



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
MONDAY, SEPTEMBER 22, 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 Karen Ernst
Board Member Shelley Sammons
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, September 22, 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 following Minutes:
 - i. August 11, 2025, Regular Meeting
 - ii. September 11, 2025, Regular Meeting (Shelley Goodwin, City Secretary)
2. 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)
3. Review data generated by the following events:
 - i. Smithsonian
 - ii. WineFest
 - iii. Mural Fest (Nannette Eiland, CVB Tourism Manager)
4. 2026 Initial Media Plan Budget (Nannette Eiland, CVB Tourism Manager)
5. CVB Board members provide updates on local events. ()
6. Consider providing topics for discussion at the next regular Meeting, which is scheduled for Monday, October 13, 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 5:00 p.m. on September 16, 2025, on the bulletin board of the City of Rockport City Hall, 212 N. Live Oak, Rockport, Texas 79382.



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: September 22, 2025

CATEGORY: Action Item

CAPTION:

Consider the approval of the following Minutes:

- i. August 11, 2025, Regular Meeting
 - ii. September 11, 2025, Regular Meeting
-

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

- 1. 2025 CVB Mins. 8-11-2025

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: September 16, 2025

Vanessa Shrauner, City Manager

Date: September 16, 2025



**CONVENTION AND VISITOR BUREAU BOARD
REGULAR MEETING MINUTES
MONDAY, AUGUST 11, 2025 - 10:00 AM
ROCKPORT CITY HALL
212 N. LIVE OAK
ROCKPORT, TEXAS 78382**

Present:

Criag Griffin, Chair
Jennifer Day, Board Member
Michael Abel, Board Member
Karen Enrst, Board Member
Andrea Hattman, Mayor Pro Tem/Board Member
Vanessa Shrauner, City Manager/Ex Officio Member
Shelly Stuart, Chamber President/Ex Officio Member

Absent:

Jatin Bhakta, Vice Chair
Summer Terrell, Board Member
Jeff Sjostrom, ACEDC President/Ex Officio Member

City Staff Present:

Nannette Eiland, CVB Tourism Manager
Shelley Goodwin, City Secretary
Reagan Lauterbach, Assistant City Secretary/Executive Assistant

I. CALL TO ORDER AND ROLL CALL

Craig Griffin, Chair, called the August 11, 2025, Convention and Visitor Bureau Board of Directors Meeting to order at 10:02 a.m. and announced that a quorum had been met.

II. PLEDGE OF ALLEGIANCE

Craig Griffin, Chair, lead the pledge of allegiance.

III. CITIZENS TO BE HEARD

No one wished to speak.

IV. OTHER ACTION ITEMS AND UPDATES

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

This item be considered at the next CVB regular meeting on September 22, 2025.

2. Receive and Discuss Inventory of Tourism Development Recommendations

This item be considered at the next CVB regular meeting on September 22, 2025.

3. Receive the following updates:

- i. Tourism Fund**
- ii. Sales Tax Collections**

- iii. **Hotel Occupancy Tax Collections**
- iv. **Marketing Plan**
- v. **SimpleView**
- vi. **Social Media**

Nannette Eiland, CVB Tourism Manager, gave an update on:

- Tourism funding up until July 97k is what is left.
- Sales Tax Collection is down about 109k to date
- Hot Occupancy Tax Collections slowly trending upward

Karl Hattman, gave an update on:

- Marketing Plan we have two notable media recognitions for the community we were in an article on World Atlas, and we were in Island Magazine.
- SimpleView website will launch on October 15th on August 29th we have to provide them with a bunch of content and information for the website.
- Social Media everything is continuing to grow, we just eclipsed 17,500 followers on Facebook and Instagram. In July Facebook and Instagram reached 1.3 million people. Top locations were San Antonio, Houston, Austin and Dallas. Strategies we are using posting daily, getting new content and keeping everything fresh.

4. Review data generated by the following events:

- i. **Smithsonian**
- ii. **WineFest**

This item be considered at the next CVB regular meeting on September 22, 2025.

5. 2026 Initial Media Plan Budget

Nannette Eiland, CVB Tourism Manager, presented 2026 Initial Media Plan Budget. She noted she met with the County to request Tourism funds. The CVB will be splitting a full-page ad with Texas State Travel Guide with Aransas Pathways.

6. CVB Board members provide updates on local events.

- Jennifer Day gave an update on the Murals that will be done next. Rockport Little Theater, Copono and Ace Hardware.
- Michael Abel stated on the 16th is a member's appreciation for the 100th year anniversary. He also spoke on attending a meeting for the Texas American 250th Celebration.
- Karen Ernst spoke about summer camp, art exhibits and upcoming concert ticket sales.
- Craig Griffin spoke about the song writers event on August 22nd, in Fulton. He stated he attended the song writers event in New Braunfels and received great information.
- Shelly Stuart spoke about Jimmy Buffet Day, Hummerbird Celebration, Seafair and America 250th Anniversary. She also stated that she will be attending Turn Tide in Port Aransas.

7. Consider providing topics for discussion at the next regular Meeting, which is scheduled for Monday September 22, at 10:00 am at City Hall.

The board agreed to review tourism marketing budget at the next meeting and bring back the items that were not discussed at this meeting.

V. ADJOURN

With no other business Chairman Griffin adjourned the August 11, 2025, meeting at 10:48 a.m.

Craig Griffin
CVB Board Chair

Shelley Goodwin TRMC/MMC
City Secretary



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: September 22, 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. 08-25 CVB Graphs 9-11-25
2. Rockport CVB - Google Performance MAX Streaming - August 2025 Digital Performance
3. Rockport CVB Meeting Notes 091525
4. Rockport CVB Social Media Report 082025

APPROVAL/REVIEW:

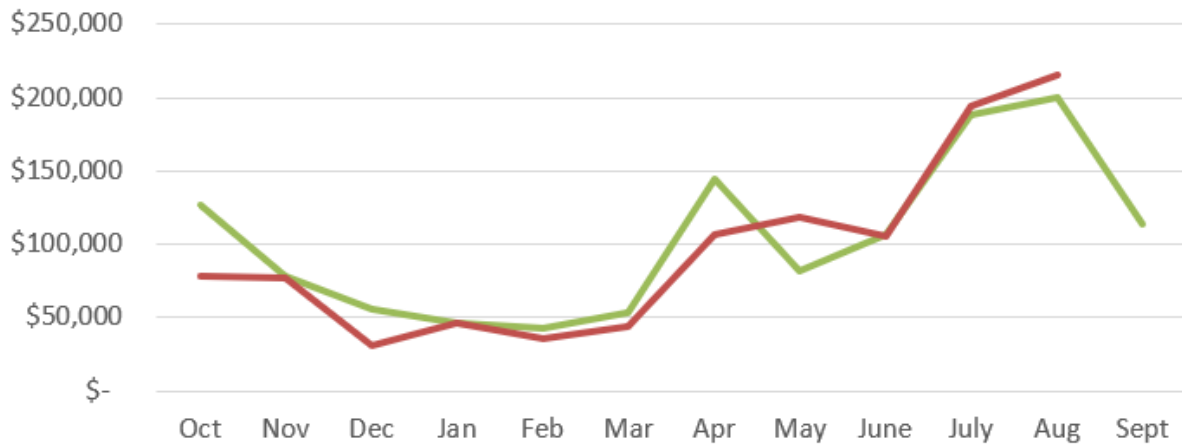
Nannette Eiland, CVB Tourism Manager

Date: September 16, 2025

Vanessa Shrauner, City Manager

Date: September 16, 2025

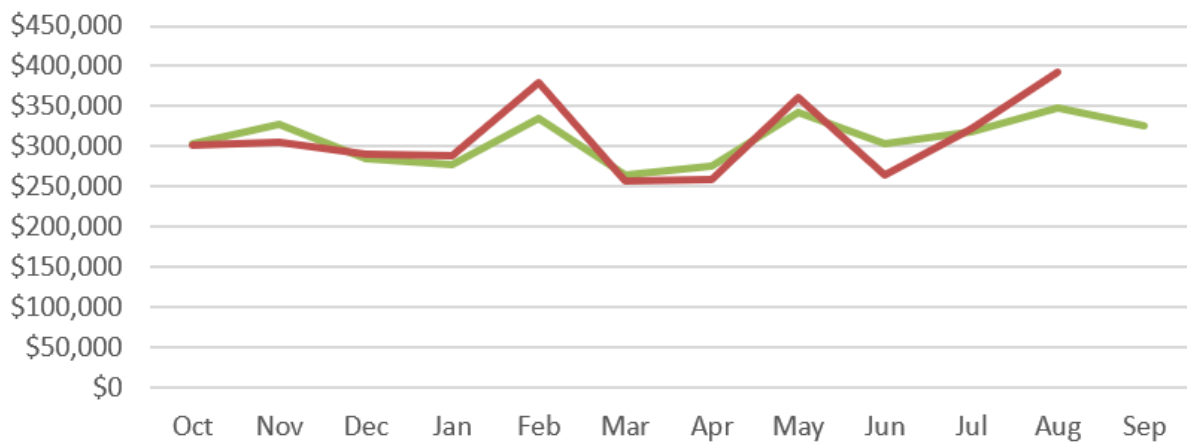
Hotel/Motel Revenues Through August



YTD Hotel/Motel Tax Collections through August for FY 2023-24 and FY 2024-25 were \$1,123,841 and \$1,052,036, respectively. August Hotel/Motel taxes reflect July activity. YTD Budget for 2024-2025 was \$1,081,105.

— FY 2023-24 — FY 2024-25

Sales Taxes Through August



YTD Sales Tax Collections through August for FY 2023-24 and FY 2024-25 were \$3,705,082 and \$3,421,529, respectfully. August allocations from the State reflect June sales. Budget for YTD 2025 was \$3,426,772.

— FY 2023-24 — FY 2024-25

Rockport CVB DIGITAL REPORTING

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

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



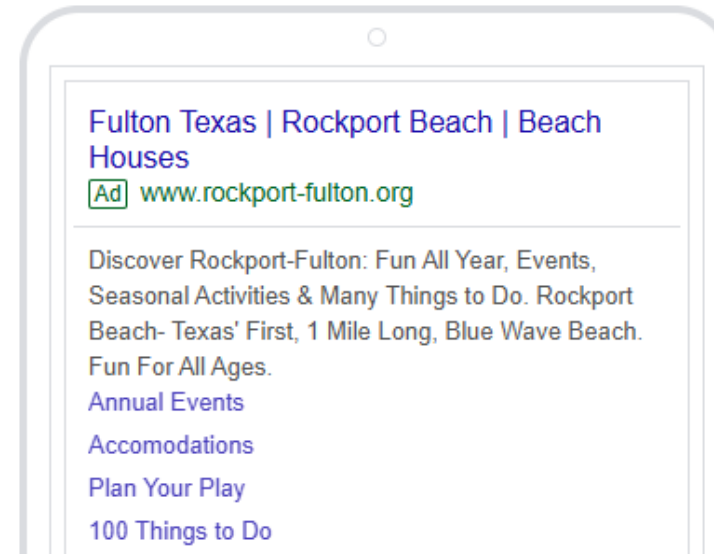
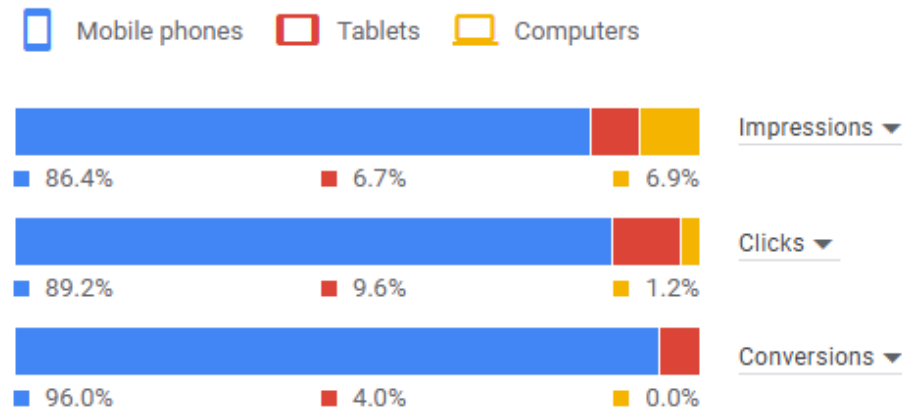
Google SEM/ Branding - August 2025



THE CAMPAIGN GENERATED:

- 1,801 potential visitors viewed your SEM ad and 595 clicked through to <https://www.rockport-fulton.org/PlanHome/> generating 33% Click Thru Rate, well above the 2% National avg.
- 25 Conversions from the Google SEM were tracked from 8/1 – 8/14.
- 10% of the search impression in Texas markets outside of the Corpus Christi market.
- 69% of ad have shown up in the top search ad positions on Google. 26% in 1st spot.
- Top performing keywords: Texas Vacation Spot, Rockport Texas, Rockport Beach, Beach Getaway, Coastal Getaway...
- Top Audiences: Women 45+ in the top 20% of Household Income.
- Top Performing TX Regions: Dallas/Ft Worth, Austin, Lubbock, Houston, San Antonio, Waco-Temple-Bryan...

