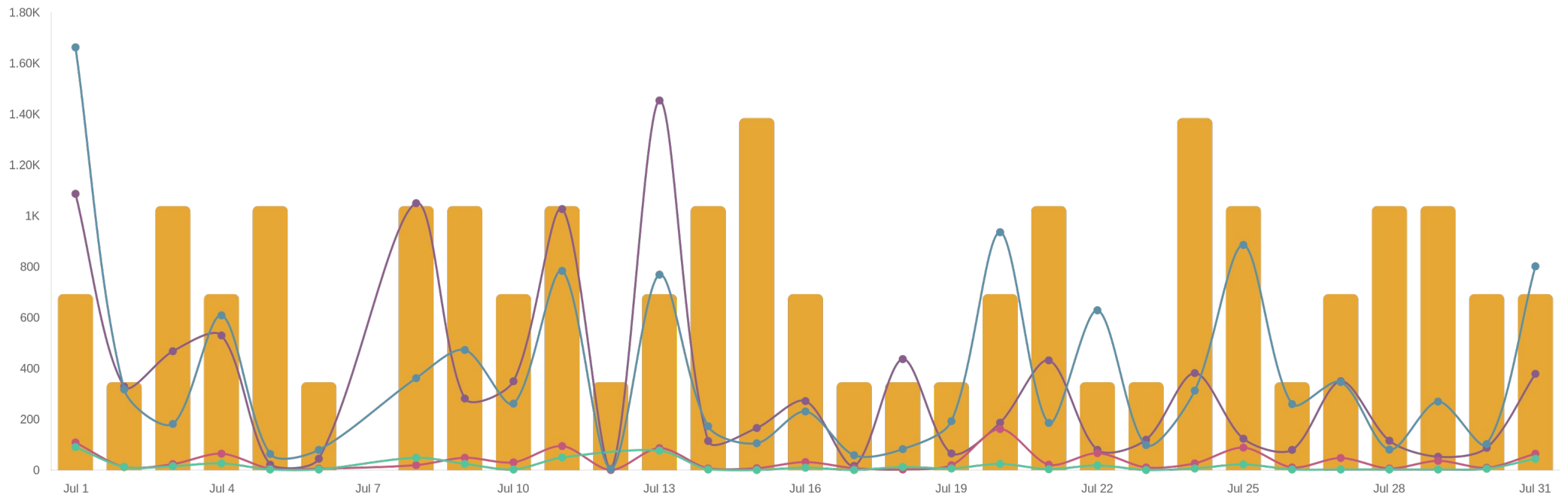
+115.67%

Clicks

65

+75.68%

Posts



Jul 1 - Jul 31

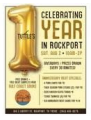
Ranking of posts

 Explore Rockport-Fulton

Showing 20 posts sorted by engagement

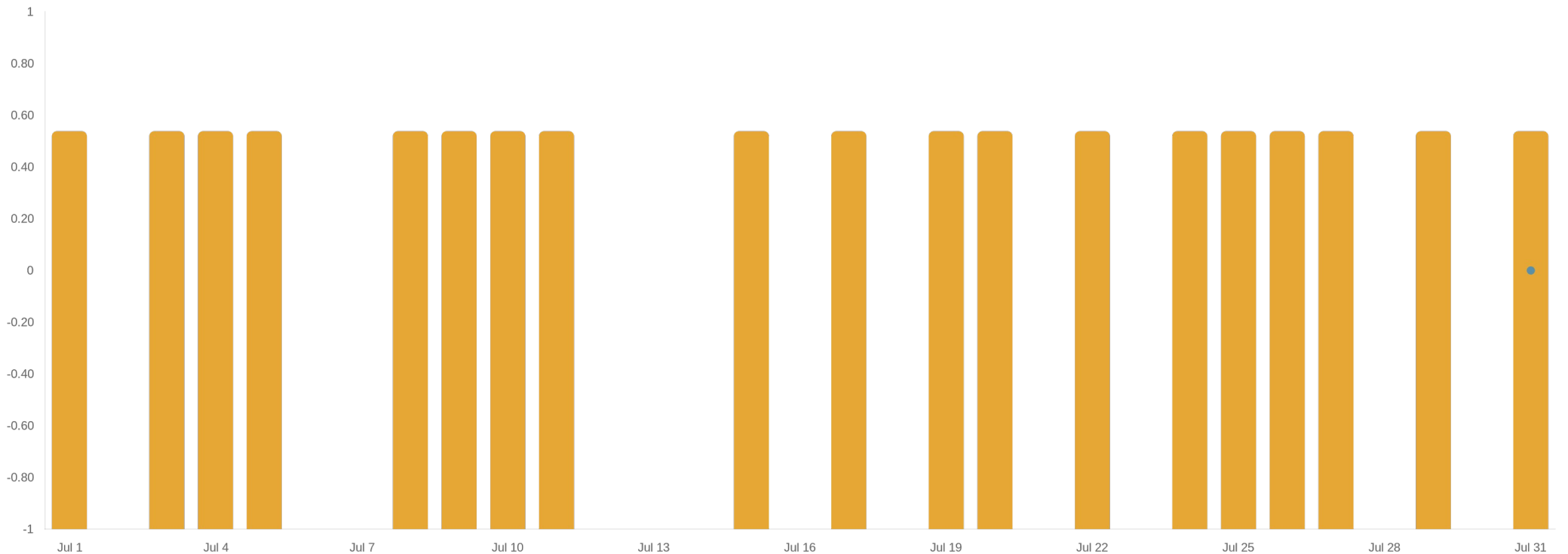
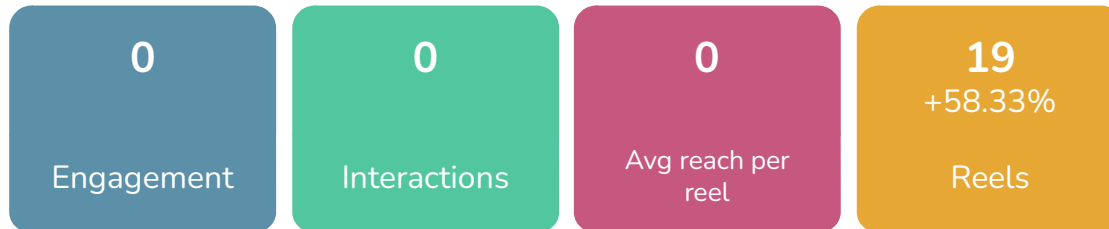
Published	Type	Text	Reactions	Comments	Shares	Clicks	Link clicks	Impressions	Reach	Video views	Engagement
Jul 10, 2025 17:57		The 89th Legislature of the St... Go	202	2	28	340	0	4287	3900	0	14.67
Jul 21, 2025 10:02		Looking for the perfect photo ... Go	173	4	20	426	0	6759	6297	0	9.89
Jul 23, 2025 11:30		Sunshine, sea breeze, and scen... Go	99	1	11	120	0	2691	2427	0	9.52
Jul 28, 2025 10:03		Sculpture stroll, anyone? 🌀 W... Go	72	2	6	107	0	2176	2036	0	9.18
Jul 08, 2025 15:02		A little taste of Ireland on t... Go	345	49	20	1043	0	19.53k	17.82k	0	8.18
Jul 29, 2025 20:32		This is the place of your drea... Go	237	3	35	32	0	3810	3764	1712	8.16

Published		Type	Text		Reactions	Comments	Shares	Clicks	Link clicks	Impressions	Reach	Video views	Engagement
Jul 29, 2025 12:23			- Go		19	0	1	10	1	416	398	0	7.54
Jul 01, 2025 20:01			Thank you to Texas Monthly for... Go		18	0	5	42	33	937	881	0	7.38
Jul 11, 2025 10:59			♡ Go		36	4	5	80	2	1754	1721	0	7.26
Jul 18, 2025 10:02			Looking for a local favorite? ... Go		83	13	3	437	0	8040	7592	0	7.06
Jul 27, 2025 11:06			The Rockport Cultural Arts Dis... Go		130	1	19	31	0	2757	2566	1268	7.05
Jul 31, 2025 14:55			Looking for your next favorite... Go		791	44	64	363	11	19.07k	18.13k	11.35k	6.96
Jul 25, 2025 11:50			The sights and sounds of Copan... Go		855	23	83	114	0	15.53k	15.51k	7743	6.93
Jul 15, 2025 14:22			Planning your trip to Rockport... Go		34	1	2	123	0	2431	2408	0	6.64

Published		Type	Text		Reactions	Comments	Shares	Clicks	Link clicks	Impressions	Reach	Video views	Engagement
Jul 09, 2025 10:03			 Fulton Mansion History mee... Go		455	23	48	258	0	12.59k	12.12k	0	6.47
Jul 29, 2025 16:32			- Go		14	0	1	11	3	410	402	0	6.47
Jul 13, 2025 10:01			Pretty in pink and soaring thr... Go		111	2	17	37	0	2648	2587	0	6.46
Jul 24, 2025 12:01			Step inside Coastal Mercantile... Go		103	3	17	128	0	4239	3907	0	6.42
Jul 20, 2025 16:51			Rockport, Texas...come for the... Go		917	23	157	174	0	21.05k	19.89k	9396	6.39
Jul 31, 2025 14:19			Congrats to Tuttle's Grocery &... Go		11	1	1	16	0	486	470	0	6.17

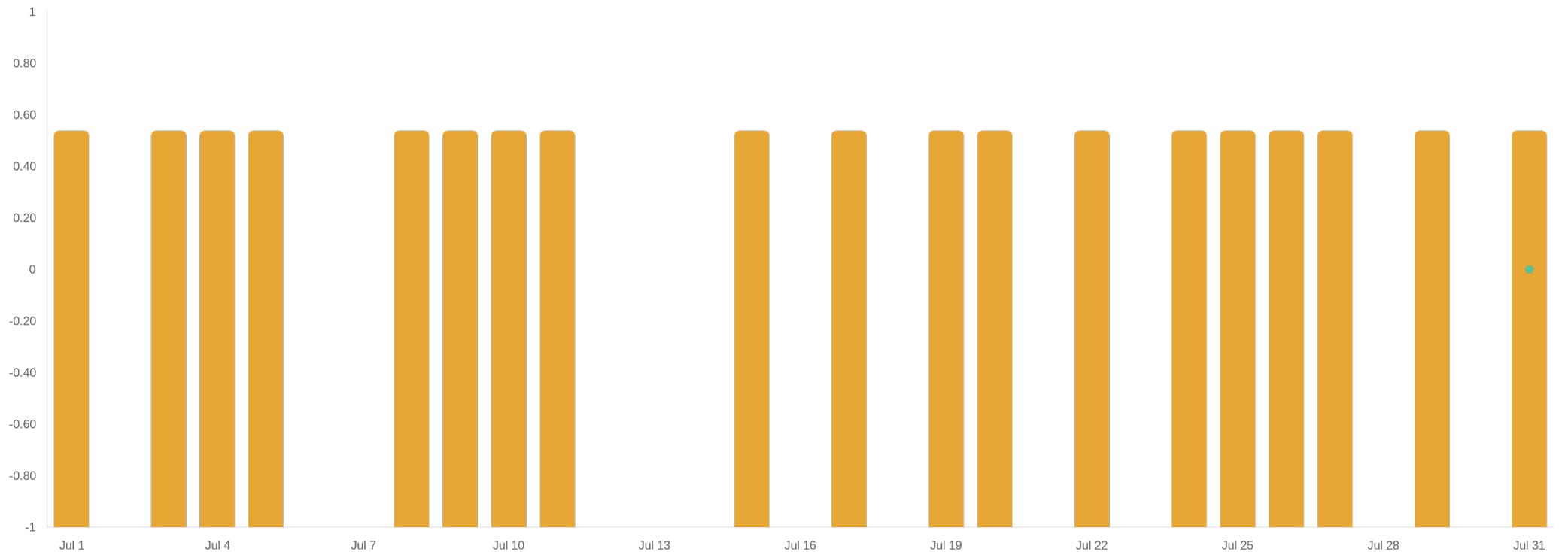
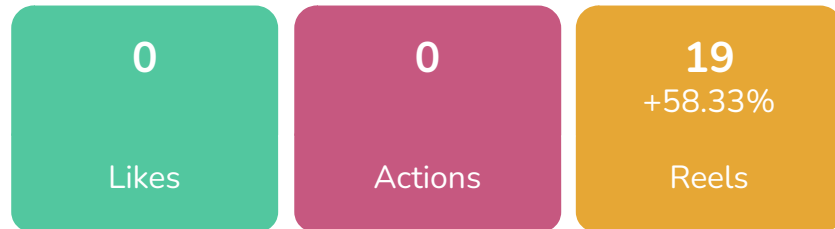
Reels published in period

 Explore Rockport-Fulton



Interactions of published reels

 Explore Rockport-Fulton



Ranking of reels

 Explore Rockport-Fulton

Showing 19 posts sorted by engagement

Published		Text		Video views	Reach	Likes	Comments	Engagement	Time watched	Avg. time watched
Jul 31, 2025 14:54		Looking for your next favorite...	Go	0	0	0	0	-	0s	0s
Jul 29, 2025 20:32		This is the place of your drea...	Go	0	0	0	0	-	0s	0s
Jul 27, 2025 11:06		The Rockport Cultural Arts Dis...	Go	0	0	0	0	-	0s	0s
Jul 26, 2025 12:10		POV: You accidentally stumbled...	Go	0	0	0	0	-	0s	0s
Jul 25, 2025 11:50		The sights and sounds of Copan...	Go	0	0	0	0	-	0s	0s
Jul 24, 2025 16:47		Lady Captain 🚢 Lady Captai...	Go	0	0	0	0	-	0s	0s

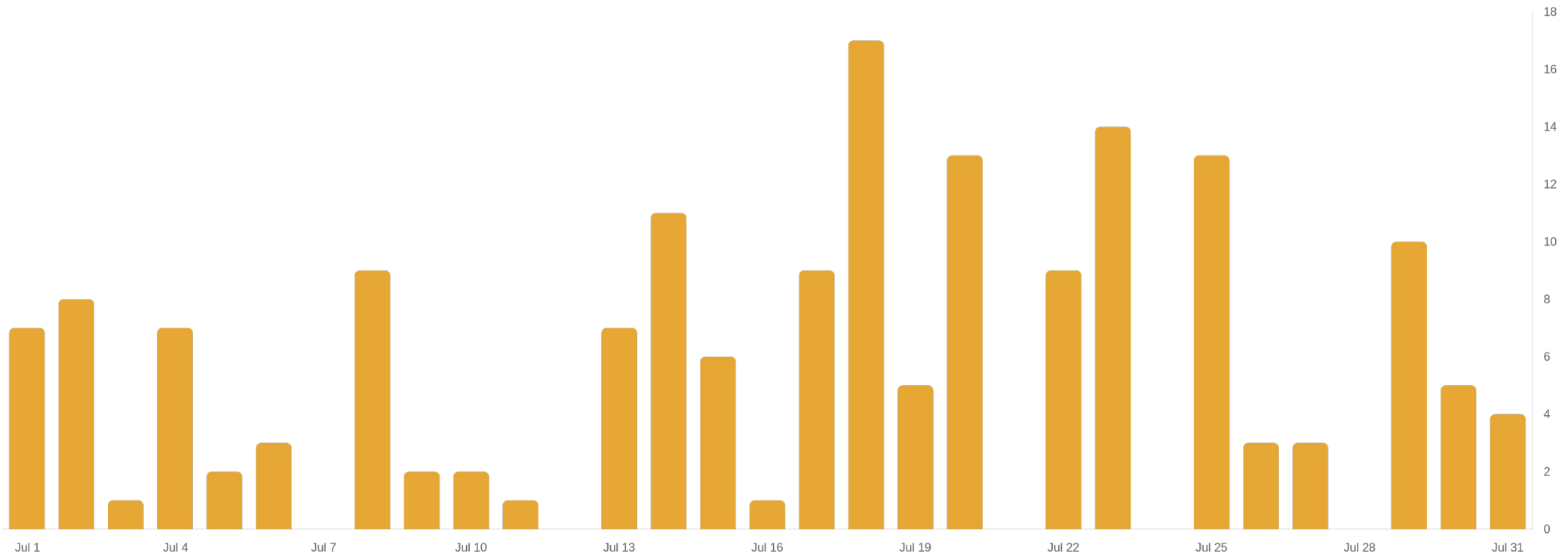
Published		Text		Video views	Reach	Likes	Comments	Engagement	Time watched	Avg. time watched
Jul 22, 2025 13:00		What relaxation sounds like...🌴...	Go	0	0	0	0	-	0s	0s
Jul 20, 2025 16:51		Rockport, Texas...come for the...	Go	0	0	0	0	-	0s	0s
Jul 19, 2025 12:00		Sweet July moments🌊 Soak up ...	Go	0	0	0	0	-	0s	0s
Jul 17, 2025 16:11		Sip, shop, and stroll! 🛍️ Th...	Go	0	0	0	0	-	0s	0s
Jul 15, 2025 11:25		Looking to unwind in nature?🌿...	Go	0	0	0	0	-	0s	0s
Jul 11, 2025 17:00		From coastal charm to colorful...	Go	0	0	0	0	-	0s	0s
Jul 10, 2025 12:15		Waterfront views never disappo...	Go	0	0	0	0	-	0s	0s
Jul 09, 2025 15:30		Explore EmKeys Boutique! 🛍️🌟...	Go	0	0	0	0	-	0s	0s

Published		Text		Video views	Reach	Likes	Comments	Engagement	Time watched	Avg. time watched
Jul 08, 2025 14:05		Discover, learn, and explore!?	Go	0	0	0	0	-	0s	0s
Jul 05, 2025 16:53		Explore the Tule Creek Hike & ...	Go	0	0	0	0	-	0s	0s
Jul 04, 2025 09:30		Freedom rings loud and proud—t...	Go	0	0	0	0	-	0s	0s
Jul 03, 2025 15:59		Hidden Gem: Airport Road Kayak...	Go	0	0	0	0	-	0s	0s
Jul 01, 2025 12:00		Just the quiet charm of Downto...	Go	0	0	0	0	-	0s	0s

Stories published in period

 Explore Rockport-Fulton

178
+95.60%
Stories



Jul 1 - Jul 31

Ranking of stories

 Explore Rockport-Fulton

Showing 20 stories sorted by date

Published		Type
Jul 31, 2025 19:23		Photo
Jul 31, 2025 17:25		Photo
Jul 31, 2025 17:23		Photo
Jul 31, 2025 14:59		Video
Jul 31, 2025 00:02		Photo
Jul 31, 2025 00:02		Video

Published		Type
Jul 31, 2025 00:00		Photo
Jul 30, 2025 23:59		Photo
Jul 30, 2025 23:58		Video
Jul 30, 2025 23:57		Photo
Jul 30, 2025 20:21		Video
Jul 30, 2025 11:58		Video
Jul 29, 2025 23:22		Video
Jul 29, 2025 23:22		Photo

Published		Type
Jul 29, 2025 23:21		Photo
Jul 29, 2025 23:20		Photo
Jul 29, 2025 23:20		Photo
Jul 29, 2025 23:20		Video
Jul 29, 2025 23:19		Photo
Jul 29, 2025 23:19		Photo