Ad performance across devices

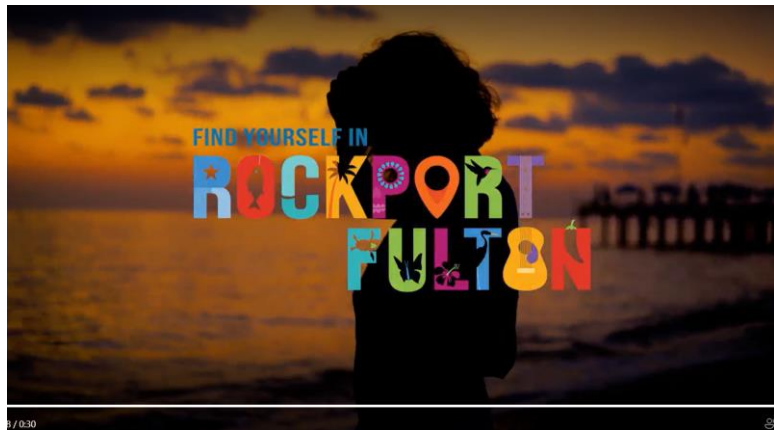


Google Performance MAX/ Branding - August 2025

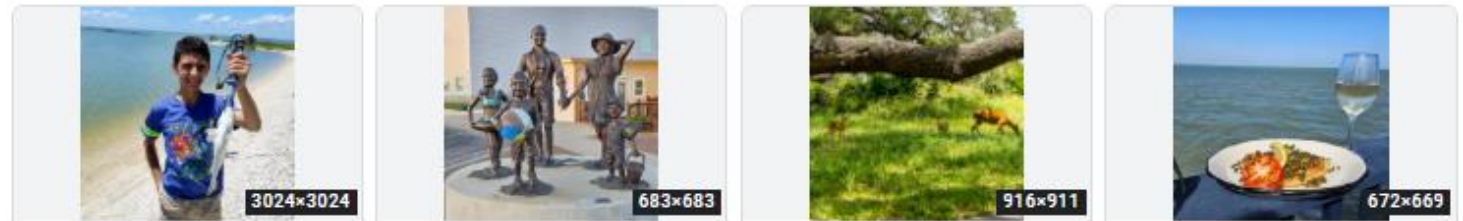


THE CAMPAIGN GENERATED:

- 63,782 potential visitors viewed your digital ads on Google Performance MAX and 2,251 clicked through to <https://www.rockport-fulton.org/PlanHome/> generating 3.53% Click Thru Rate, well above the 2% National avg.
- 357 Conversions from the campaign were tracked during the month.
- Top Performing Keywords: Rockport Texas, Rockport Beach, Places to stay in Rockport TX, Rockport Events...
- Top Performing Ads: Plan a Trip
- Top Performing TX Regions: San Antonio, Houston, Dallas-Ft. Worth, Austin, Waco-Temple-Bryan, RGV...



Top Performing Assets



Scripps Ads+ OTT/ Branding - August 2025



FROM THIS CAMPAIGN STRATEGY:

- 205,726 OTT video ad impressions delivered.
- Reached 73,492 households with a frequency of 2.8.
- 98% Video Completion Rate. Goal is to be at 90% or higher.
- 457 website page views with 0 clicks on the STAY section.



Delivery by region

Region	Total Impressions
Dallas - Fort Worth	63674
Houston	53341
San Antonio	21828
Austin, TX	12952
Tyler - Longview (Lufkin & Nacogdoches)	8720
Waco - Temple - Bryan	7669
Harlingen - Weslaco - Brownsville - McAllen	5666
Beaumont - Port Arthur	5628
El Paso	3638

Delivery by channel

OTT Channel	Total Impressions
ION Television	84631
ION Mystery	35067
Grit Xtra	20639
Court TV	17306
ION Plus	13235
Scripps News	13032
Bounce XL	11654
Laff	3028
Laff More	2669
Bounce TV	2078
Tablo TV	1564
KRIS 6 News	401

Google Performance MAX Campaign Summary & Key Insights



Google Search & Performance MAX & Streaming – Rockport Vacation - August 2025

- New Images have been added for the Rockport Vacation PMAX campaign on 8/5. Rockport Vacation Branding campaign ran 8/1 – 8/15. 50% budget allocation.
- Rockport Vacation Branding SEM delivered 1,801 SEM ad impressions to potential visitors.
- The Plan Your Stay page received 595 visits in August. 703 in July at full budget. Click-thru rate increased from 8.5% in July to 33% this month.
- Rockport Vacation Branding Performance MAX campaign delivered over 63K impressions with 2,251 visits to the Plan Your Stay page. 10,991 visits to the Plan Your Stay last month at full budget.
- Overall, the August Google campaigns resulted in 382 website conversions.

Stay section visits: 117 | Condos & Vacation Homes/Hotels/RV Park Clicks: 265

150K OTT make good was added to the August OTT Streaming campaign due to the error running the Art Festival spot last month.

- The Streaming campaign delivered over 205K OTT video impressions across the state of Texas for August.
- Reached 73K households that fit our audience of Families or interest in Beach Travel. Avg. frequency of 2.8 times per household in August. Avg. frequency was 2 in last month.
- 457 website visits from those who were served the OTT video spot on the Connected TV in August. 528 last month.
- 0 visits to the STAY section of the site from the same people. 0 last month.

Recommendations: Rockport Vacation Campaign is sharing budget with the new Hummerbird Festival campaign that started on 8/15. This will continue until the HB Festival is over on 9/21. Setting up a meeting to discuss Seafair 2025 and budget approval for continuing this campaign in 2026.

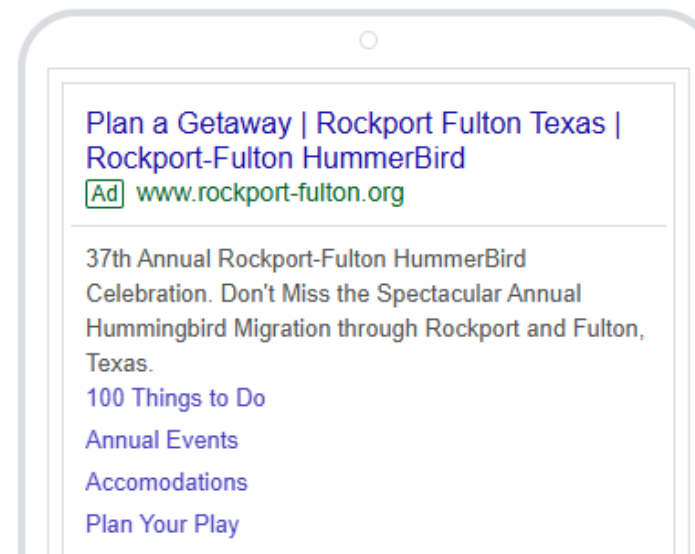
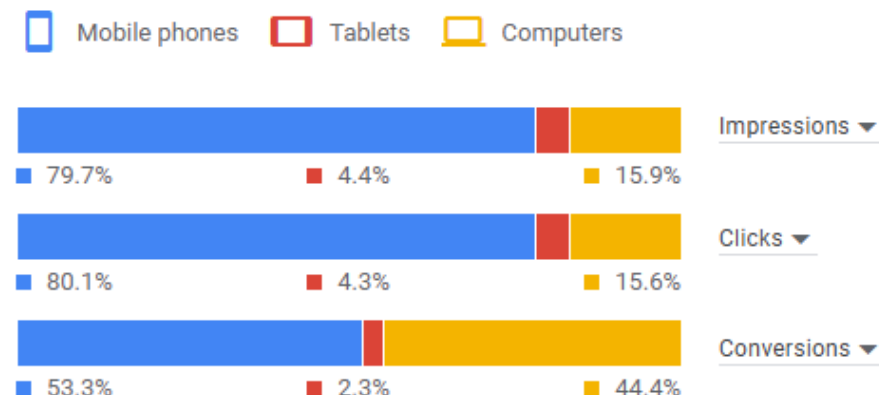
Google SEM/ Hummerbird Festival - August 2025



THE CAMPAIGN GENERATED:

- 3,720 potential visitors viewed your SEM ad and 602 clicked through to <https://www.rockport-fulton.org/HB/> generating 22% Click Thru Rate, well above the 2% National avg.
- 261 Conversions from the Google SEM were tracked from 8/15 – 8/31.
- 19% of the search impression in Texas markets outside of the Corpus Christi market.
- 60% of ad have shown up in the top search ad positions on Google. **56% in 1st spot.**
- **Top performing keywords:** Birding, Boat Trips, Hummerbird Celebration, Birding Tour, Hummingbird Celebration...
- **Top Audiences:** Women 45+ in the top 20% of Household Income.
- **Top Performing TX Regions:** Houston, Austin, San Antonio, Dallas, Arlington, Fort Worth, Georgetown, Victoria...

Ad performance across devices



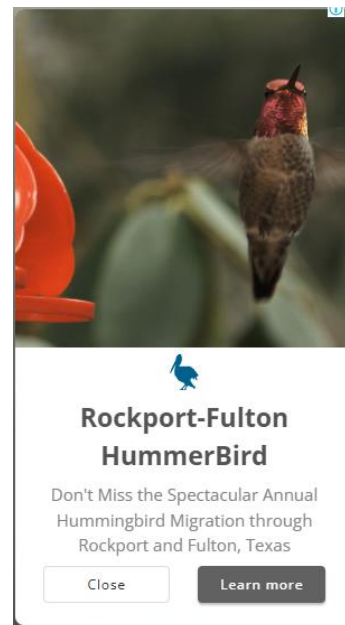
Google Performance MAX/ Hummerbird Festival - August 2025



THE CAMPAIGN GENERATED:

- 56,323 potential visitors viewed your digital ads on Google Performance MAX and 4,500 clicked through to <https://www.rockport-fulton.org/HB/> generating 8% Click Thru Rate, well above the 2% National avg.
- 3,088 Conversions from the campaign were tracked from 8/15 – 8/31.
- Top Performing Keywords: Hummingbird Festival Rockport, Duoro River Cruises, Visit Rockport TX, Audobon...
- Top Performing TX Regions: Houston, Dallas, Austin, Fort Worth, San Antonio, El Paso, College Station...

Top Performing Assets



Scripps Ads+ OTT/ Hummerbird Festival - August 2025



FROM THIS CAMPAIGN STRATEGY:

- 46,478 OTT video ad impressions delivered.
- Reached 30,569 households with a frequency of 1.5.
- 98% Video Completion Rate. Goal is to be at 90% or higher.
- 87 website page views with 0 clicks on the Ticket Link.



Delivery by region

Region	Total Impressions
Dallas - Fort Worth	14313
Houston	12123
San Antonio	4869
Austin, TX	2812
Tyler - Longview (Lufkin & Nacogdoches)	1980
Waco - Temple - Bryan	1828
Harlingen - Weslaco - Brownsville - McAllen	1284
Beaumont - Port Arthur	1272
El Paso	830

Delivery by channel

OTT Channel	Total Impressions
ION Television	15905
ION Mystery	8688
Grit Xtra	5128
Court TV	4472
ION Plus	3418
Bounce XL	3201
Scripps News	3009
Laff	880
Bounce TV	602
Laff More	542
Tablo TV	387
Samsung TV Plus	141

Google Performance MAX Campaign Summary & Key Insights



Google Search & Performance MAX & Streaming – HummerBird Festival - August 2025

- Hummberbird Festival campaign started on 8/15 and continues through 9/21. 50% budget allocation.
- SEM delivered 3,720 SEM ad impressions to potential visitors.
- The HB Celebration page received 602 visits in August. Click-thru rate was 22%!
- HB Festival Performance MAX campaign delivered over 56K impressions with 4,500 visits to the HB Festival page.
- Overall, the August Google HB Festival campaigns resulted in 3,445 website conversions HB Festival & Plan Your Stay sections.
Ticket Link: 599 | Condos & Vacation Homes/Hotels/RV Park/Bed & Breakfast/Apartment Clicks: 2,846
- The Streaming campaign delivered over 46K OTT video impressions across the state of Texas for August.
- Reached 30K households that fit our audience. Avg. frequency of 1.5 times per household in August.
- 87 website visits from those who were served the OTT video spot on the Connected TV in August.
- 0 visits to the HB Festival section of the site from the same people.

Rockport CVB Meeting Notes

Date: September 22, 2025

Media Placements

Notable Media Recognition for Rockport-Fulton:

- Rockport/RCAD Mural Fest was featured on KIII-TV
<https://www.kristv.com/news/local-news/in-your-neighborhood/rockport/rockport-hosts-first-ever-mural-fest-bringing-more-public-art-to-the-community>
- Rockport Featured in World Atlas Article, 7 Gulf Coast towns With A Slower Pace of Life
<https://www.worldatlas.com/cities/7-gulf-coast-towns-with-a-slower-pace-of-life.html>

Social Media

Account Summary:

- Explore Rockport-Fulton Instagram and Facebook reached 21,215 followers at the end of August and 23,488 as of September 15th.
- Facebook: <https://www.facebook.com/exploreroockportfulton/>
- Instagram: <https://www.instagram.com/exploreroockportfulton/>
- For the month of August the YouTube, Facebook and Instagram Accounts reached 743,317 users, a 43% decrease. The primary reason for the decrease was a reduction in the social media ad budget as we move away from the peak advertising budget in July.
- Top out-of-town Texas locations reached in August through social media: San Antonio, Houston, Austin, Victoria, Fort Worth, Laredo, and New Braunfels

Content Strategy:

- Daily organic content posting schedule, mixing professional photography and video content
- 255 total posts in August 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
- Collected and Integrated Hummerbird festival content into social media, YouTube, Streaming, and Google ad campaigns
- Created custom social media video highlighting the Mural Fest
- 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

Advertising Campaigns:

- 2 Facebook and Instagram advertising campaigns with a focus on brand awareness and account growth reaching 308,970 users. A 58.6% decrease, primarily due to the lower budget as we moved away from the peak ad spend we saw in July.
- Will be able to generate more specific metrics when the new website launches and we have a Meta Pixel installed.
- Incorporated Hummerbird Festival content into the campaigns. Working on incorporating Seafair content into the campaigns, with a planned launch in mid-September.

Photography & Visual Content

Professional Photography and Video:

- 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.
- Collected additional video content from around the community including, Rockport Beach, Fulton Shorelines, Copano Bridge area, and Copano Bay.