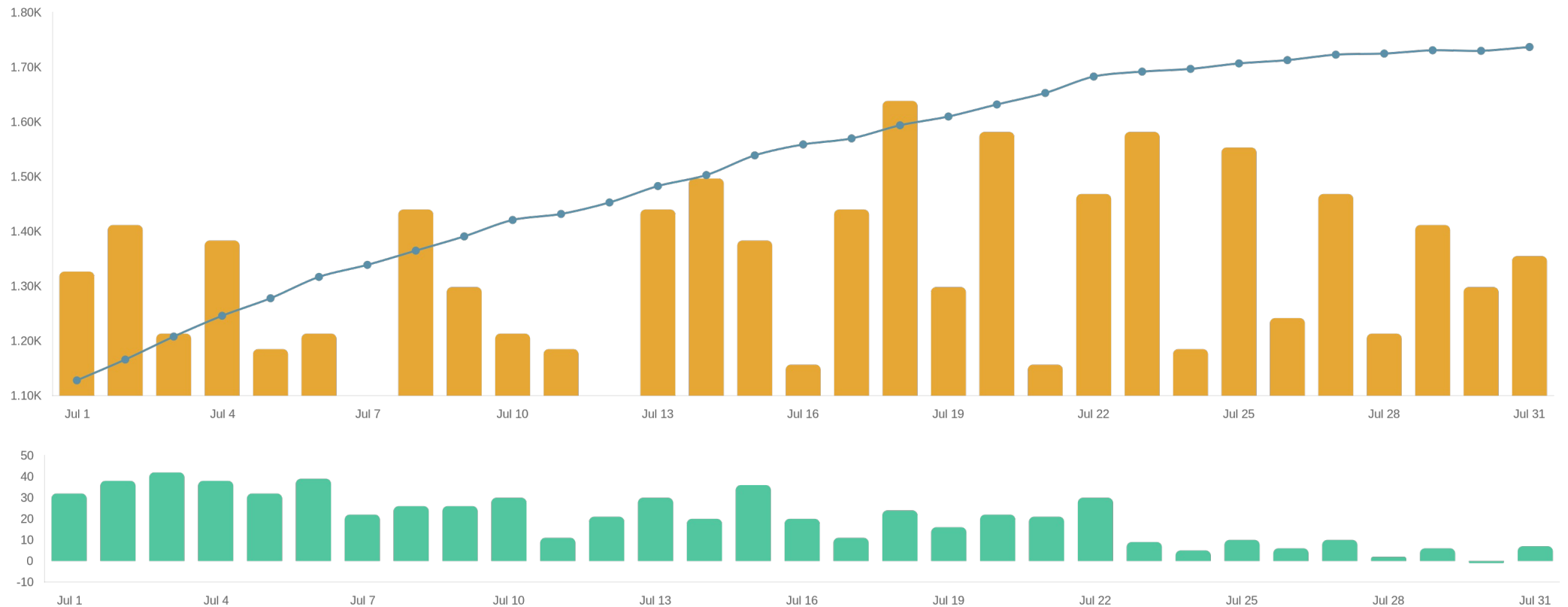
Community growth

 explorerockportfulton

1737
+58.49%
Followers

641
Followers
balance

259
+90.44%
Total content

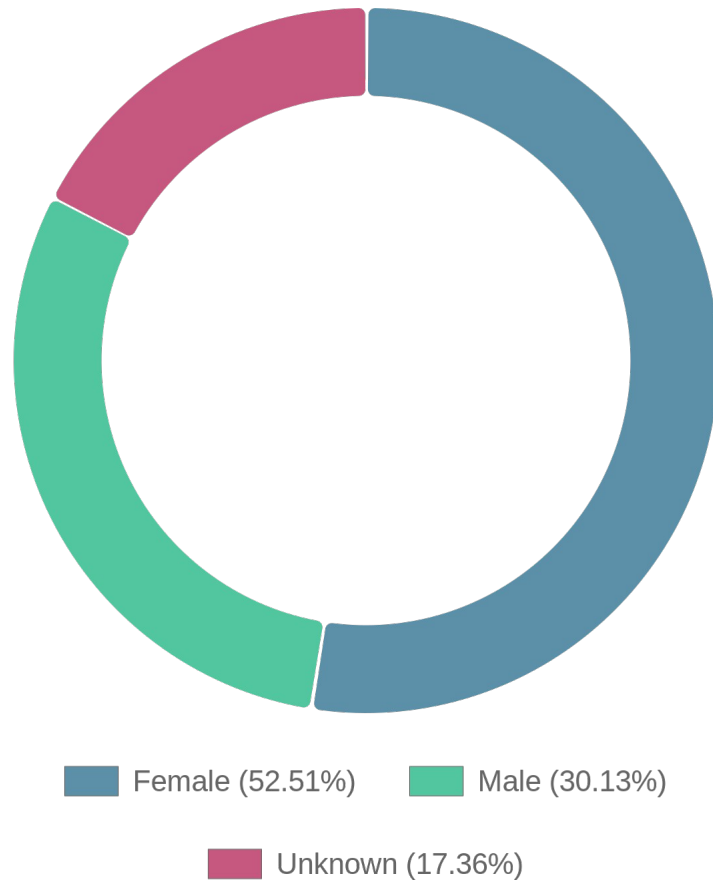


Jul 1 - Jul 31

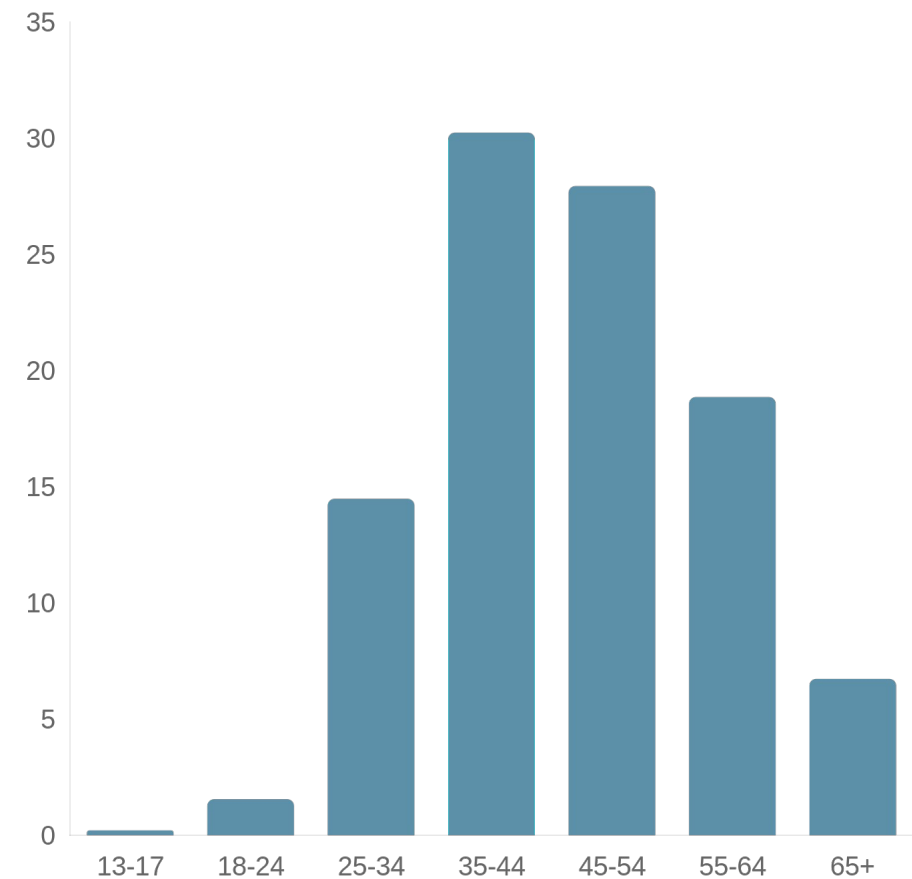
Demographics: gender and age

 explorerockportfulton

Gender



Ages



Demographics: countries and cities

 explorerockportfulton

Top 10 countries

United States	99.15%
Brazil	0.16%
Mexico	0.11%
Canada	0.05%
Costa Rica	0.05%
Germany	0.05%
Spain	0.05%
Ghana	0.05%
Indonesia	0.05%
India	0.05%

Top 10 cities

San Antonio, Texas	13.03%
Rockport, Texas	10.31%
Houston, Texas	9.72%
Corpus Christi, Texas	5.72%
Austin, Texas	3.90%
Fulton, Texas	2.35%
Dallas, Texas	1.66%
Fort Worth, Texas	1.44%
New Braunfels, Texas	1.01%
Cypress, Texas	0.75%