Website Development & Business Engagement

Simpleview Collaboration:

- Collected content for the new website, deadline was August 29th, but we continue to collect content to be able to get the website as well stocked as possible with content at the launch date.
- Progressing towards website launch date of October 15, 2025
- Met with Simpleview as we wrap up the CRM training and begin the CMS training.
- 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 Coastal Living TV appearance:
 - Hummerbird Festival
 - Video launched on September 11 on social media
<https://www.facebook.com/watch/?v=1080189224269773>
- CVB has 2 remaining TV appearances allocated for Seafair and 1 other notable event

Google Campaign Performance (August 2025)

Rockport Vacation Campaign Highlights

Strong Click-Through Rate Growth Your Rockport Vacation branding campaign (8/1-8/15) delivered impressive engagement with a **289% increase in click-through rate** – jumping from 8.5% in July to 33% in August. This significant improvement demonstrates excellent creative resonance with your target audience.

Google Performance Metrics:

- **1,801 SEM impressions** generating 595 visits to the Plan Your Stay page.
- **63K+ Performance MAX impressions** generating 2,251 visits to the Plan Your Stay page.
- **382 total website conversions** across all touchpoints
 - Stay section engagement: 117 visits
 - Accommodation bookings: 265 clicks (condos, vacation homes, hotels, RV parks)

OTT Streaming Results:

- **205K video impressions** across Texas (including 150K make-good impressions)
- **73K households reached** matching our family/beach travel audience
- **2.8 average frequency per household** (40% increase from July)
- **457 Connected TV-driven website visits!**

Hummingbird Festival Campaign Highlights

Your new festival campaign (launched 8/15) shows strong early momentum:

Google Performance Metrics:

- **3,720 SEM impressions** generating 602 visits to the HB Festival page.
- **22% click-through rate** on initial launch
- **56K+ Performance MAX impressions** driving 4,500 festival page visits
- **3,445 total conversions** across festival and tourism sections
 - HB Festival Ticket engagement: 599
 - Accommodation bookings: 2846 clicks (condos, vacation homes, hotels, RV parks)

OTT Reach:

- **46K video impressions** statewide
- **30K household reach** with 1.5 average frequency
- **87 Connected TV website visits**

Key Insights & Next Steps

1. **Budget Optimization:** The shared budget strategy between campaigns is working well, with both showing strong performance metrics.
2. **Creative Performance:** The new PMAX images added 8/5 appear to be contributing to improved engagement rates.
3. **Audience Targeting:** Your beach travel and family audience segments continue to show strong response rates across both campaigns.

Recommended Actions:

- Continue current budget allocation through HB Festival end date (9/21)
- Schedule Seafair 2025 planning discussion (update, this meeting happened on 09/12/25)
- Evaluate 2026 campaign continuation strategy (pending final budget approval).

The combination of improved click-through rates, strong conversion numbers, and effective OTT reach positions both campaigns for continued success.

Let me know what day and time works best for you to discuss the upcoming Seafair campaign and 2026 budget planning.

Social Media Report

01 Aug 25 - 31 Aug 25

Explore Rockport-Fulton



Explore Rockport-Fulton



exploreroockportfulton



Explore Rockport-Fulton



Rockport CVB

Followers

21.23K
+39.02%



📅 Explore Rockport-Fulton

18.53K

+37.02%

Facebook

2685

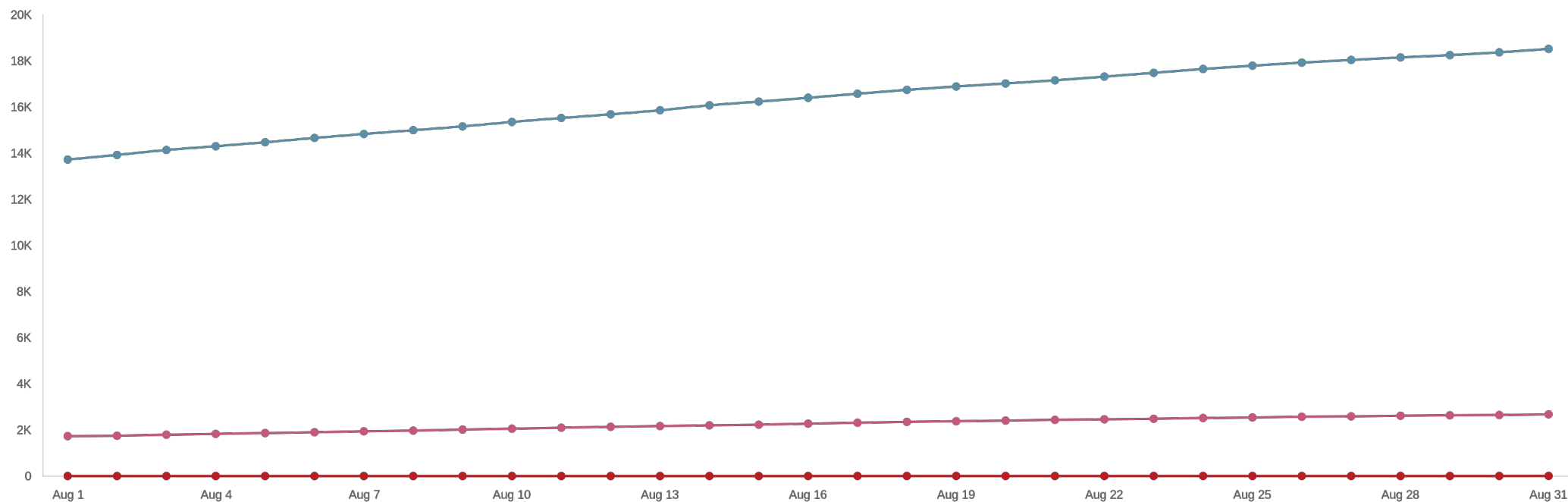
+54.58%

Instagram

15

+50.00%

Youtube



Aug 1 - Aug 31

Impressions

📅 Explore Rockport-Fulton

743.32K
-43.87%



611.81K

-46.38%

Facebook

129.32K

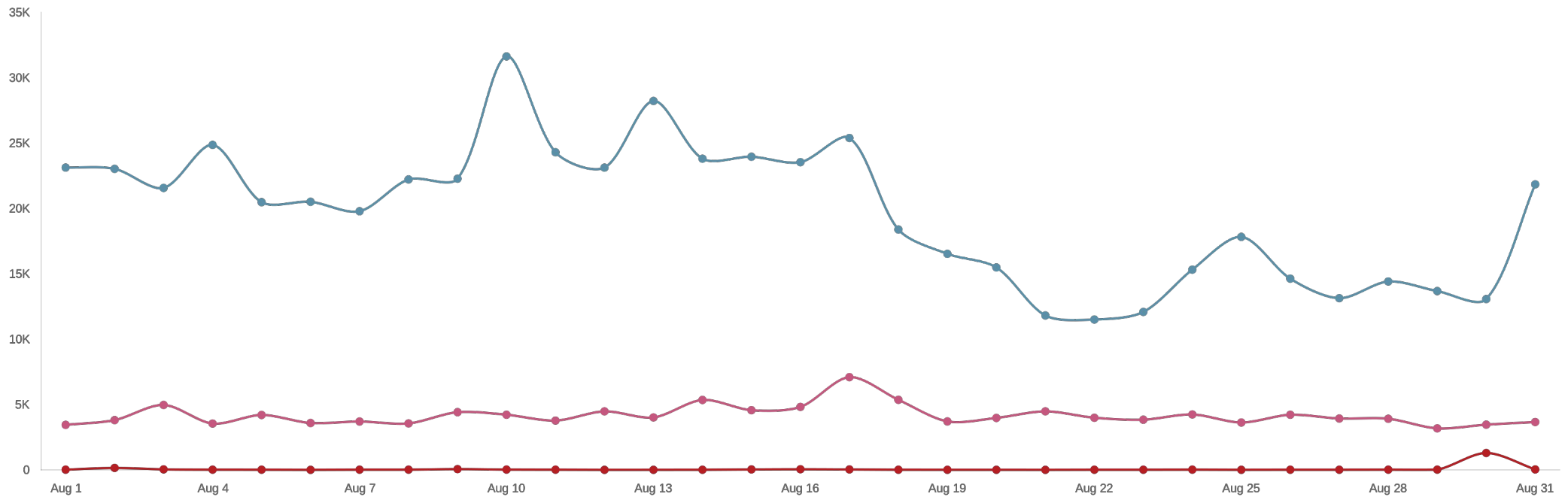
-28.50%

Instagram

2187

-15.23%

Youtube



Aug 1 - Aug 31

Interactions

19.86K
-47.70%



📅 Explore Rockport-Fulton

18.12K

-49.16%

Facebook

1725

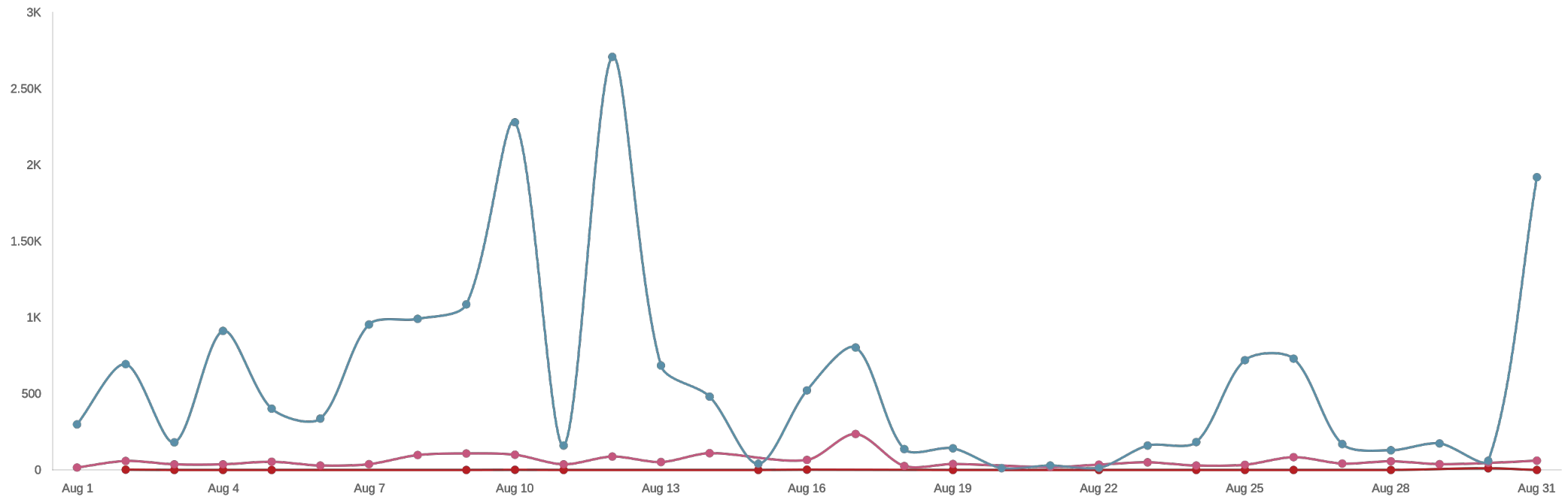
-26.00%

Instagram

16

+300.00%

Youtube



Aug 1 - Aug 31

Posts

558
+5.88%

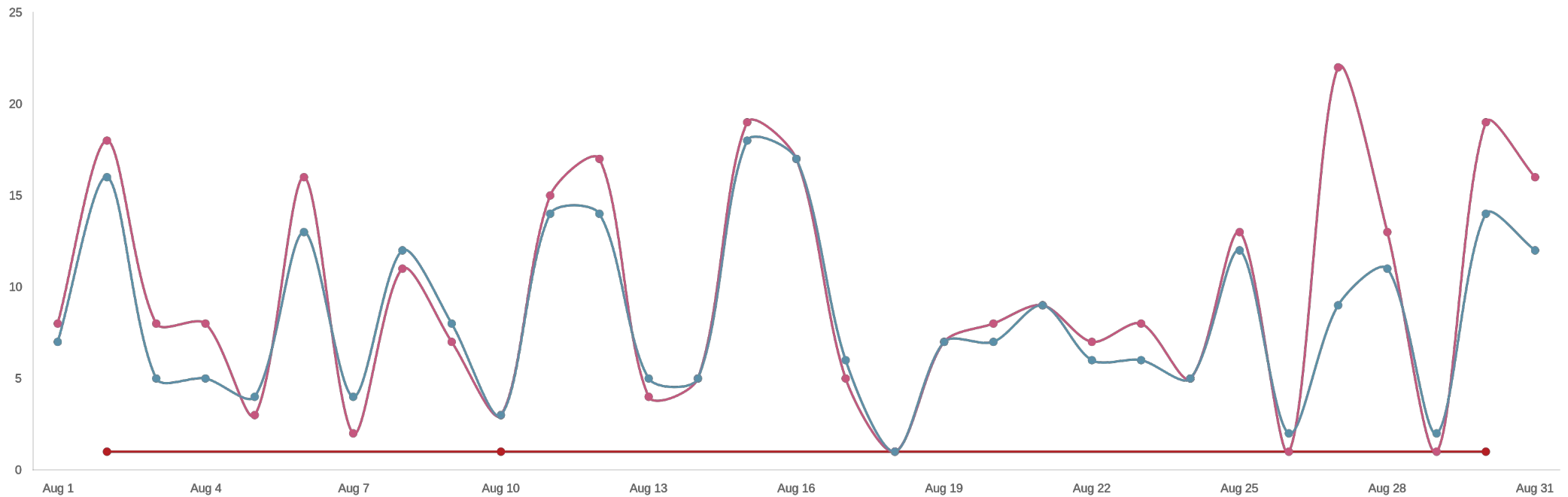


📅 Explore Rockport-Fulton

259
+0.00%
Facebook

296
+14.29%
Instagram

3
-66.67%
Youtube



Aug 1 - Aug 31

Ranking of posts

Explore Rockport-Fulton

Showing 20 posts sorted by impressions

Published		Text			Impressions	Interactions
Aug 12, 2025 15:54		The vibrant bait stands at The Rockport Harbor are more than just a stop for bait! Take a stroll ar...	Go		42.44k	1455
Aug 12, 2025 15:54		The vibrant bait stands at The Rockport Harbor are more than just a stop for bait! Take a stroll ar...	Go		41.76k	1254
Aug 31, 2025 14:02		Catch a breathtaking view of the Copano Bridge stretching across sparkling blue waters. 🌊 A true ...	Go		39.59k	1920
Aug 10, 2025 12:30		A bird's-eye view of paradise— Rockport Beach. Blue waters, soft sand, and coastal beauty from above...	Go		37.66k	2280
Aug 26, 2025 18:29		The Rockport beach = The perfect place to soak up the last of summer! Pack your bags, Rockport-Ful...	Go		16.38k	657
Aug 09, 2025 16:25		🌊 Family fun awaits in Rockport-Fulton, Texas! From splashing at the Aquatic Center to exploring ...	Go		16.09k	418