Average reach per day

 explorerockportfulton

180.88K

+30.45%

Views

3638.52

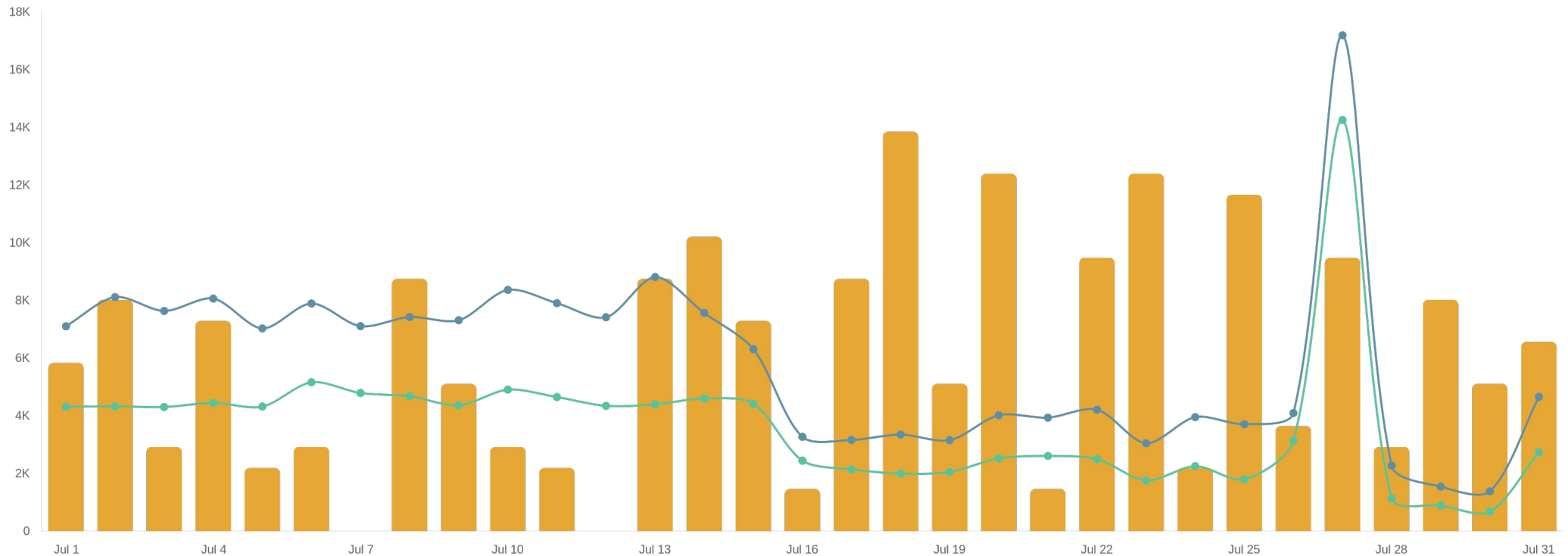
+23.84%

Average reach
per day

259

+90.44%

Total content



Jul 1 - Jul 31

Posts published in period

 explorerockportfulton

7.95

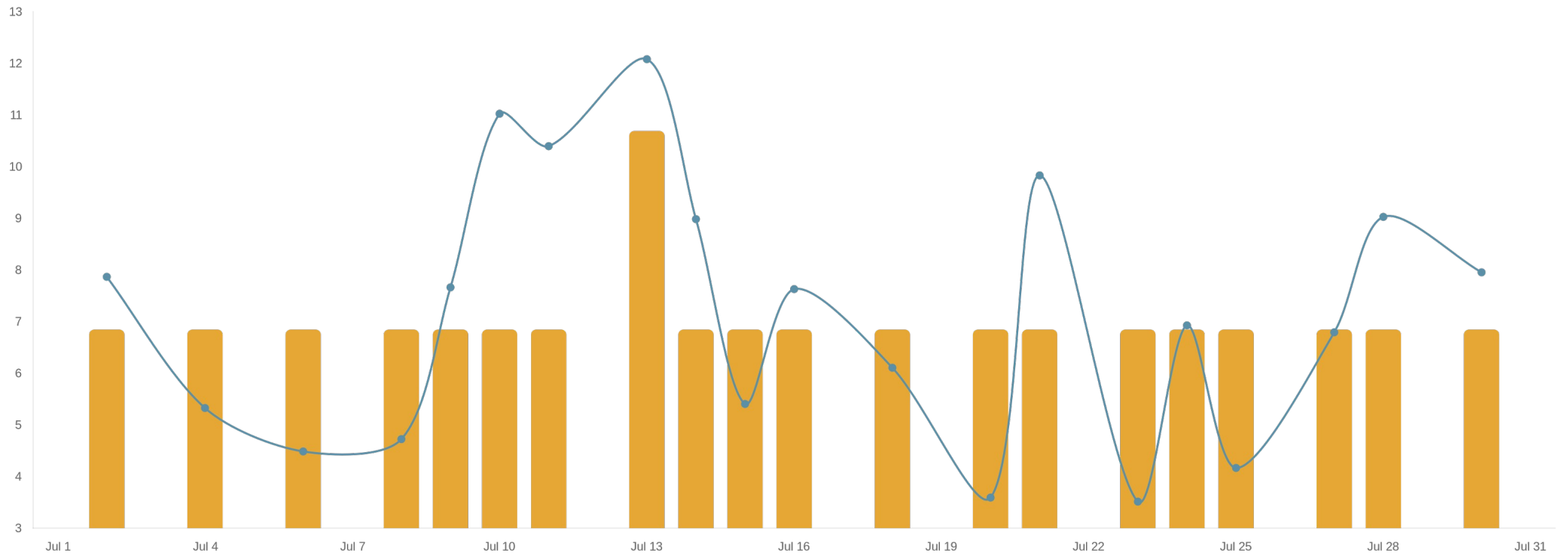
+69.63%

Engagement

21

+31.25%

Posts



Jul 1 - Jul 31

Reach of published posts

 exploreroockportfulton

507.62

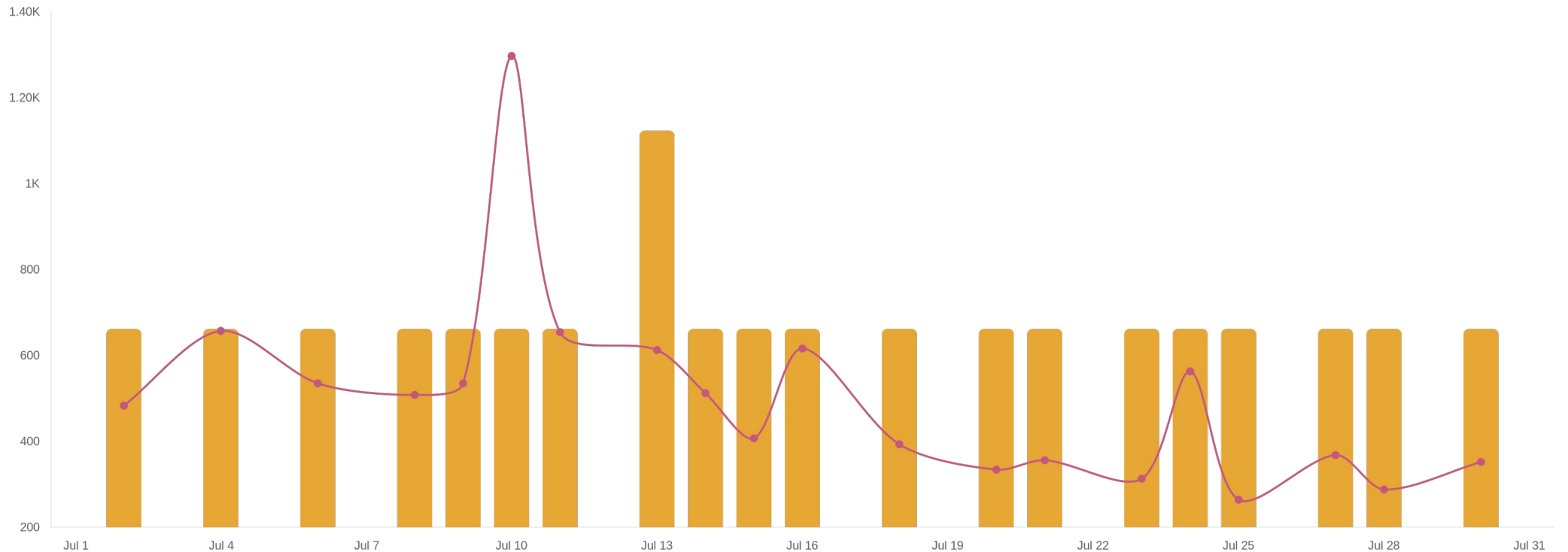
-11.94%

Avg reach per
post

21

+31.25%

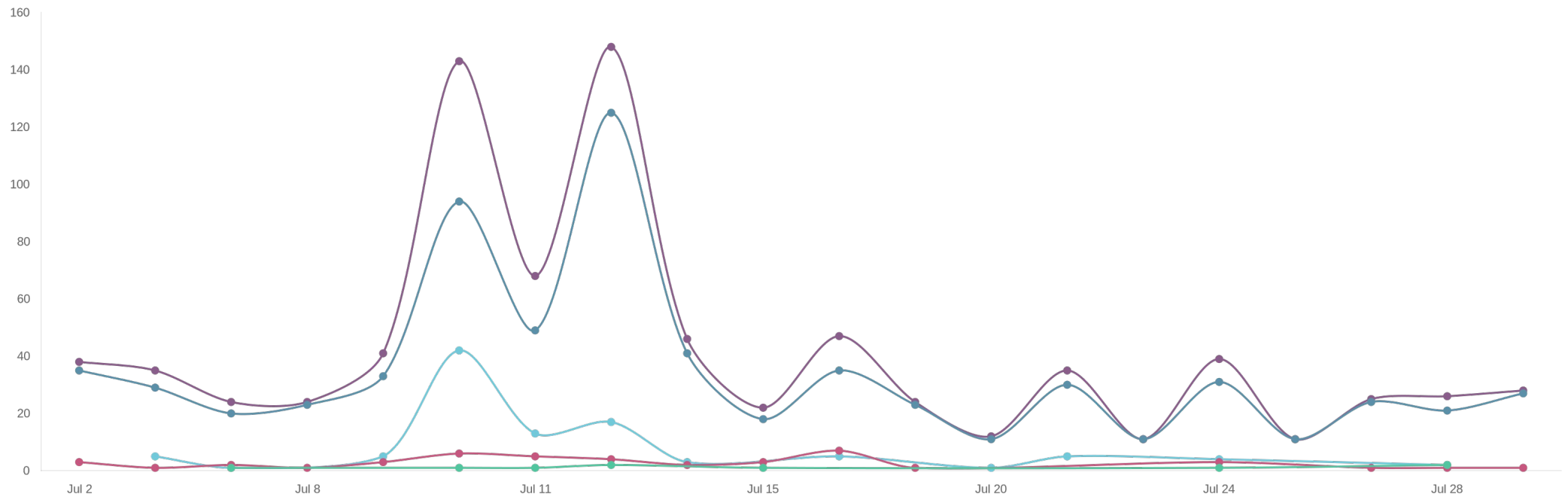
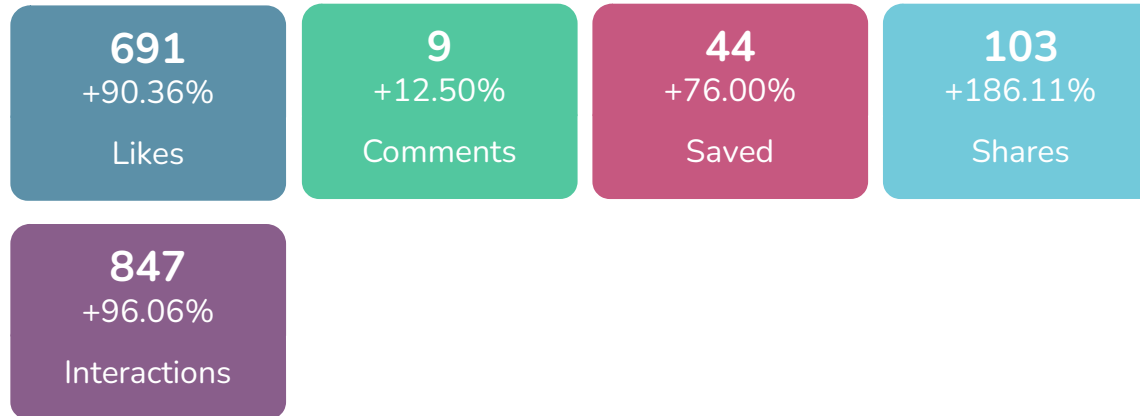
Posts



Jul 1 - Jul 31

Interactions of published posts

 exploreroockportfulton



Ranking of posts

 explorerockportfulton

Showing 20 posts sorted by likes

Published		Type	Text		Views	Reach	Likes	Comments	Saved	Engagement
Jul 10, 2025 17:57			The 89th Legislature of the State of Texas has off...	Go	3057	1297	94	1	6	11.03
Jul 13, 2025 16:02			"Rockport Beach in Texas is known for its gentle w...	Go	1318	703	75	1	4	12.38
Jul 13, 2025 10:01			Pretty in pink and soaring through Texas skies! Th...	Go	999	522	50	1	0	11.69
Jul 11, 2025 10:02			Lights, water, action! 🌊 The Fulton Fishing Pier ...	Go	1688	654	49	1	5	10.4
Jul 14, 2025 10:02			Evening strolls by the seawall just hit different....	Go	795	512	41	0	2	8.98
Jul 16, 2025 12:02			Anchored in history! 🚢 The Texas Maritime Museu...	Go	734	616	35	0	7	7.63

Published		Type	Text		Views	Reach	Likes	Comments	Saved	Engagement
Jul 02, 2025 10:02			Where shrimp boats rest and sunsets steal the show... Go		2302	483	35	0	3	7.87
Jul 09, 2025 10:02			 Fulton Mansion History meets drama at sunset! ... Go		1699	535	33	0	3	7.66
Jul 24, 2025 12:01			Step inside Coastal Mercantile in downtown Rockpor... Go		674	563	31	1	3	6.93
Jul 21, 2025 10:02			Looking for the perfect photo spot in Rockport? ... Go		576	356	30	0	0	9.83
Jul 04, 2025 10:02			Standing strong for over 1,000 years, The Big Tree... Go		2315	657	29	0	1	5.33
Jul 30, 2025 12:02			Shop, stroll, and soak it all in—downtown Rockport... Go		434	352	27	0	1	7.95
Jul 27, 2025 10:01			Start your visit to Rockport Beach with a view tha... Go		478	368	24	0	1	6.79
Jul 18, 2025 10:02			Looking for a local favorite? 🍷📍 Benchwarmers i... Go		492	393	23	0	1	6.11

Published		Type	Text		Views	Reach	Likes	Comments	Saved	Engagement
Jul 08, 2025 15:02			A little taste of Ireland on the Texas coast 🍀 F...	Go	1775	508	23	0	1	4.72
Jul 28, 2025 10:03			Sculpture stroll, anyone? 🌀 Wander through the ou...	Go	434	288	21	2	1	9.03
Jul 06, 2025 10:01			Find your peace under a palm at Little Bay 🌴🌊 T...	Go	1954	535	20	1	2	4.49
Jul 15, 2025 14:22			Planning your trip to Rockport-Fulton? Check out ...	Go	520	407	18	1	3	5.41
Jul 25, 2025 10:02			Dive into history at the Texas Maritime Museum! 🚢...	Go	360	264	11	0	0	4.17
Jul 23, 2025 11:30			Sunshine, sea breeze, and scenic strolls 🌞🌊 Tak...	Go	468	313	11	0	0	3.51

Ranking of hashtags

 explorerockportfulton

Showing 20 hashtags sorted by views

	Posts	Views	Likes	Comments
#thebigtree	1	2315	29	0
#texashistory	1	2315	29	0
#liveoaklegacy	1	2315	29	0
#lamartexas	1	2315	29	0
#fultonharbor	1	2302	35	0
#coastalviews	1	2302	35	0
#texasgulfcoast	1	2302	35	0
#waterfrontviews	1	1954	20	1
#coastalescape	1	1954	20	1
#littlebaytexas	1	1954	20	1

	Posts	Views	Likes	Comments
#pubvibes	1	1775	23	0
#texascoasteats	1	1775	23	0
#fultontexas	1	1775	23	0
#fultonirishpub	1	1775	23	0
#rockporttexas	2	1494	30	0
#rockportfulton	5	1393	23	0
#beachlife	1	1318	75	1
#beach	1	1318	75	1
#coastalcharm	2	1175	26	0
#birding	1	999	50	1