Published		Text			Impressions	Interactions
Aug 09, 2025 16:26		🦋 Family fun awaits in Rockport-Fulton, Texas! From splashing at the Aquatic Center to exploring ...	Go		15.96k	668
Aug 04, 2025 14:30		Soaring over the bridge to Lamar, Texas—where the views stretch for miles and the charm begins the m...	Go		14.66k	866
Aug 07, 2025 15:45		This is what Rockport, Texas vibes look like! 🌞🦋 Ready to explore? #rockporttx #findyourselfinr...	Go		14.25k	513
Aug 07, 2025 15:45		This is what Rockport, Texas vibes look like! 🌞🦋 Ready to explore? #rockporttx #findyourselfinr...	Go		14.13k	435
Aug 13, 2025 12:03		🦋 Salty air, gentle waves, and the perfect cast—Fulton Pier is a coastal favorite you can't miss! ?...	Go		12.99k	672
Aug 25, 2025 14:01		A charming coastal town from above 🏡🦋 Downtown Rockport is full of shops, dining, and coastal c...	Go		11.25k	682
Aug 16, 2025 21:02		Looking for the perfect spot to wrap up summer? Look no further—The Rockport Beach is calling! Soa...	Go		9858	446
Aug 08, 2025 18:25		At The Sugar Shack, it's always five o'clock 🍹🌸 This iconic spot is a favorite of visitors and lo...	Go		8693	359

Published		Text			Impressions	Interactions
Aug 08, 2025 18:25		At The Sugar Shack, it's always five o'clock 🍷🌸 This iconic spot is a favorite of visitors and lo...	Go		8284	542
Aug 02, 2025 14:25		📸 Ready for your close-up? Make Rockport-Fulton the scene of your next picture-perfect getaway! F...	Go		7501	289
Aug 02, 2025 14:25		📸 Ready for your close-up? Make Rockport-Fulton the scene of your next picture-perfect getaway! F...	Go		6812	405
Aug 06, 2025 14:02		Step back in time at the Rockport Railroad Depot in downtown Rockport, Texas—where local history an...	Go		6413	337
Aug 17, 2025 12:50		Our inaugural Mural Fest just wrapped up, leaving behind a trail of beautiful art that's FREE to exp...	Go		6103	274
Aug 05, 2025 15:12		Just another perfect day in Rockport-Fulton, Texas! 🌊🌳 Come see for yourself! #rockporttx #find...	Go		4486	220