Reels published in period

 exploreroockportfulton

4.33

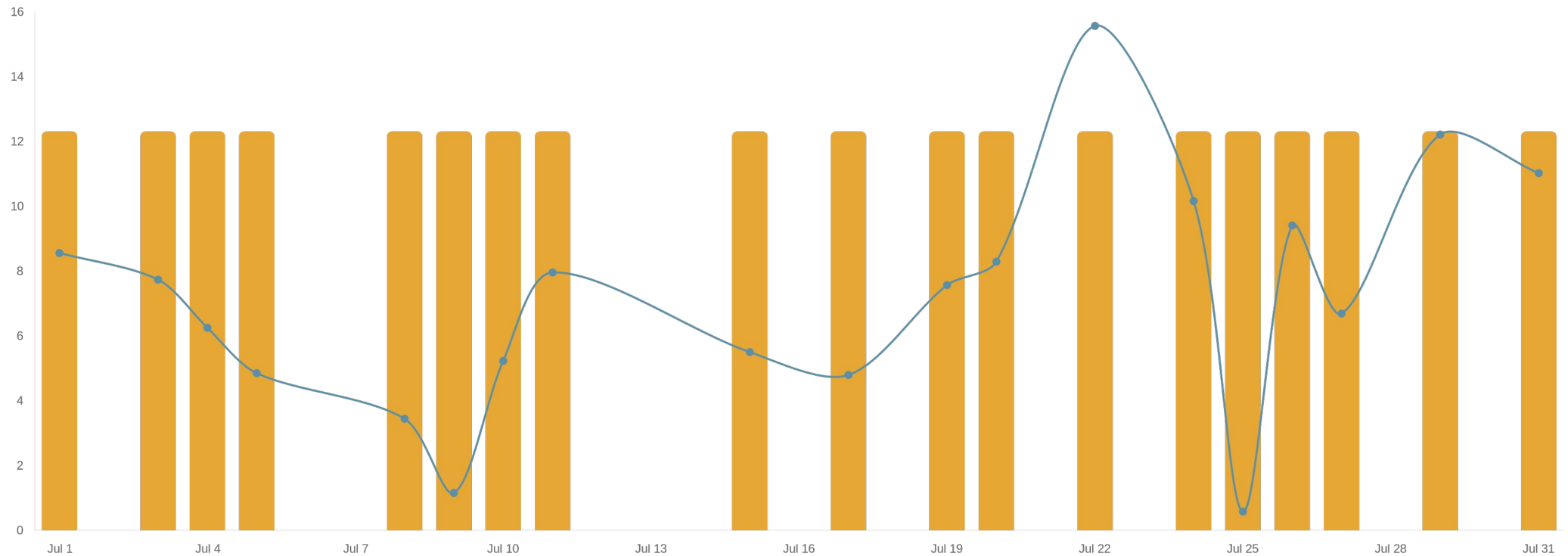
-45.59%

Engagement

19

+58.33%

Reels



Jul 1 - Jul 31

Reach of published reels

 explorerockportfulton

1606.63

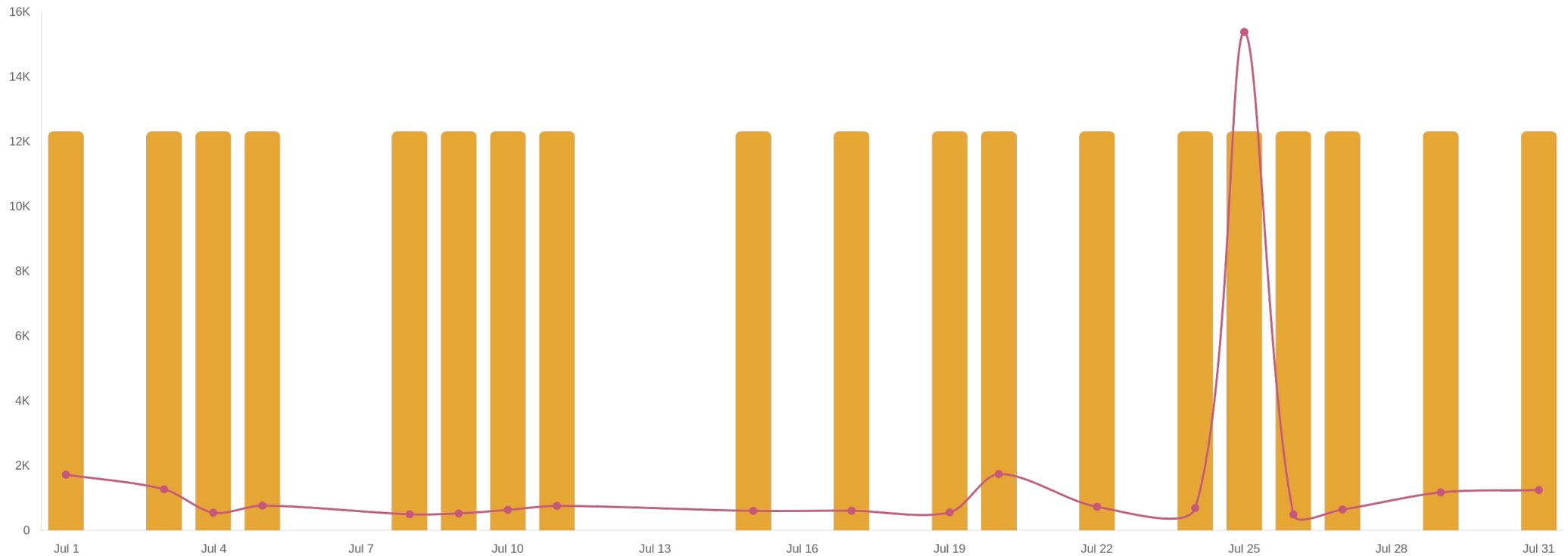
+64.71%

Avg reach per reel

19

+58.33%

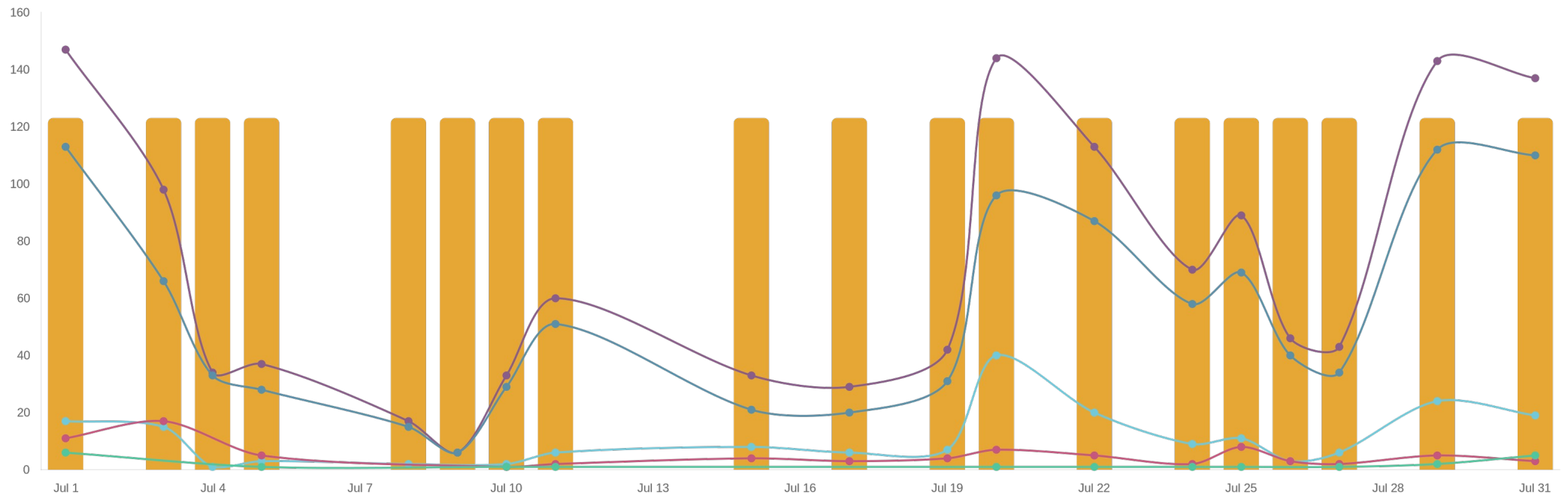
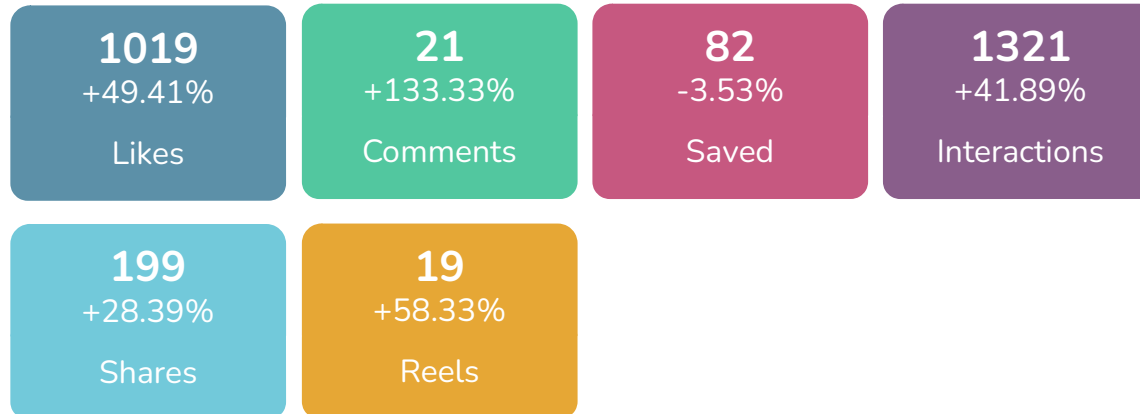
Reels



Jul 1 - Jul 31

Interactions of published reels

 explorerockportfulton



Jul 1 - Jul 31

Ranking of reels

 explorerockportfulton

Showing 19 posts sorted by likes

Published		Text		Views	Reach	Likes	Saved	Comments	Shares	Engagement
Jul 01, 2025 12:00		Just the quiet charm of Downtown Rockport this eve... Go		2184	1718	113	11	6	17	8.56
Jul 29, 2025 20:32		This is the place of your dreams - peaceful, sceni... Go		1568	1171	112	5	2	24	12.21
Jul 31, 2025 14:54		Looking for your next favorite outfit and a sweet ... Go		1916	1243	110	3	5	19	11.02
Jul 20, 2025 16:51		Rockport, Texas...come for the fishing, seafood, a... Go		2406	1737	96	7	1	40	8.29
Jul 22, 2025 13:00		What relaxation sounds like...🌊 Just one moment ... Go		969	726	87	5	1	20	15.56
Jul 25, 2025 11:50		The sights and sounds of Copano Bay at Sunset🌅 #... Go		17.16k	15.38k	69	8	1	11	0.58

Published		Text		Views	Reach	Likes	Saved	Comments	Shares	Engagement
Jul 03, 2025 15:59		Hidden Gem: Airport Road Kayak Launch in Rockport-... Go		1700	1267	66	17	0	15	7.73
Jul 24, 2025 16:47		Lady Captain 🚢 Lady Captain is a clothing line... Go		998	689	58	2	1	9	10.16
Jul 11, 2025 17:00		From coastal charm to colorful corners, Rockport-F... Go		961	754	51	2	1	6	7.96
Jul 26, 2025 12:10		POV: You accidentally stumbled into your new happy... Go		744	489	40	3	0	3	9.41
Jul 27, 2025 11:05		The Rockport Cultural Arts District is one of 54 C... Go		804	643	34	2	1	6	6.69
Jul 04, 2025 09:30		Freedom rings loud and proud—thanks to the brave w... Go		625	544	33	0	0	1	6.25
Jul 19, 2025 12:00		Sweet July moments🌅 Soak up the golden evening s... Go		679	555	31	4	0	7	7.57
Jul 10, 2025 12:15		Waterfront views never disappoint- that's Rockport... Go		883	631	29	1	1	2	5.23

Published		Text		Views	Reach	Likes	Saved	Comments	Shares	Engagement
Jul 05, 2025 16:53		Explore the Tule Creek Hike & Bike Trail and the L...	Go	985	763	28	5	1	3	4.85
Jul 15, 2025 11:25		Looking to unwind in nature? 🌿 Hit the Tule Hike ...	Go	723	600	21	4	0	8	5.5
Jul 17, 2025 16:11		Sip, shop, and stroll! 🛍️ The Dockside Trading C...	Go	744	605	20	3	0	6	4.79
Jul 08, 2025 14:05		Discover, learn, and explore! 🌊 The Bay Education...	Go	645	494	15	0	0	2	3.44
Jul 09, 2025 15:29		Explore EmKeys Boutique! 🛍️ Find trendy styles...	Go	612	520	6	0	0	0	1.15