Impressions

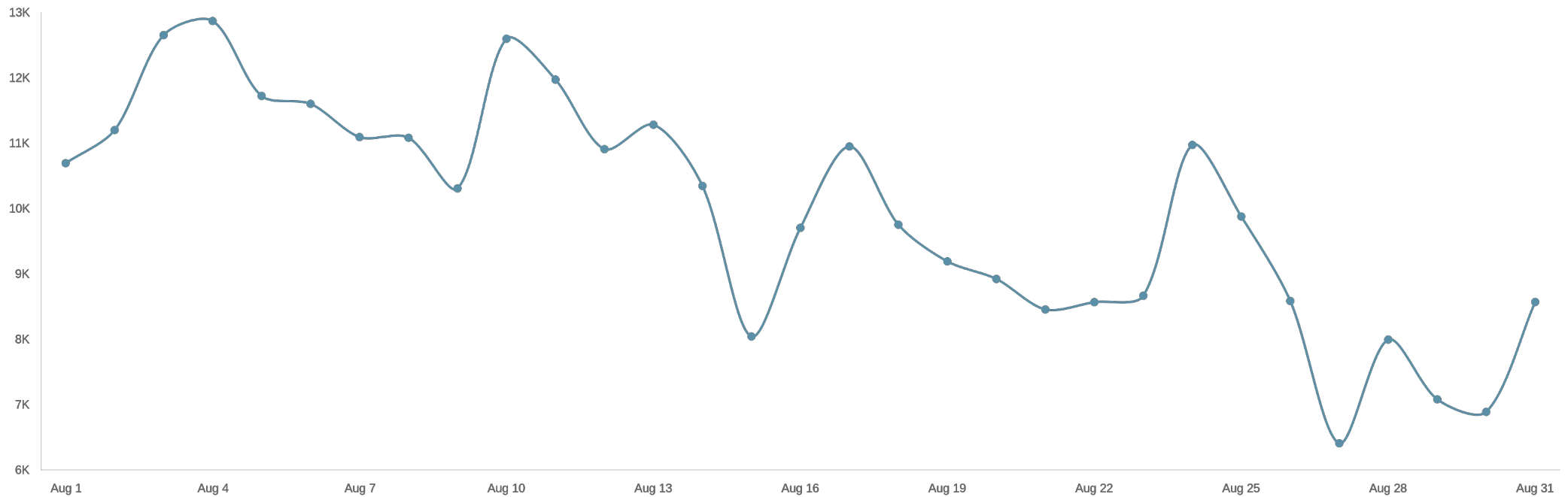
📅 Explore Rockport-Fulton

308.97K
-58.66%



308.97K
-58.66%

Meta Ads



Aug 1 - Aug 31

Clicks

📋 Explore Rockport-Fulton

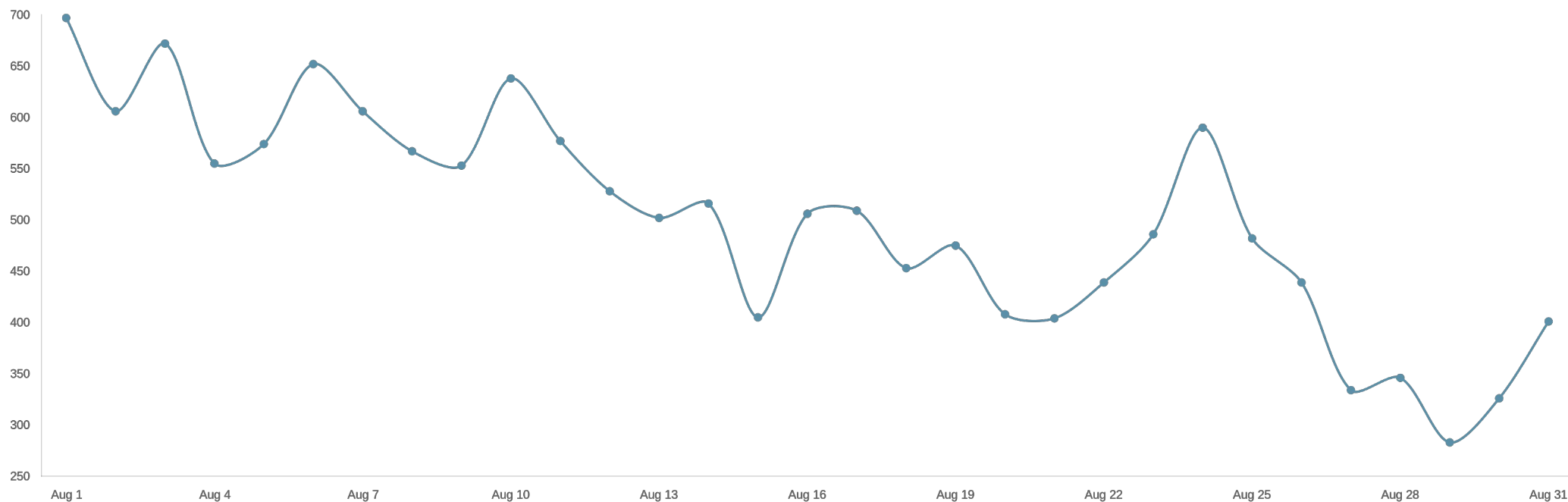
15.53K
-64.06%



15.53K

-64.06%

Meta Ads



Aug 1 - Aug 31

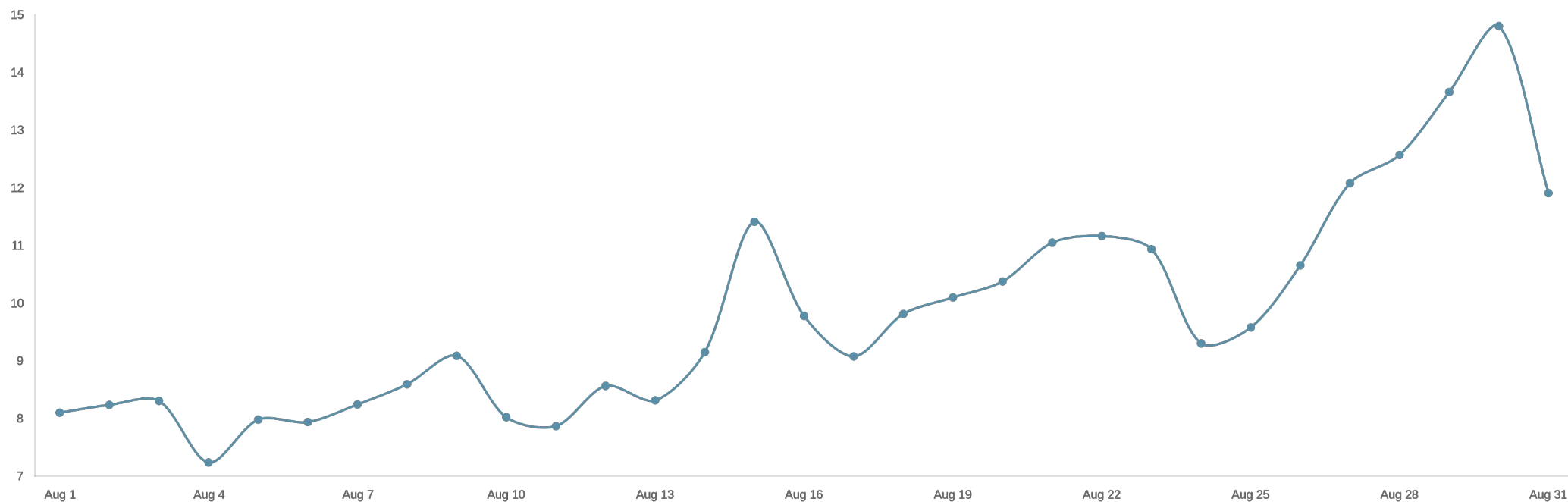
CPM

📅 Explore Rockport-Fulton

9.51
+53.27%



9.51
+53.27%
Meta Ads



Aug 1 - Aug 31

CPC

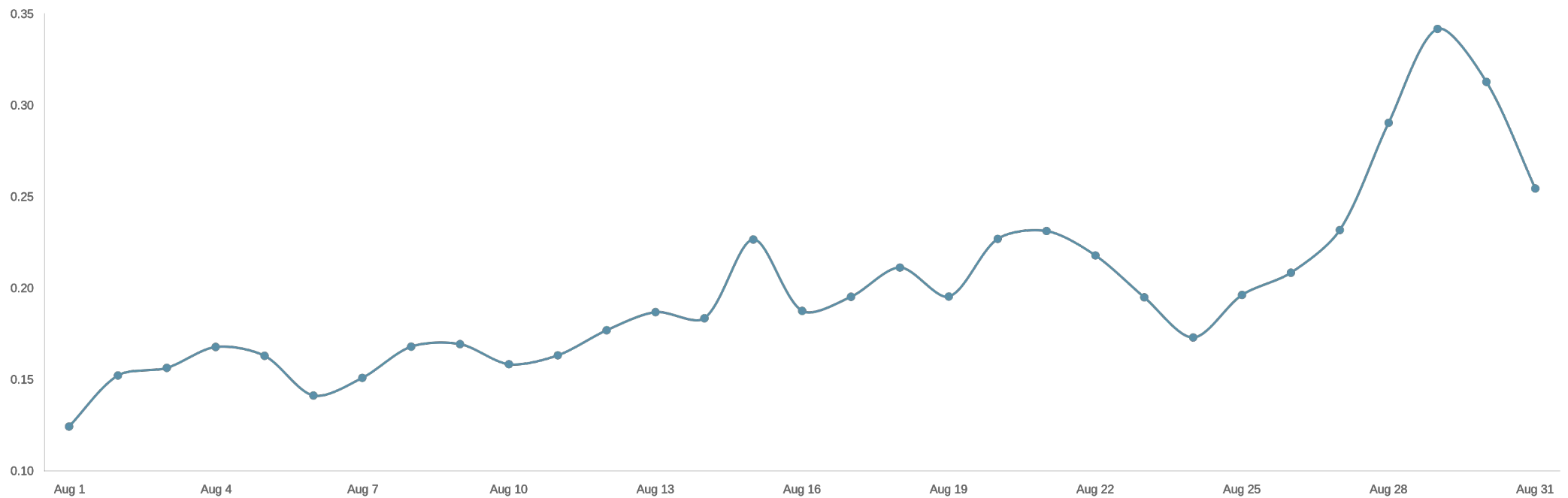
📋 Explore Rockport-Fulton

0.19
+76.27%



0.19
+76.27%

Meta Ads



Aug 1 - Aug 31

Spent

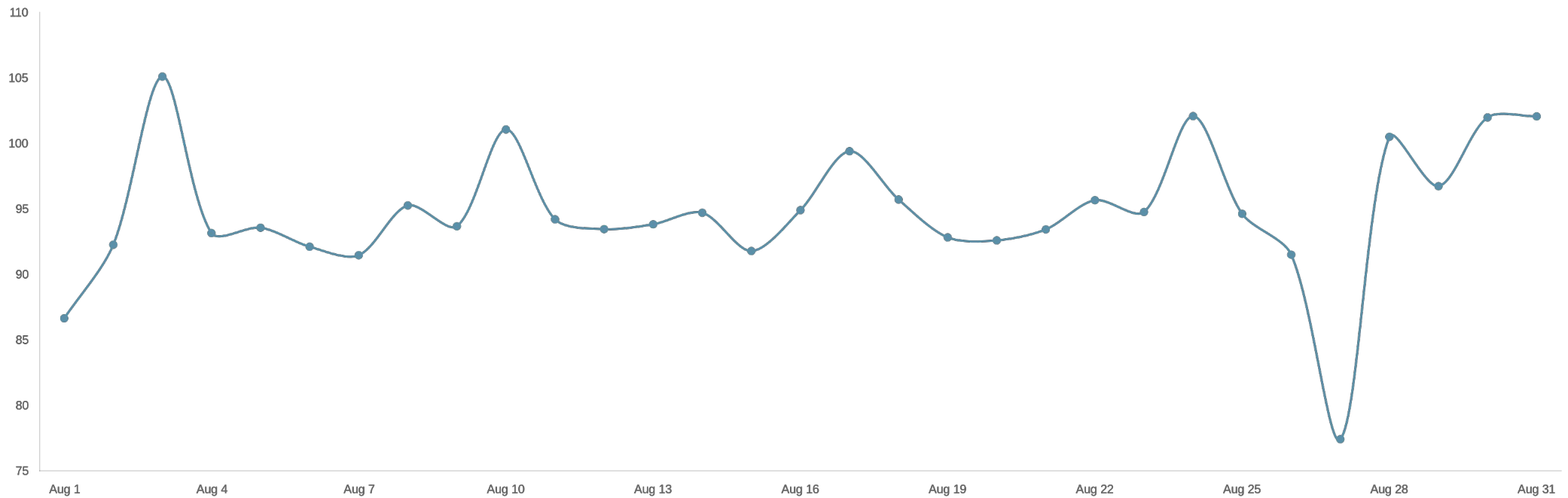
📅 Explore Rockport-Fulton

2938.68
-36.64%



2938.68
-36.64%

Meta Ads



Aug 1 - Aug 31

Campaigns ranking

📋 Explore Rockport-Fulton

Showing 2 campaigns sorted by impressions

Updated	Campaign		Impressions	Clicks	CPM	CPC	Spent
Jul 07, 2025 12:40	[05/20/2025] Promoting Explore Rock PAGE_LIKES		247.25k	13.14k	9.69	0.18	2396.49
Jun 05, 2025 21:40	CVB Reel - Brand Awareness OUTCOME_ENGAGEMENT		71.47k	2780	8.93	0.23	638.06

Community growth

 Explore Rockport-Fulton

18.53K

+37.02%

Followers

255

-2.67%

Total content

4212

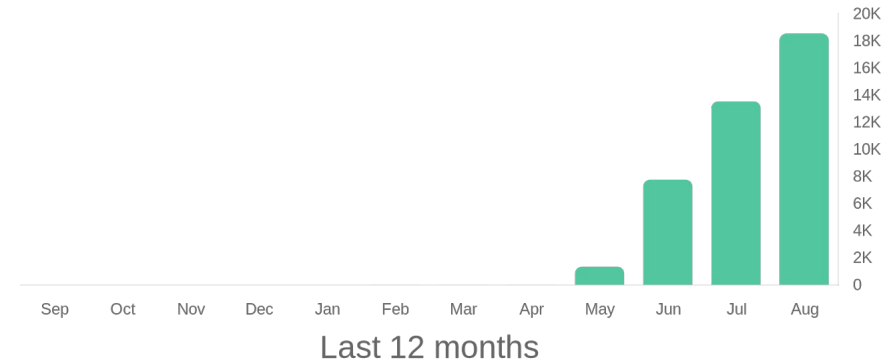
-10.33%

Acquired likes

273

-2.50%

Lost likes



Aug 1 - Aug 31

Posts viewed in period

 Explore Rockport-Fulton

608.02K

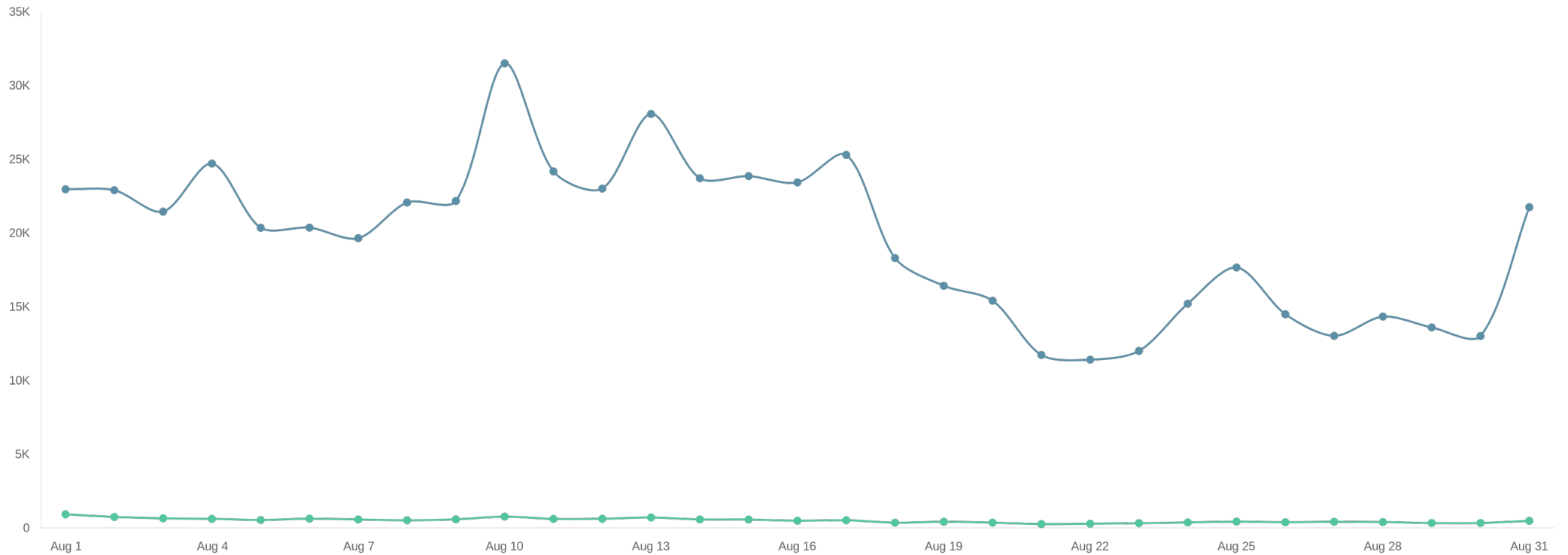
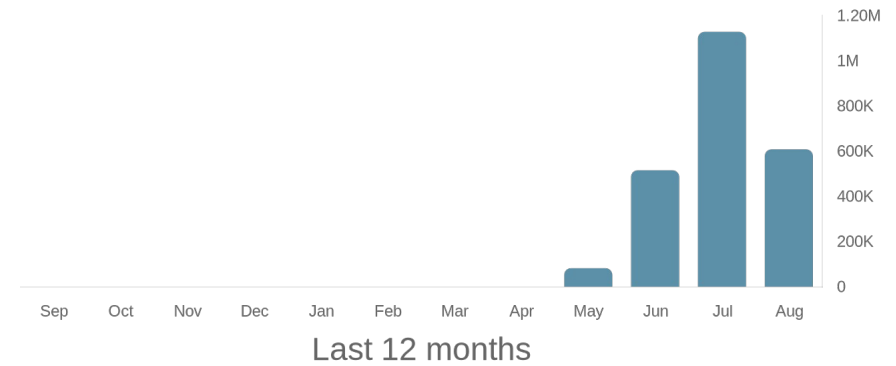
-46.11%

Impressions

15.83K

-21.96%

Reactions



Aug 1 - Aug 31

Demographics: countries and cities

 Explore Rockport-Fulton

Top 10 countries

United States	99.79%
Mexico	0.06%
Nigeria	0.02%
Japan	0.02%
Canada	0.01%
Ghana	0.01%
Philippines	0.01%
Australia	0.01%
Dominican Republic	0.01%
Algeria	0.01%

Top 10 cities

San Antonio, TX	9.03%
Rockport, TX	4.48%
Corpus Christi, TX	3.38%
Houston, TX	2.57%
Austin, TX	1.38%
Victoria, TX	1.31%
Fulton, TX	0.89%
Fort Worth, TX	0.87%
Laredo, TX	0.72%
New Braunfels, TX	0.72%

Page impressions

 Explore Rockport-Fulton

611.81K

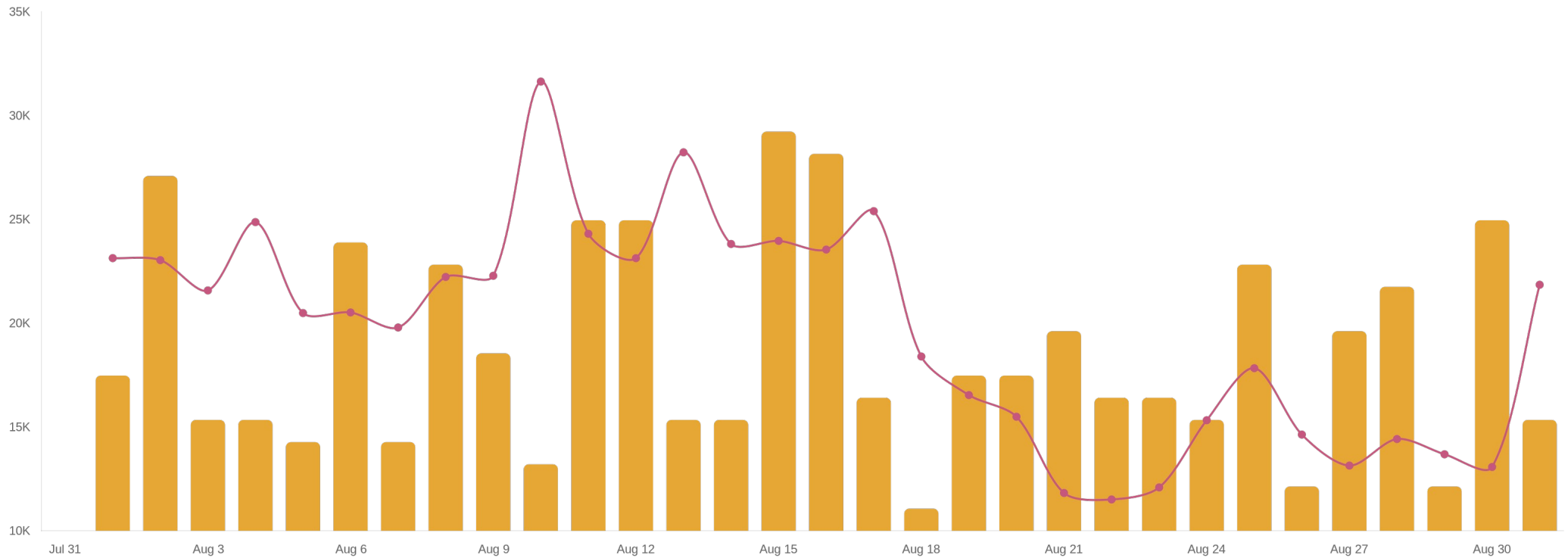
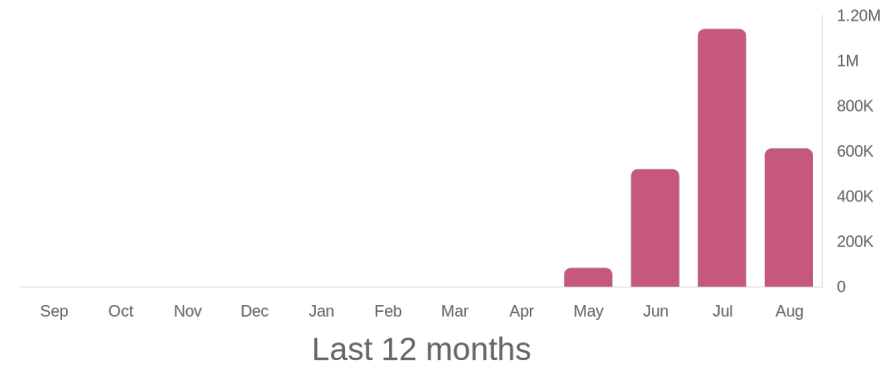
-46.38%