Stories published in period

 explorerockportfulton

10.05K

+205.81%

Impressions

45.42

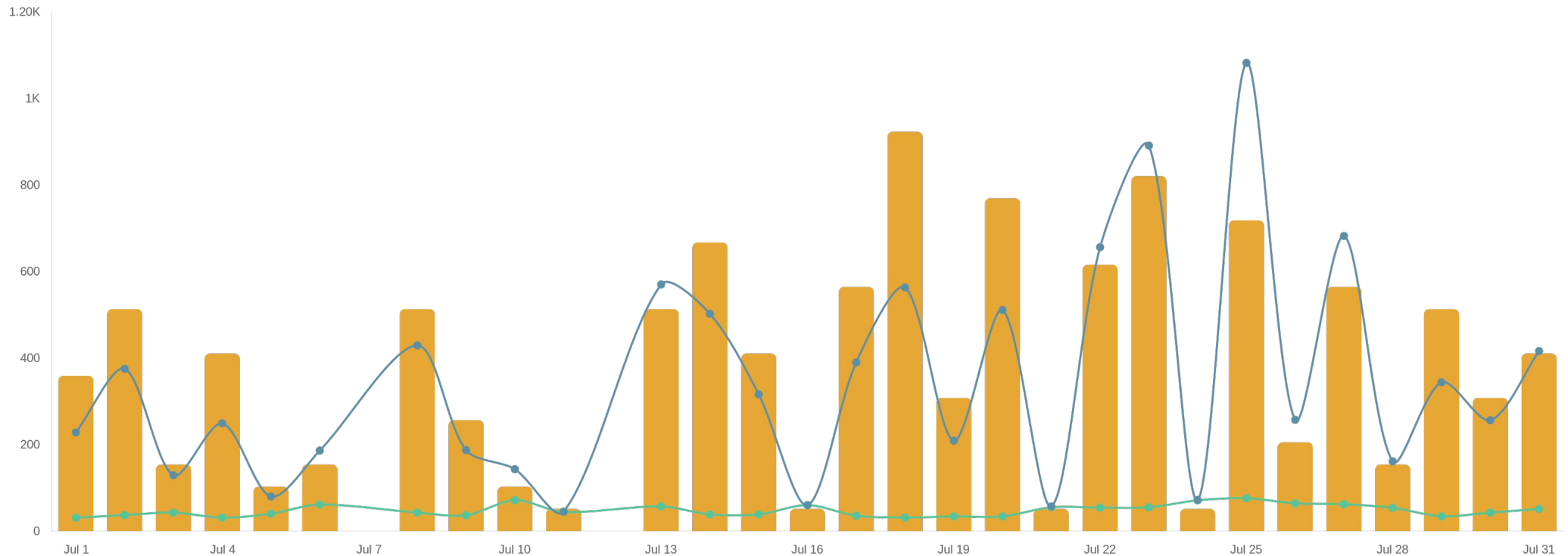
+52.06%

Avg reach per
story

219

+102.78%

Stories



Jul 1 - Jul 31

Ranking of stories

 explorerockportfulton

Showing 20 stories sorted by date

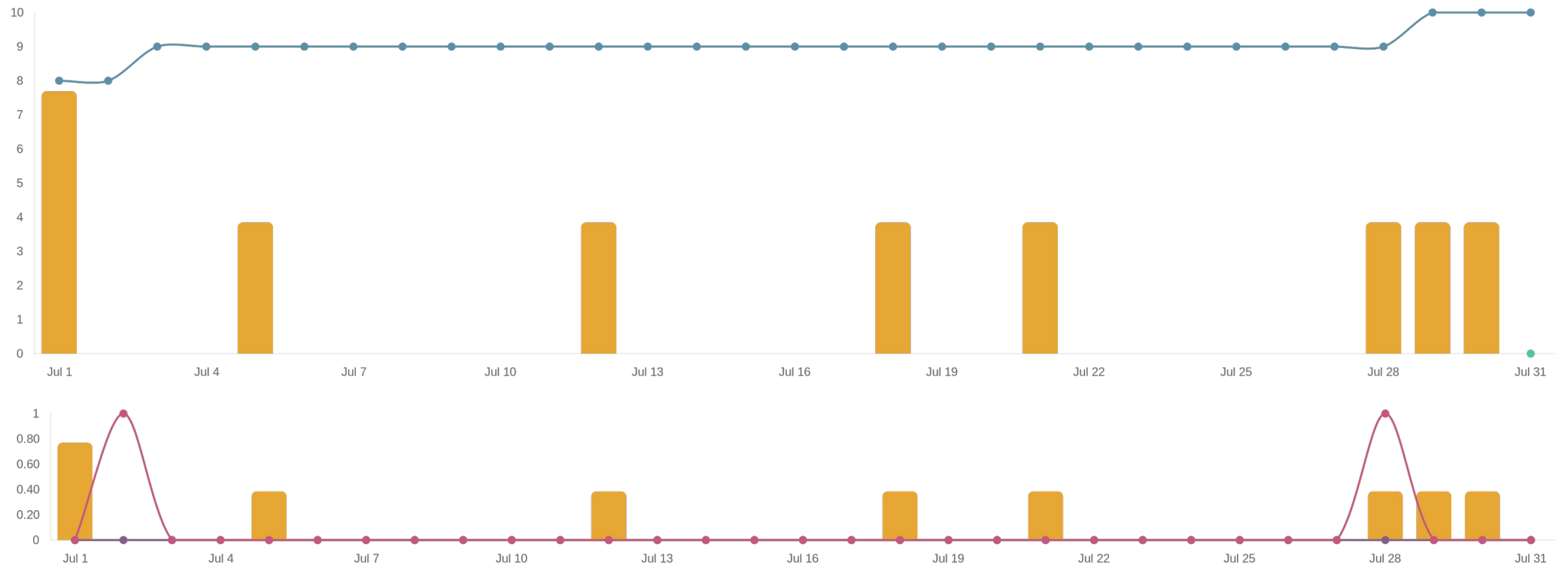
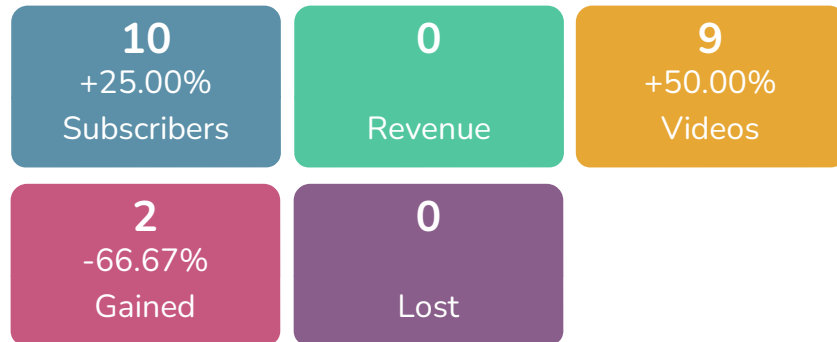
Published		Text	Impressions	Reach	Replies	Tap back	Tap forward	Exits
Jul 31, 2025 19:23		@reeleminnrockport	45	45	0	6	43	3
Jul 31, 2025 17:24		@the_coastal_mercantile	42	42	0	1	41	4
Jul 31, 2025 17:23		@ladycaptainco @thebendmag	47	47	0	1	39	5
Jul 31, 2025 14:58		@goincoastaloutfitters	47	46	0	0	39	4
Jul 31, 2025 13:15		Spotted! @thequalifiedcaptain at @goincoastaloutfitters	70	69	0	0	33	3
Jul 31, 2025 00:02		@destinationrockport	39	39	0	4	33	9

Published		Text	Impressions	Reach	Replies	Tap back	Tap forward	Exits
Jul 31, 2025 00:01		@rockportcoffeehouseandbakery @gooseislandflats	86	81	0	6	40	2
Jul 31, 2025 00:00		-	40	40	0	2	45	0
Jul 30, 2025 23:59		@the_coastal_mercantile	41	41	0	5	40	0
Jul 30, 2025 23:58		@txmaritime	41	41	0	4	42	3
Jul 30, 2025 23:57		@gooseislandflats	42	42	0	1	43	3
Jul 30, 2025 23:57		@rowdymaui	45	45	0	1	38	0
Jul 30, 2025 20:21		-	50	50	0	4	32	9
Jul 30, 2025 11:57		-	37	37	0	0	33	6

Published		Text	Impressions	Reach	Replies	Tap back	Tap forward	Exits
Jul 29, 2025 23:22		-	30	30	0	2	26	3
Jul 29, 2025 23:21		@rockportlivingvacationrentals	30	30	0	2	30	0
Jul 29, 2025 23:21		@thedocksidetradingscompany	31	31	0	2	32	1
Jul 29, 2025 23:20		@backlakeslodge	31	31	0	2	34	1
Jul 29, 2025 23:20		@paradisekeyrockport	32	32	0	0	34	1
Jul 29, 2025 23:19		-	33	33	0	3	32	1

Community growth

Explore Rockport-Fulton

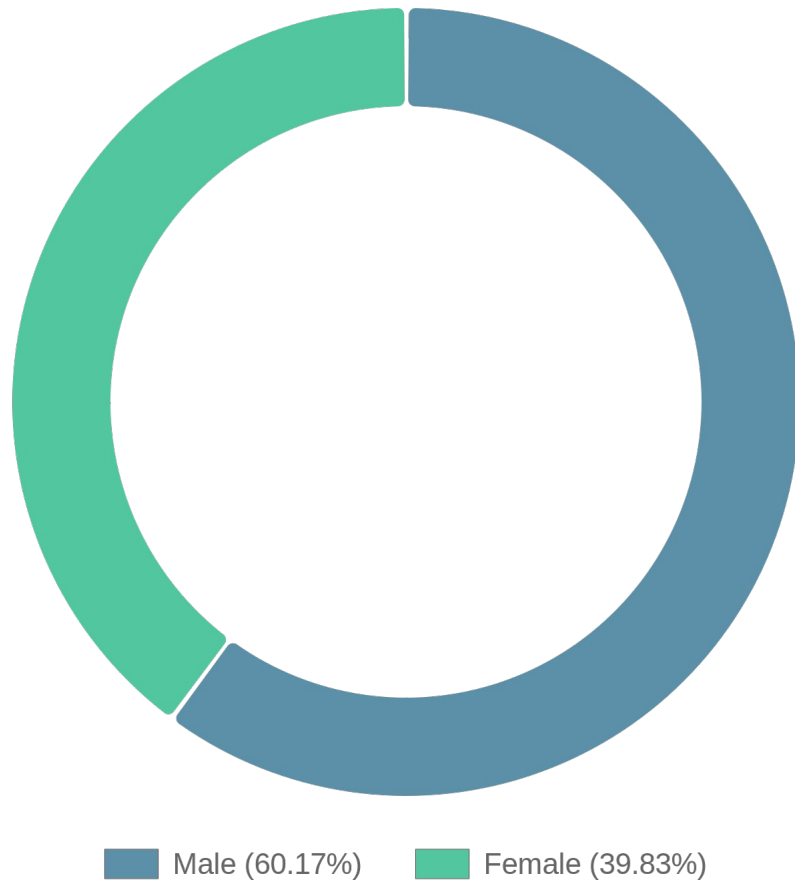


Jul 1 - Jul 31

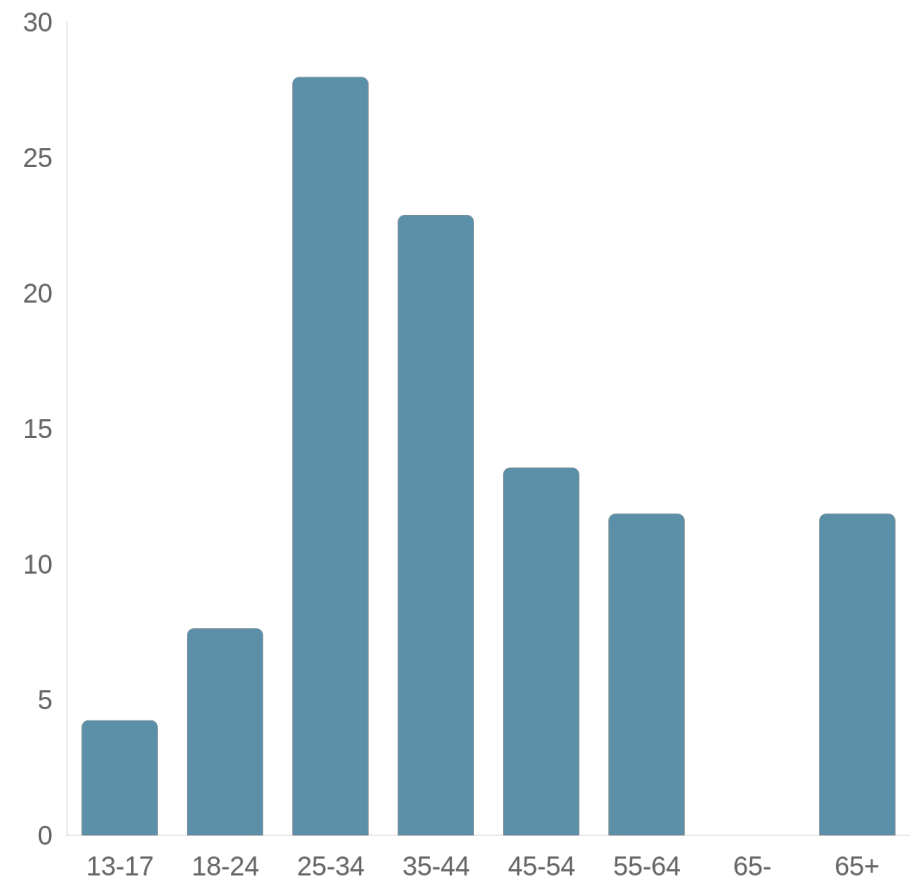
Demographics: gender and age

 Explore Rockport-Fulton

Gender



Ages



Demographics: countries and traffic source

 Explore Rockport-Fulton

Top 10 countries

United States	88.63%
India	1.35%
Mexico	0.77%
Myanmar [Burma]	0.58%
Malaysia	0.58%
Canada	0.39%
Ethiopia	0.39%
Finland	0.39%
France	0.39%
Indonesia	0.39%

Traffic source

YouTube search	53.37%
Shorts	32.56%
YouTube channels	8.29%
External	2.70%
Notifications	0.96%
Other YouTube features	0.77%
Browser features	0.77%
HASHTAGS	0.39%
Direct or unknown	0.19%