Impressions

255

-2.67%

Total content



Aug 1 - Aug 31

Clicks on page

 Explore Rockport-Fulton

0

Total clicks

11.14K

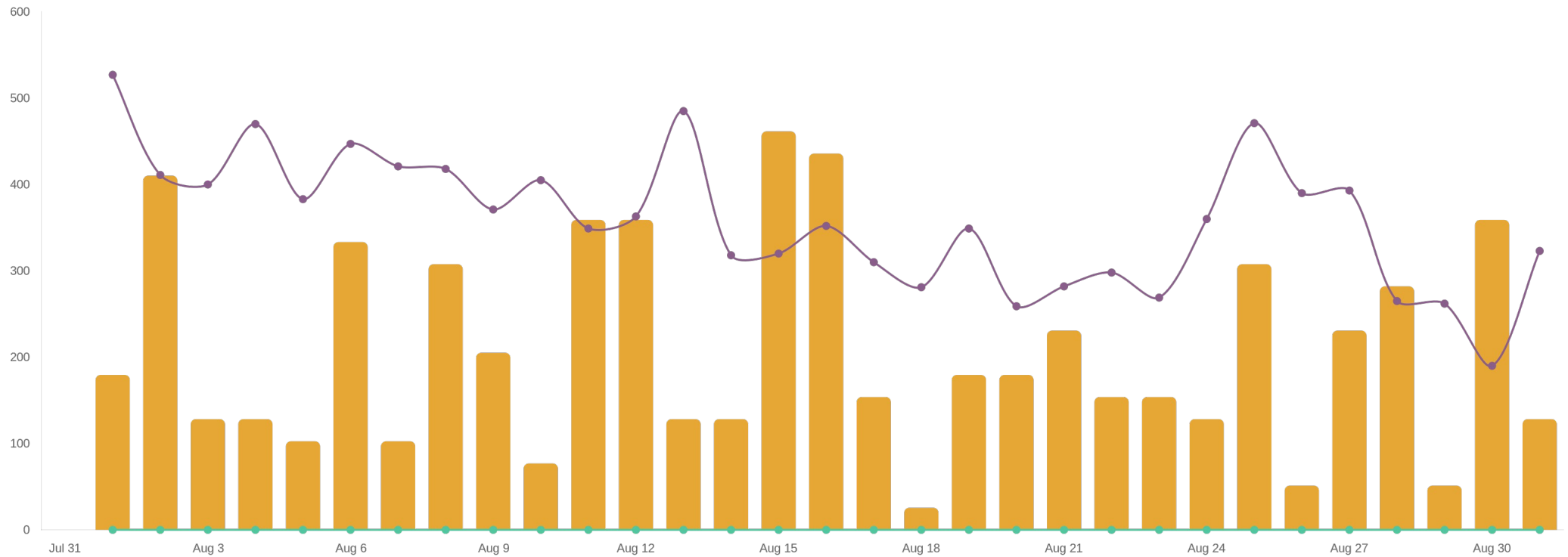
-71.22%

Page views

255

-2.67%

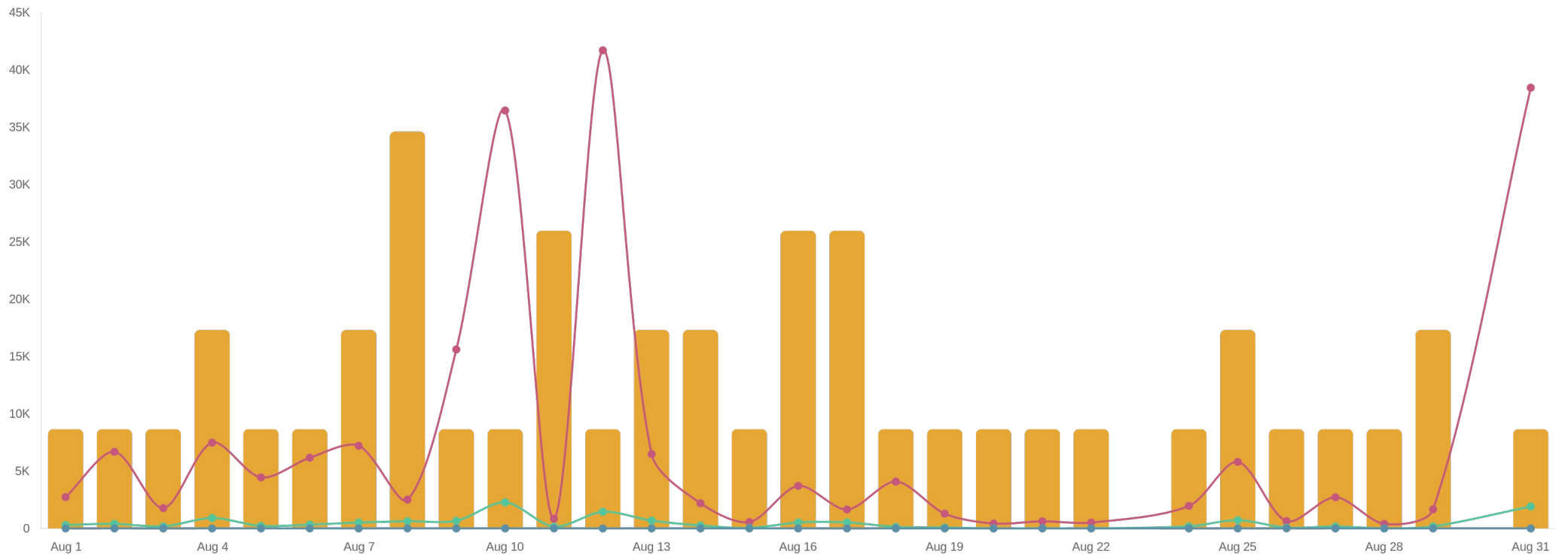
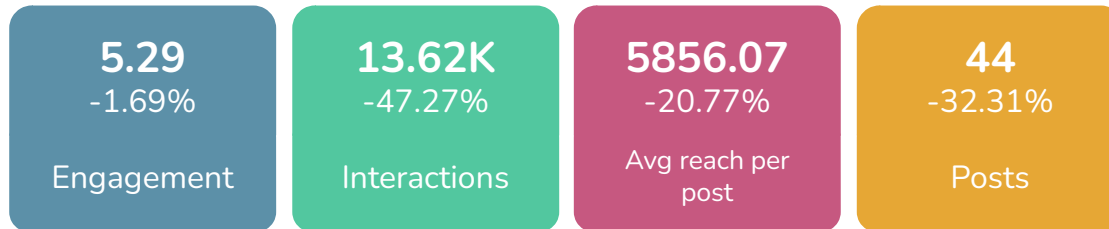
Total content



Aug 1 - Aug 31

Posts published in period

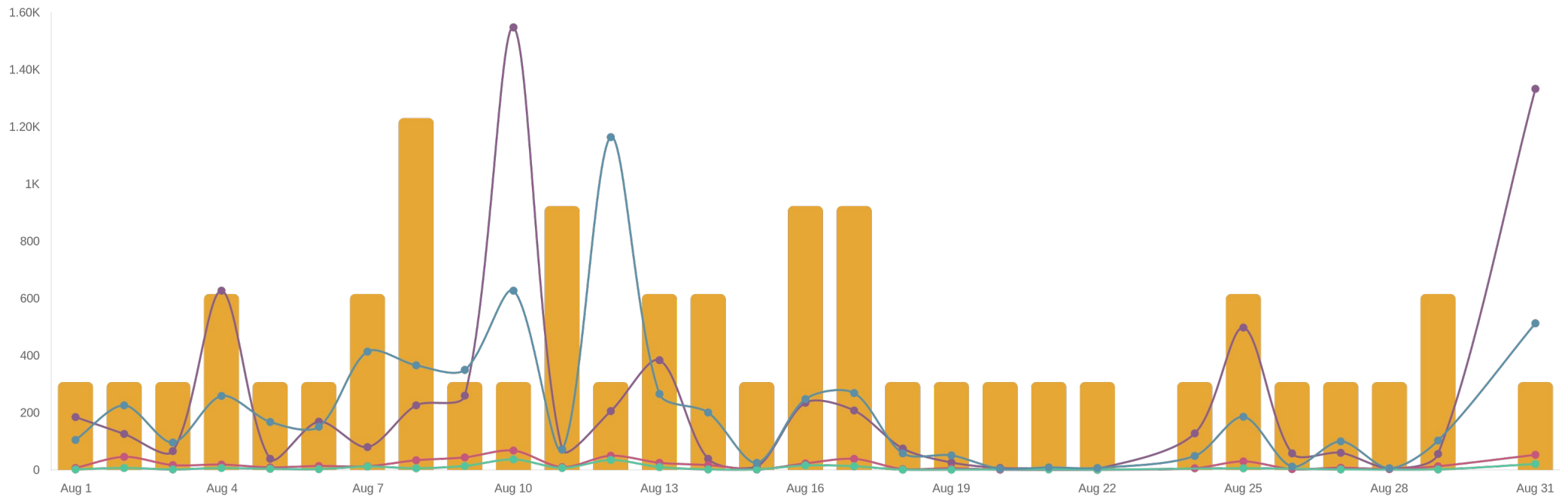
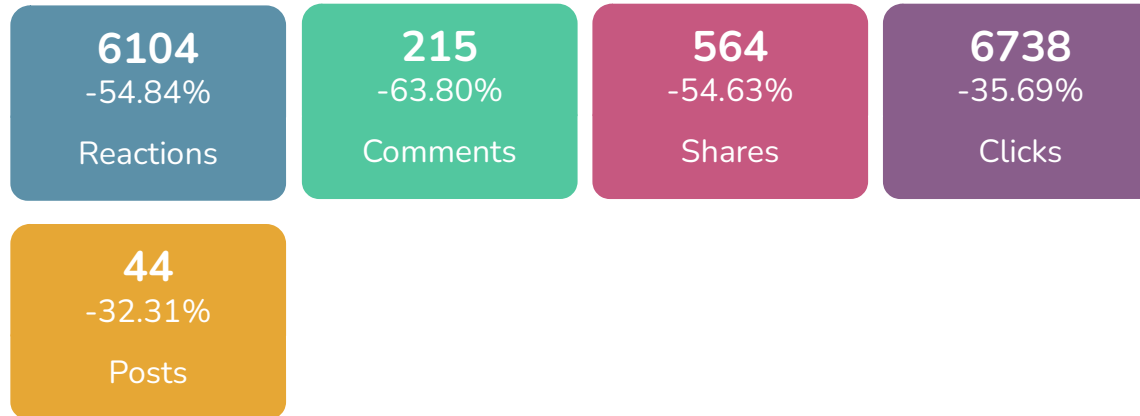
 Explore Rockport-Fulton



Aug 1 - Aug 31

Interactions of published posts

 Explore Rockport-Fulton



Ranking of posts

 Explore Rockport-Fulton

Showing 20 posts sorted by engagement

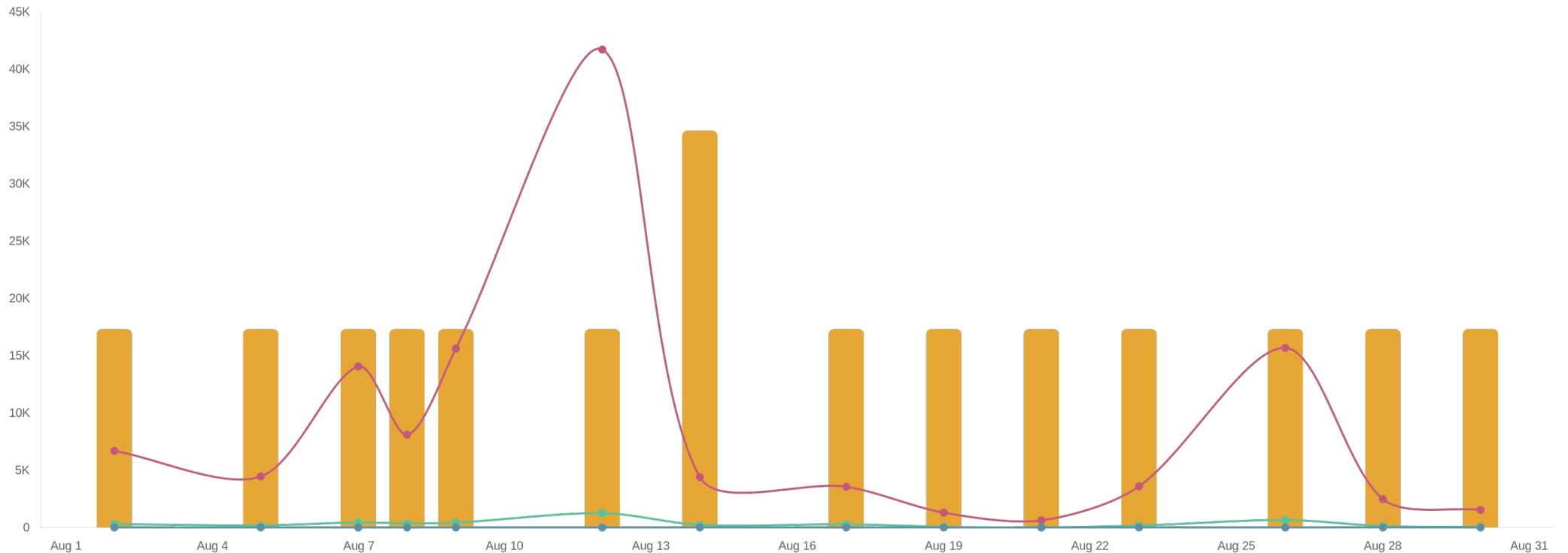
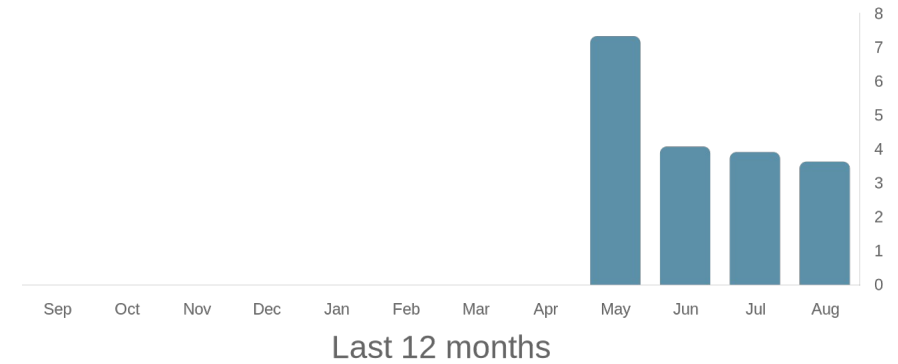
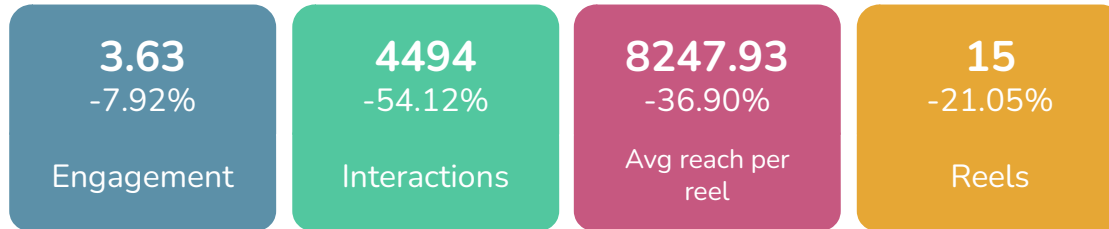
Published	Type	Text		Reactions	Comments	Shares	Clicks	Link clicks	Impressions	Reach	Video views	Engagement
Aug 17, 2025 10:01		A splash of history and artist... Go		54	2	4	67	0	1137	1003	0	12.66
Aug 26, 2025 15:57		- Go		12	0	3	58	33	692	640	0	11.41
Aug 17, 2025 10:51		Our inaugural Mural Fest just ... Go		211	11	34	140	1	3730	3555	2333	11.14
Aug 01, 2025 12:01		Looking for the perfect family... Go		105	2	7	185	0	2984	2734	0	10.94
Aug 03, 2025 10:01		Sun, sand, and serenity  Roc... Go		96	2	17	66	14	1890	1777	0	10.19
Aug 24, 2025 10:02		From the heart of downtown to ... Go		49	0	6	128	0	2128	1964	0	9.32

Published		Type	Text		Reactions	Comments	Shares	Clicks	Link clicks	Impressions	Reach	Video views	Engagement
Aug 11, 2025 10:03			Step back in time at the stunn... Go		66	7	8	55	0	1758	1641	0	8.29
Aug 04, 2025 21:44			- Go		13	0	3	30	0	615	587	0	7.84
Aug 16, 2025 08:13			2025 Seafair is going to be hu... Go		29	0	8	26	0	941	866	0	7.27
Aug 14, 2025 14:25			Watching the sunset melt into ... Go		187	2	16	27	0	3318	3235	1324	7.17
Aug 15, 2025 09:03			- Go		25	2	2	11	0	624	561	282	7.13
Aug 08, 2025 16:25			At The Sugar Shack, it's always... Go		308	5	29	200	1	8284	8091	4545	6.7
Aug 25, 2025 17:28			- Go		10	0	1	27	0	629	577	0	6.59
Aug 19, 2025 11:32			Did you know Rockport- Fulton i... Go		51	1	6	26	0	1342	1292	568	6.5

Published		Type	Text		Reactions	Comments	Shares	Clicks	Link clicks	Impressions	Reach	Video views	Engagement
Aug 10, 2025 10:30			A bird's-eye view of paradise—... Go		627	37	68	1548	0	37.66k	36.45k	0	6.25
Aug 27, 2025 12:02			Cast a line, catch the view 🎣... Go		100	2	8	60	0	2776	2719	0	6.25
Aug 25, 2025 12:01			A charming coastal town from a... Go		176	6	29	471	0	11.25k	11.03k	0	6.18
Aug 02, 2025 12:25			📺 Ready for your close-up? Ma... Go		226	7	46	126	0	6812	6685	2786	6.06
Aug 04, 2025 12:30			Soaring over the bridge to Lam... Go		246	7	16	597	0	14.66k	14.38k	0	6.02
Aug 08, 2025 10:01			Where boats bob, seagulls call... Go		46	1	5	20	0	1278	1211	0	5.95

Reels published in period

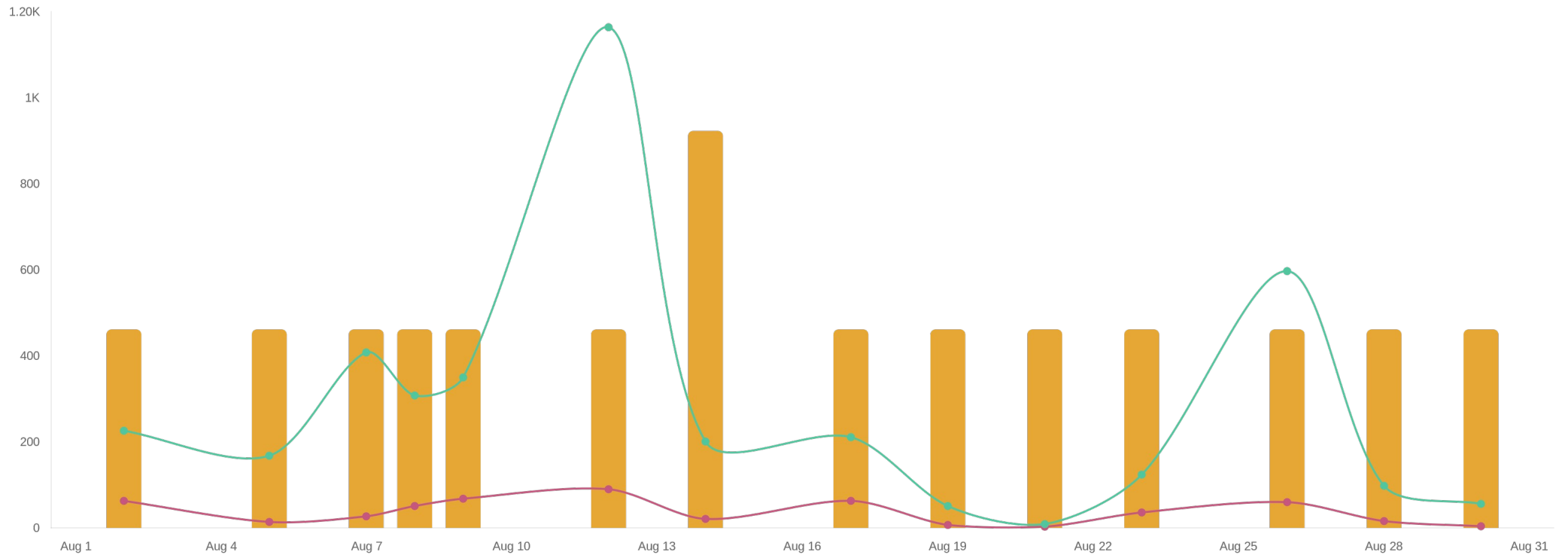
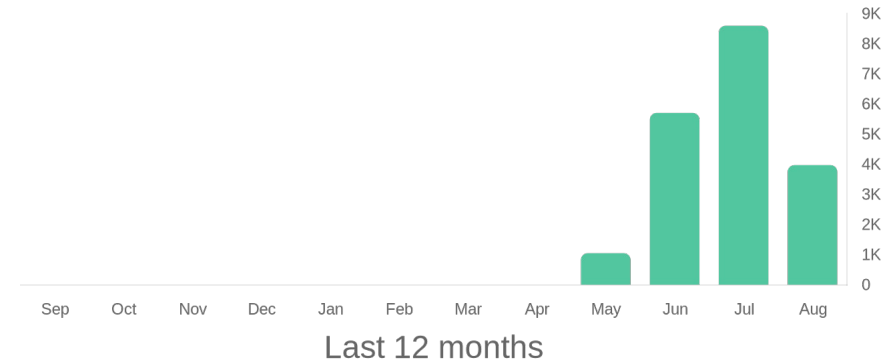
 Explore Rockport-Fulton



Aug 1 - Aug 31

Interactions of published reels

 Explore Rockport-Fulton



Aug 1 - Aug 31

Ranking of reels

 Explore Rockport-Fulton

Showing 15 posts sorted by engagement

Published		Text		Video views	Reach	Likes	Comments	Engagement	Time watched	Avg. time watched
Aug 17, 2025 10:50		Our inaugural Mural Fest just ...	Go	6103	3555	211	63	7.71	15h 59m 2s	9s
Aug 14, 2025 14:25		Watching the sunset melt into ...	Go	3632	3235	187	20	6.4	4h 5m 8s	4s
Aug 28, 2025 14:57		Start your day the Bella La Br...	Go	2526	2470	98	16	4.62	5h 5m 47s	7s
Aug 19, 2025 11:32		Did you know Rockport-Fulton i...	Go	1278	1292	51	7	4.49	2h 10m 36s	6s
Aug 23, 2025 15:04		✂ Discover Rockport-Fulton, T...	Go	3876	3583	124	36	4.47	6h 27m 36s	5s
Aug 08, 2025 16:25		At The Sugar Shack, it's alway...	Go	8693	8091	308	51	4.44	20h 22m 16s	8s

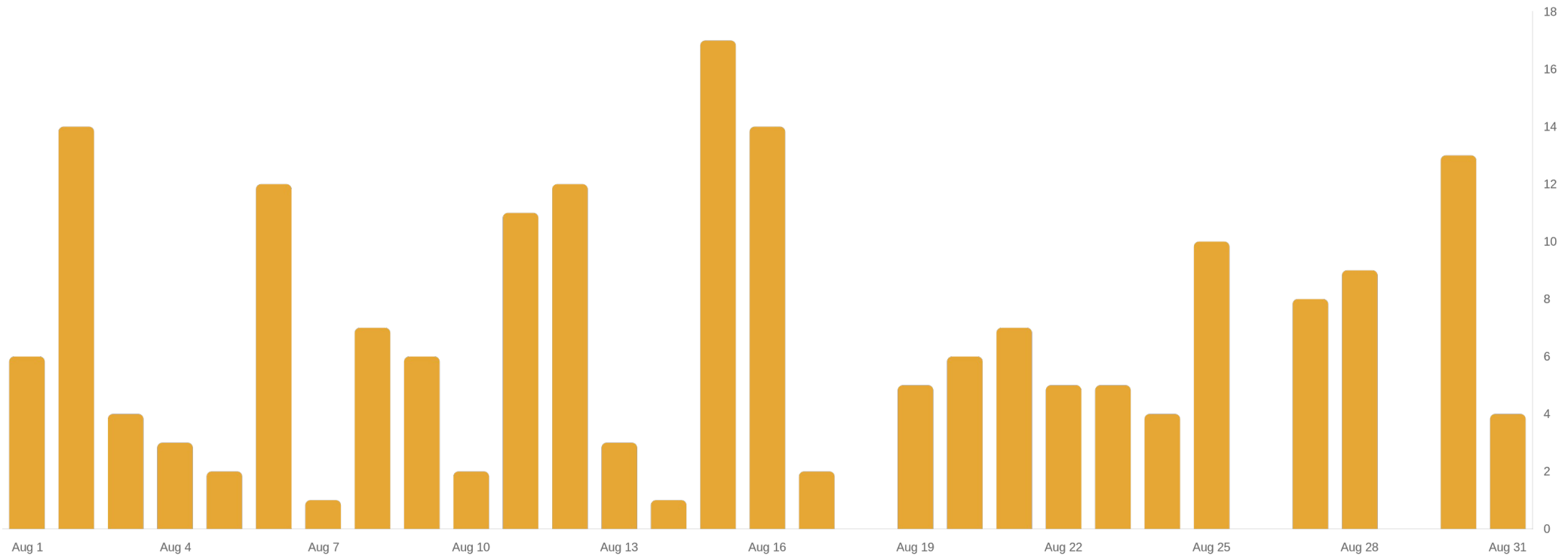
Published		Text		Video views	Reach	Likes	Comments	Engagement	Time watched	Avg. time watched
Aug 02, 2025 12:25		 Ready for your close-up? Ma... Go		7501	6685	226	63	4.32	19h 21m 1s	9s
Aug 26, 2025 16:29		The Rockport beach = The perfe... Go		16.38k	15.67k	597	60	4.19	33h 5m 59s	7s
Aug 05, 2025 13:12		Just another perfect day in Ro... Go		4464	4451	168	14	4.09	5h 46m 33s	4s
Aug 30, 2025 13:42		 Fall means some of the best... Go		1529	1533	56	4	3.91	3h 33m 27s	8s
Aug 07, 2025 13:45		This is what Rockport, Texas v... Go		14.13k	14.05k	408	27	3.1	24h 46m 50s	6s
Aug 12, 2025 13:54		The vibrant bait stands at The... Go		41.76k	41.7k	1164	90	3.01	65h 0m 37s	5s
Aug 09, 2025 14:25		 Family fun awaits in Rockpo... Go		16.09k	15.61k	350	68	2.68	39h 19m 30s	8s
Aug 21, 2025 14:14		Drift into pure relaxation at ... Go		620	623	9	3	1.93	1h 0m 35s	5s

Published		Text		Video views	Reach	Likes	Comments	Engagement	Time watched	Avg. time watched
Aug 14, 2025 17:13		Wind Wild Boutique 🌙 💎 Wind...	Go	1127	1166	14	1	1.29	2h 8m 34s	6s

Stories published in period

 Explore Rockport-Fulton

196
+10.11%
Stories



Aug 1 - Aug 31

Ranking of stories

 Explore Rockport-Fulton

Showing 20 stories sorted by date

Published		Type
Aug 31, 2025 23:12		Photo
Aug 31, 2025 23:10		Photo
Aug 31, 2025 23:09		Video
Aug 31, 2025 23:06		Photo
Aug 31, 2025 23:06		Photo
Aug 31, 2025 23:06		Photo

Published		Type
Aug 31, 2025 23:05		Photo
Aug 31, 2025 11:30		Photo
Aug 31, 2025 11:29		Photo
Aug 31, 2025 11:29		Video
Aug 31, 2025 11:29		Photo
Aug 30, 2025 14:28		Video
Aug 30, 2025 00:12		Photo
Aug 30, 2025 00:10		Photo

Published		Type
Aug 30, 2025 00:09		Photo
Aug 30, 2025 00:09		Photo
Aug 30, 2025 00:09		Video
Aug 30, 2025 00:08		Video
Aug 30, 2025 00:08		Photo
Aug 30, 2025 00:07		Video