Video views

 Explore Rockport-Fulton

2580

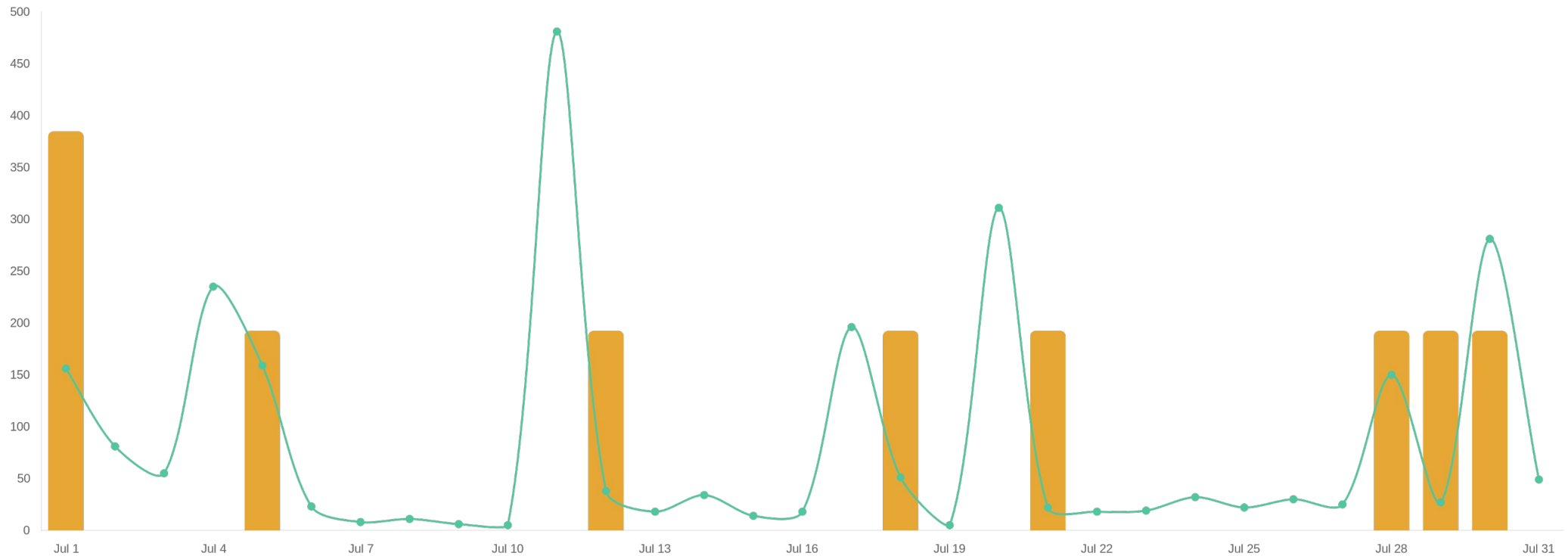
-77.14%

Video views

9

+50.00%

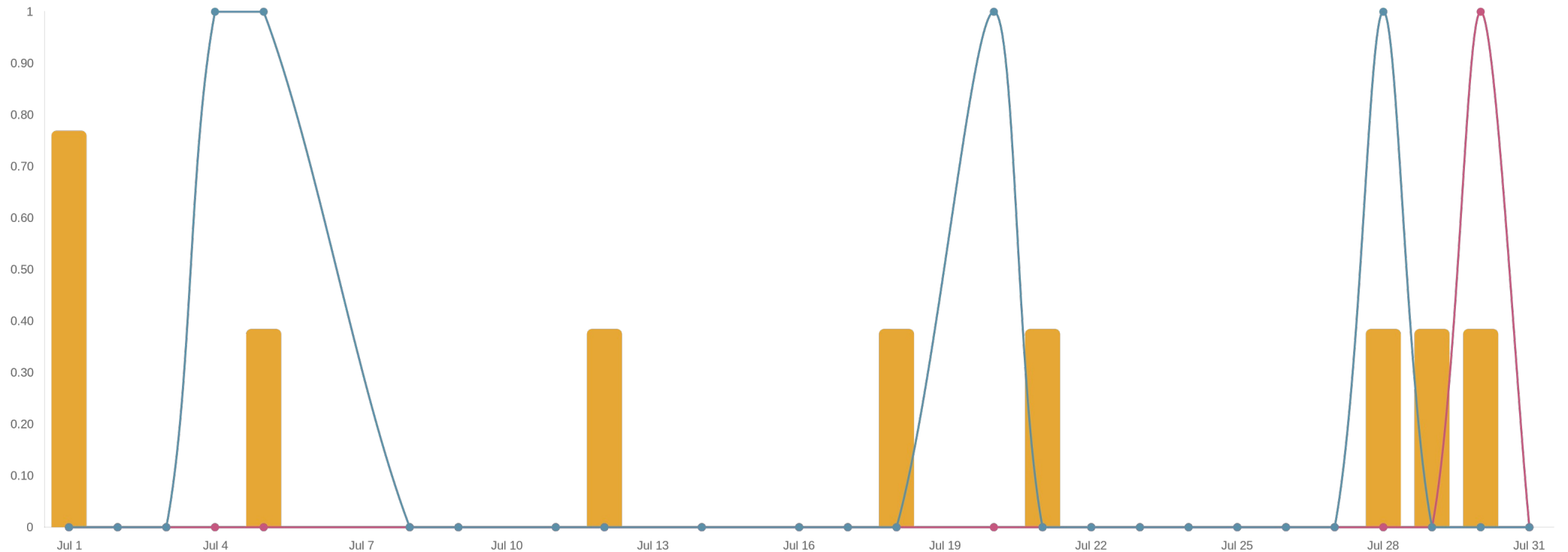
Videos



Jul 1 - Jul 31

Interactions: Published videos

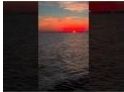
 Explore Rockport-Fulton



Ranking of published videos

 Explore Rockport-Fulton

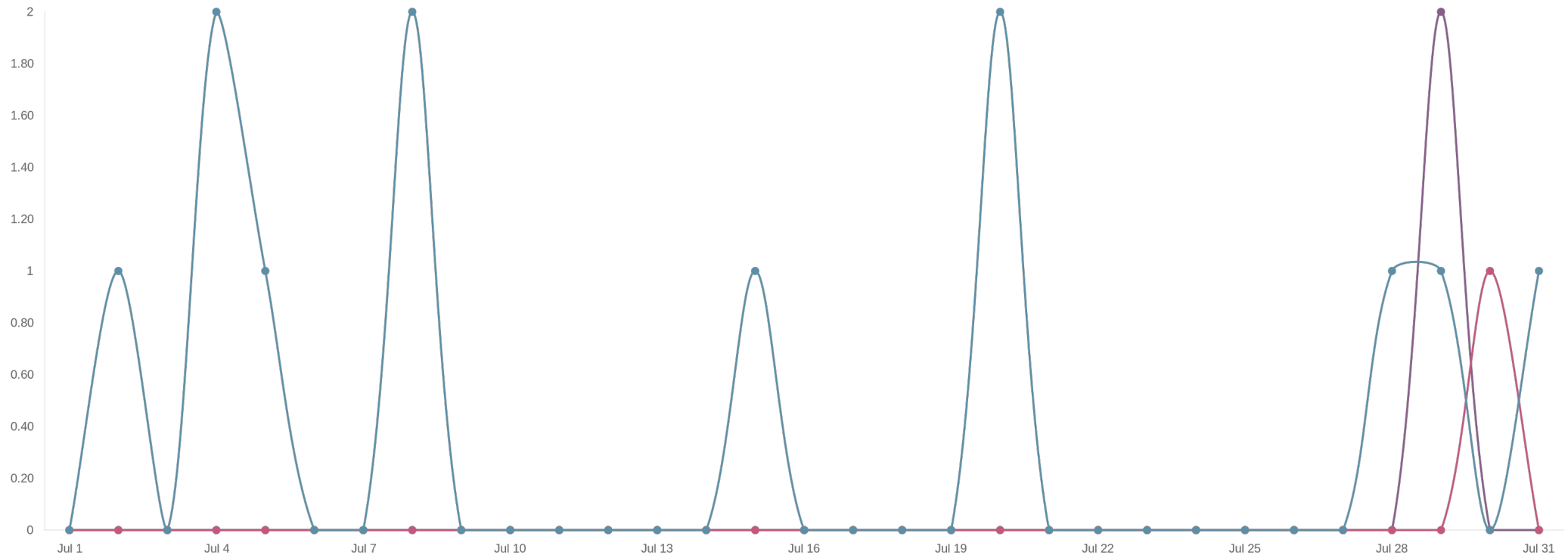
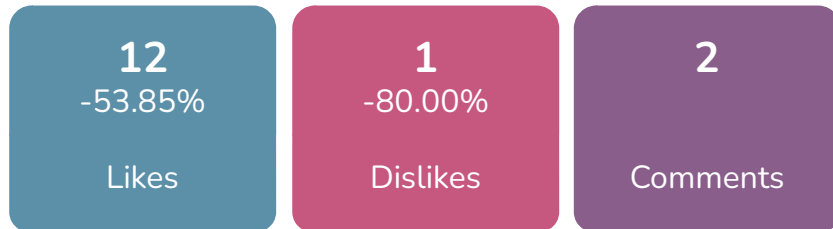
Showing 9 posts sorted by date

Published		Text		Video views	Watch time	Average views	Likes	Dislikes	Comments	Shares
Jul 29, 2025 20:06		Lady Captain in Rockport, Texas	Go	29	5m 0s	10s	0	1	0	0
Jul 28, 2025 22:58		Explore the Rockport Cultural Arts District	Go	6	1m 0s	12s	0	0	0	0
Jul 27, 2025 23:22		Copano Bay Sunset	Go	7	1m 0s	10s	0	0	0	0
Jul 20, 2025 22:44		Explore Rockport, Texas	Go	52	13m 0s	15s	2	0	0	1
Jul 17, 2025 21:19		Tule Creek Trail in Rockport, Texas	Go	42	1h 22m 0s	1m 58s	0	0	0	0
Jul 12, 2025 00:30		The Texas Coast is calling🐾	Go	48	8m 0s	10s	0	0	0	0

Published		Text		Video views	Watch time	Average views	Likes	Dislikes	Comments	Shares
Jul 05, 2025 16:22		Airport Road Kayak Launch Site in Rockport, Texas	Go	32	8m 0s	15s	1	0	0	0
Jun 30, 2025 22:26		Summer Sunfish Regatta Series in Rockport, Texas	Go	56	12m 0s	13s	1	0	0	0
Jun 30, 2025 22:25		Exploring Rockport Harbor at sunset	Go	20	2m 0s	8s	0	0	0	0

Interactions: Viewed videos

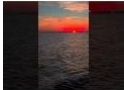
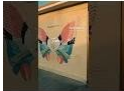
 Explore Rockport-Fulton



Ranking of viewed videos

Explore Rockport-Fulton

Showing 17 posts sorted by date

Published		Text		Video views	Watch time	Average views	Likes	Dislikes	Comments	Shares
Jul 29, 2025 20:06		Lady Captain in Rockport, Texas	Go	29	5m 0s	10s	0	1	0	0
Jul 28, 2025 22:58		Explore the Rockport Cultural Arts District	Go	6	1m 0s	12s	0	0	0	0
Jul 27, 2025 23:22		Copano Bay Sunset	Go	7	1m 0s	10s	0	0	0	0
Jul 20, 2025 22:44		Explore Rockport, Texas	Go	52	13m 0s	15s	2	0	0	1
Jul 17, 2025 21:19		Tule Creek Trail in Rockport, Texas	Go	42	1h 22m 0s	1m 58s	0	0	0	0
Jul 12, 2025 00:30		The Texas Coast is calling 🌊	Go	48	8m 0s	10s	0	0	0	0

Published		Text		Video views	Watch time	Average views	Likes	Dislikes	Comments	Shares
Jul 05, 2025 16:22		Airport Road Kayak Launch Site in Rockport, Texas	Go	32	8m 0s	15s	1	0	0	0
Jun 30, 2025 22:26		Summer Sunfish Regatta Series in Rockport, Texas	Go	56	12m 0s	13s	1	0	0	0
Jun 30, 2025 22:25		Exploring Rockport Harbor at sunset	Go	20	2m 0s	8s	0	0	0	0
Jun 27, 2025 16:38		The Sea Shell Shoppe in Rockport, Texas	Go	14	5m 0s	21s	0	0	0	0
Jun 24, 2025 10:37		4th of July Fireworks in Rockport, Texas	Go	34	14m 0s	25s	2	0	0	0
Jun 19, 2025 13:54		Soak up the sun at Rockport Beach!	Go	15	4m 0s	17s	0	0	0	0
Jun 10, 2025 00:37		Explore the beach in Rockport, Texas	Go	200	1h 16m 0s	22s	6	0	2	0
Jun 07, 2025 15:09		The Bait Stands at Rockport Harbor	Go	3	0s	12s	0	0	0	0

Published		Text		Video views	Watch time	Average views	Likes	Dislikes	Comments	Shares
Jun 05, 2025 17:37		Cultural Interface Public Art Display - Rockport, ...	Go	4	0s	11s	0	0	0	0
May 29, 2025 18:27		Windswept Oaks in Rockport, Texas	Go	4	3m 0s	47s	0	0	0	0
May 12, 2025 09:17		Explore Rockport-Fulton	Go	143	1h 8m 0s	28s	0	0	0	1

Meta Ads: Reach

Rockport CVB

747.48K

+56.61%

Impressions

346.03K

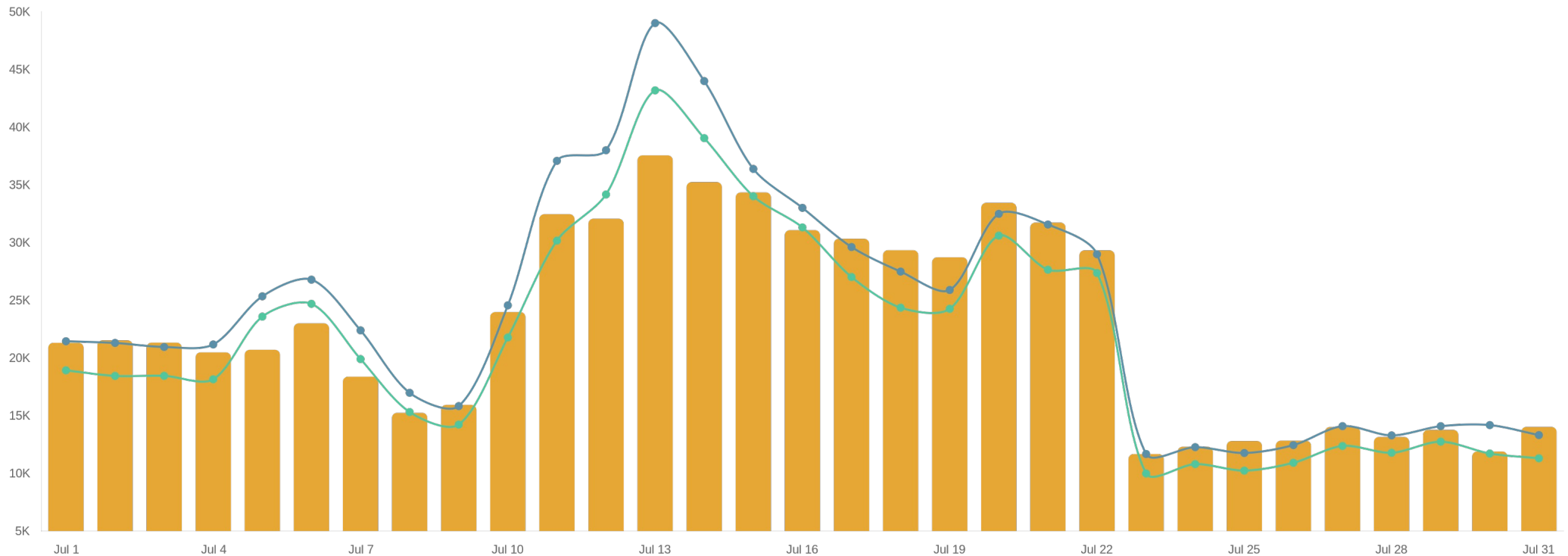
+90.92%

Reach

4638.42

+6.89%

Spent



Jul 1 - Jul 31

Meta Ads: Results

 Rockport CVB

43.21K

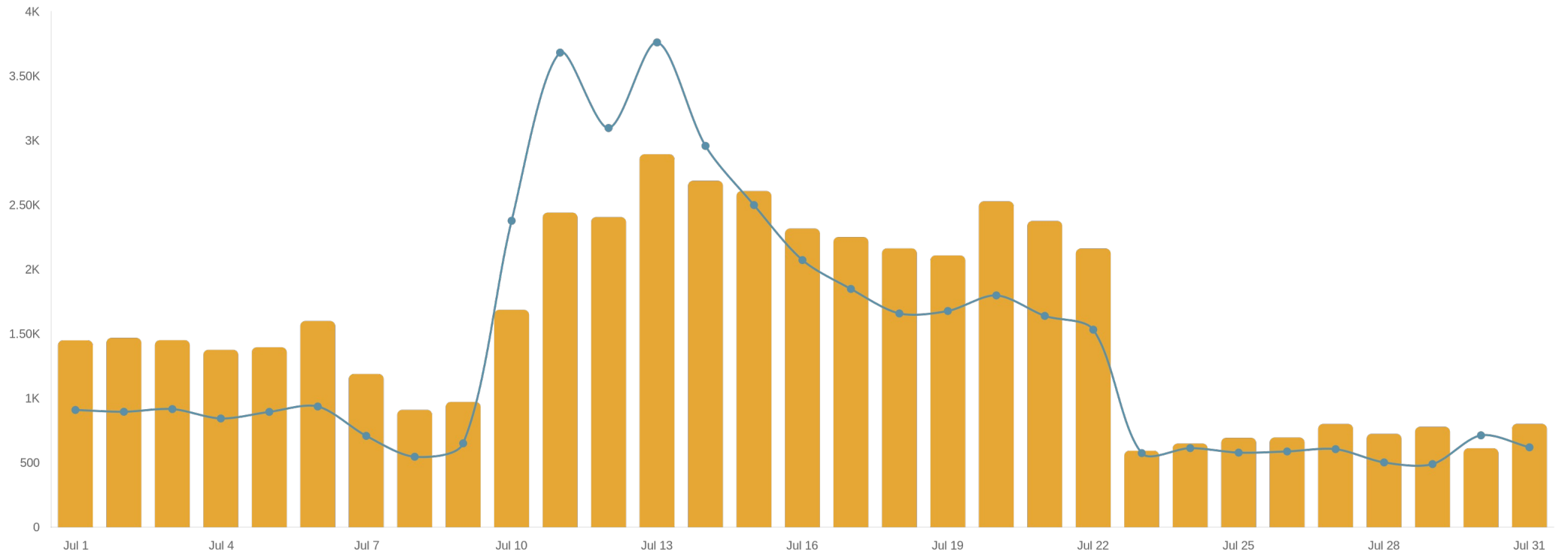
+103.42%

Clicks

4638.42

+6.89%

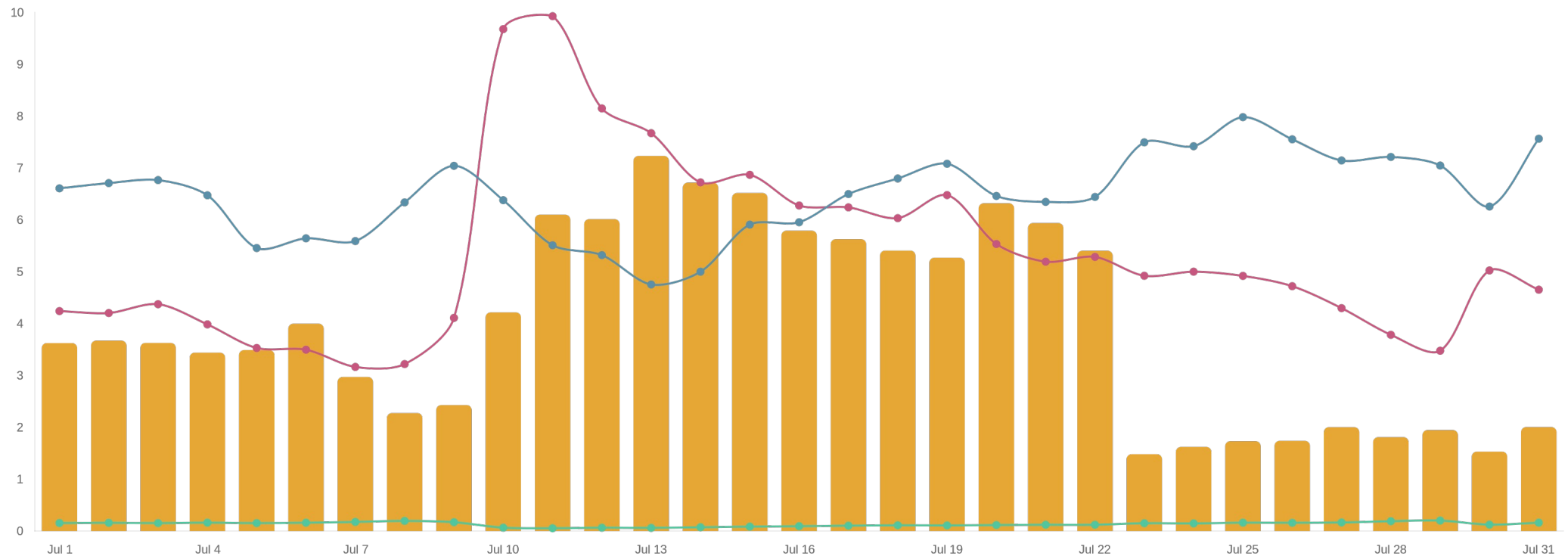
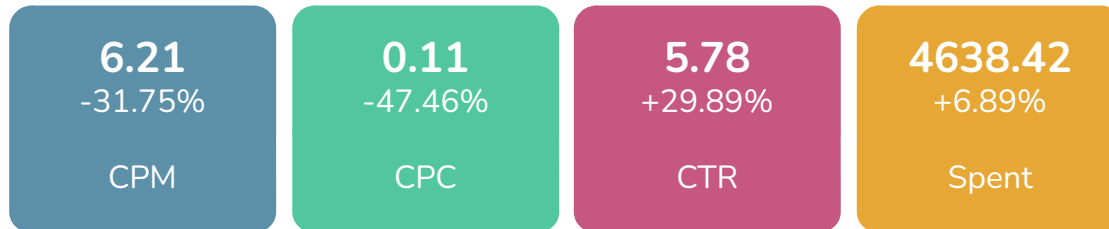
Spent



Jul 1 - Jul 31

Meta Ads: Performance

Rockport CVB



Meta Ads: Campaigns ranking

 Rockport CVB

Showing 4 campaigns sorted by impressions

Updated	Campaign	Impressions	Reach	Clicks	Conversions	Results	CPM	CPC	CTR	Conversion value	ROAS	Spent
Jul 07, 2025 10:40	[05/20/2025] Promoti Page likes	379.32k	154.08k	14.86k	1362 Link Clicks	1362 Page likes	6.53	0.17	3.92	-	-	2478.07
Jul 22, 2025 11:43	[07/10/2025] Promoti Link clicks	261.56k	145.84k	23.73k	6487 Link Clicks	6487 Link Clicks	4.68	0.05	9.07	-	-	1223.68
Jun 05, 2025 19:40	CVB Reel - Brand Awa OUTCOME_ENGAG EMENT	100.99k	62.7k	4118	2737 Link Clicks	2737 Conversions	9.12	0.22	4.08	-	-	920.75
Jun 24, 2025 10:29	Event: The 60th Annu Event responses	5615	3511	505	63 Link Clicks	63 Conversions	2.84	0.03	8.99	-	-	15.92



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: August 11, 2025

CATEGORY: Action Item

CAPTION:

Review data generated by the following events:

- i. Smithsonian
 - ii. WineFest
-

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: August 07, 2025



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: August 11, 2025

CATEGORY: Presentation

CAPTION:

2026 Initial Media Plan Budget

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Presentation

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: August 07, 2025



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM:

MEETING DATE: August 11, 2025

CATEGORY: Presentation

CAPTION:

CVB Board members provide updates on local events.

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Presentation

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: August 07, 2025



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: August 11, 2025

CATEGORY: Action Item

CAPTION:

Consider providing topics for discussion at the next regular Meeting, which is scheduled for Monday, Sept 8, at 10:00 am at City Hall

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: August 07, 2025