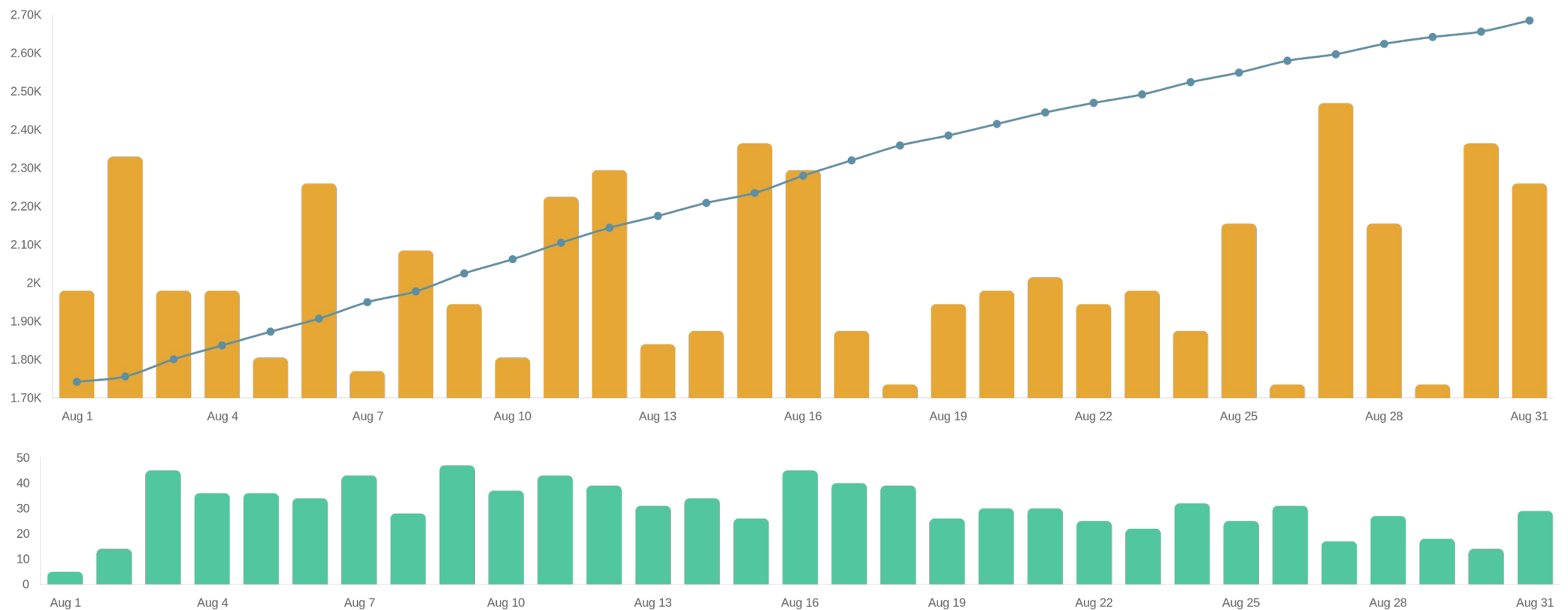
Community growth

 explorerockportfulton

2685
+54.58%
Followers

948
Followers
balance

296
+14.29%
Total content

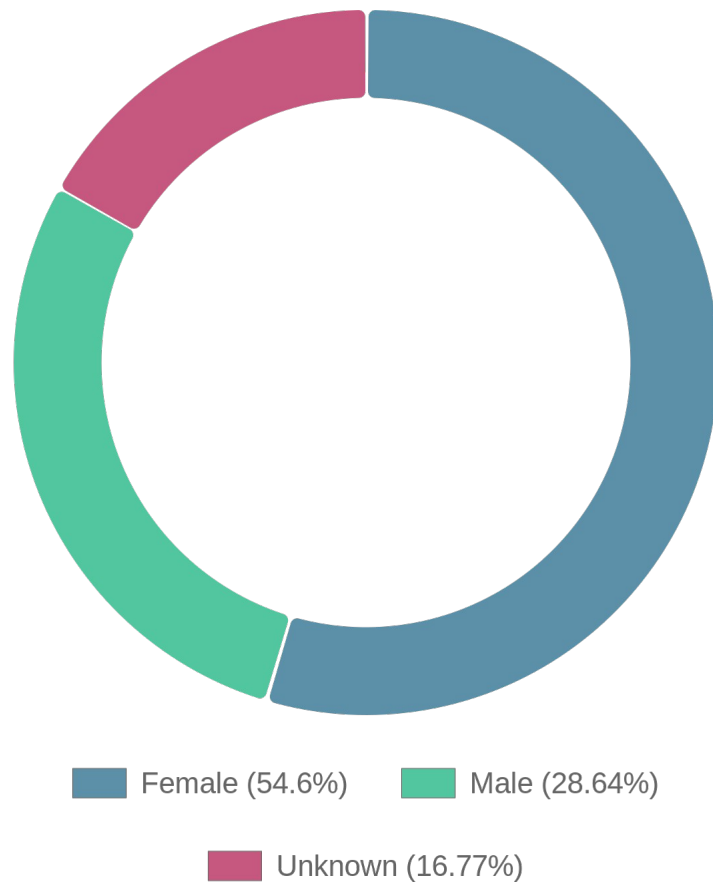


Aug 1 - Aug 31

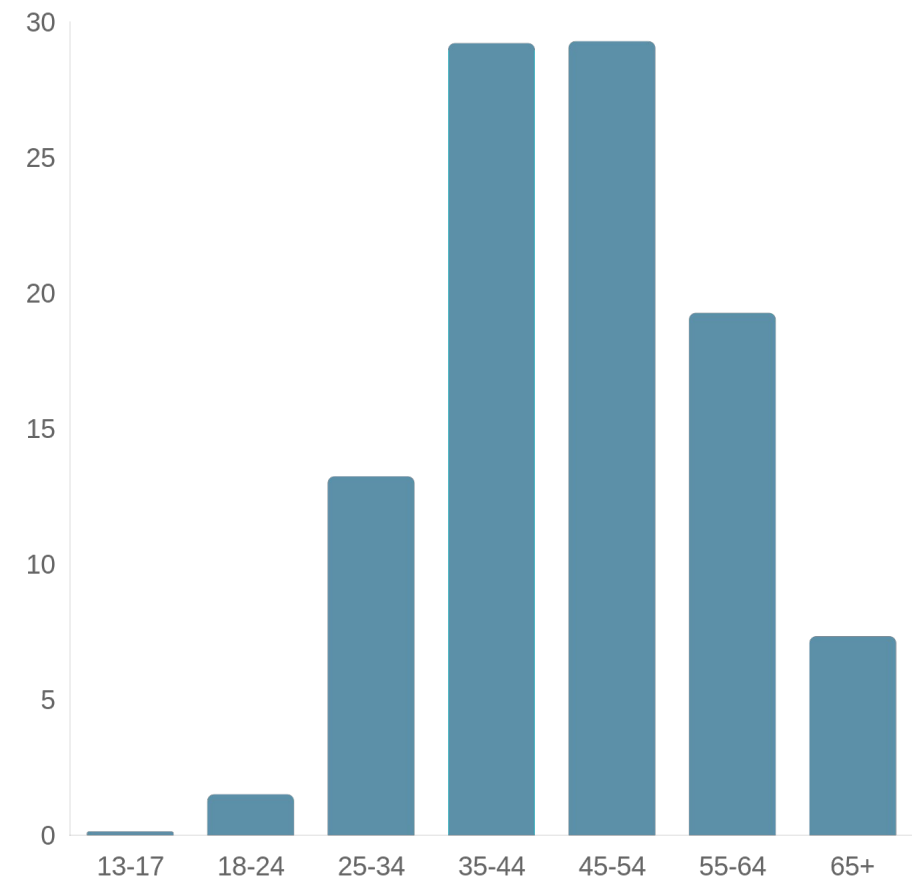
Demographics: gender and age

 explorerockportfulton

Gender



Ages



Demographics: countries and cities

 explorerockportfulton

Top 10 countries

United States	99.31%
Brazil	0.21%
Canada	0.03%
Costa Rica	0.03%
Germany	0.03%
Spain	0.03%
Ghana	0.03%
Guatemala	0.03%
Indonesia	0.03%
India	0.03%

Top 10 cities

San Antonio, Texas	13.27%
Houston, Texas	10.25%
Rockport, Texas	9.02%
Corpus Christi, Texas	5.42%
Austin, Texas	3.43%
Fulton, Texas	2.19%
Dallas, Texas	1.58%
Fort Worth, Texas	1.41%
New Braunfels, Texas	1.06%
Round Rock, Texas	0.86%

Average reach per day

 explorerockportfulton

129.32K

-28.50%

Views

2343.65

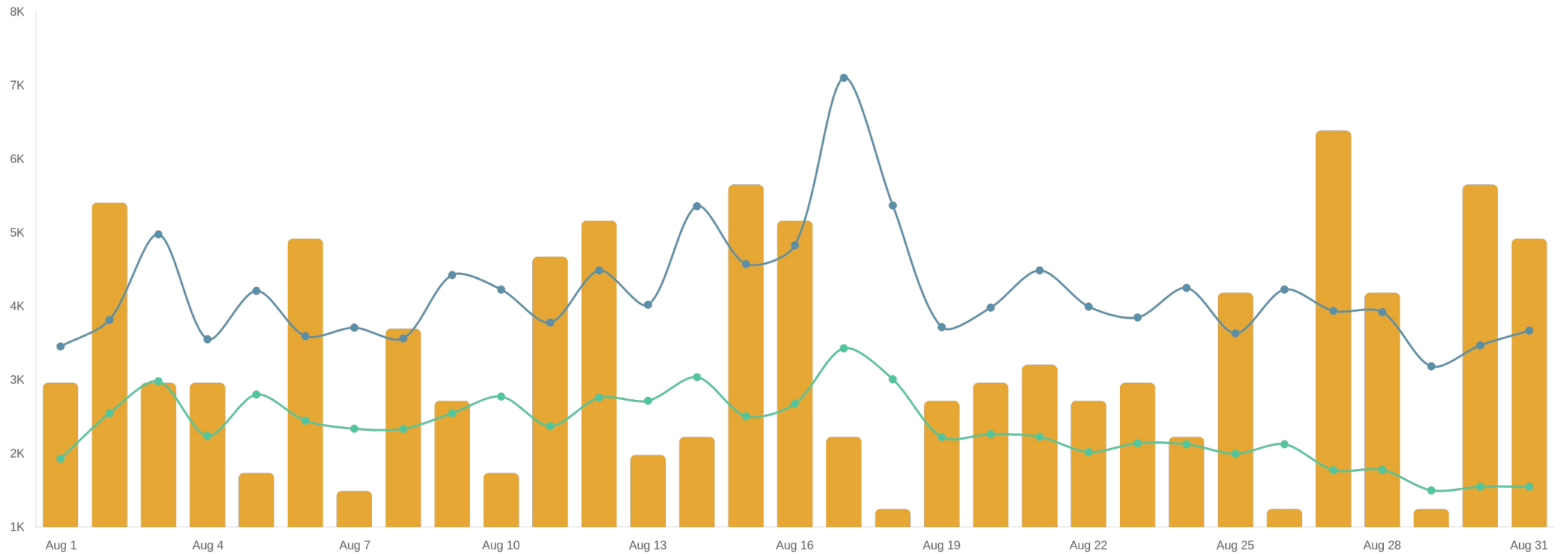
-35.59%

Average reach
per day

296

+14.29%

Total content



Aug 1 - Aug 31

Posts published in period

 explorerockportfulton

7.76

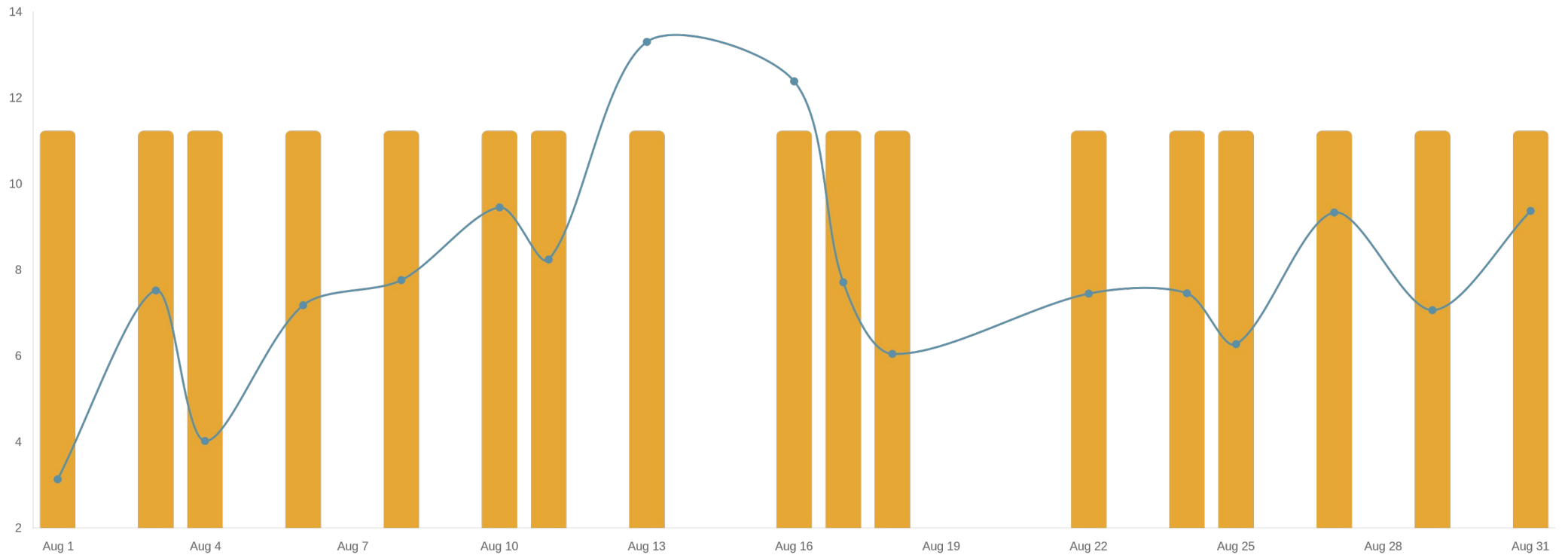
+10.65%

Engagement

17

-19.05%

Posts



Aug 1 - Aug 31

Reach of published posts

 explorerockportfulton

527.35

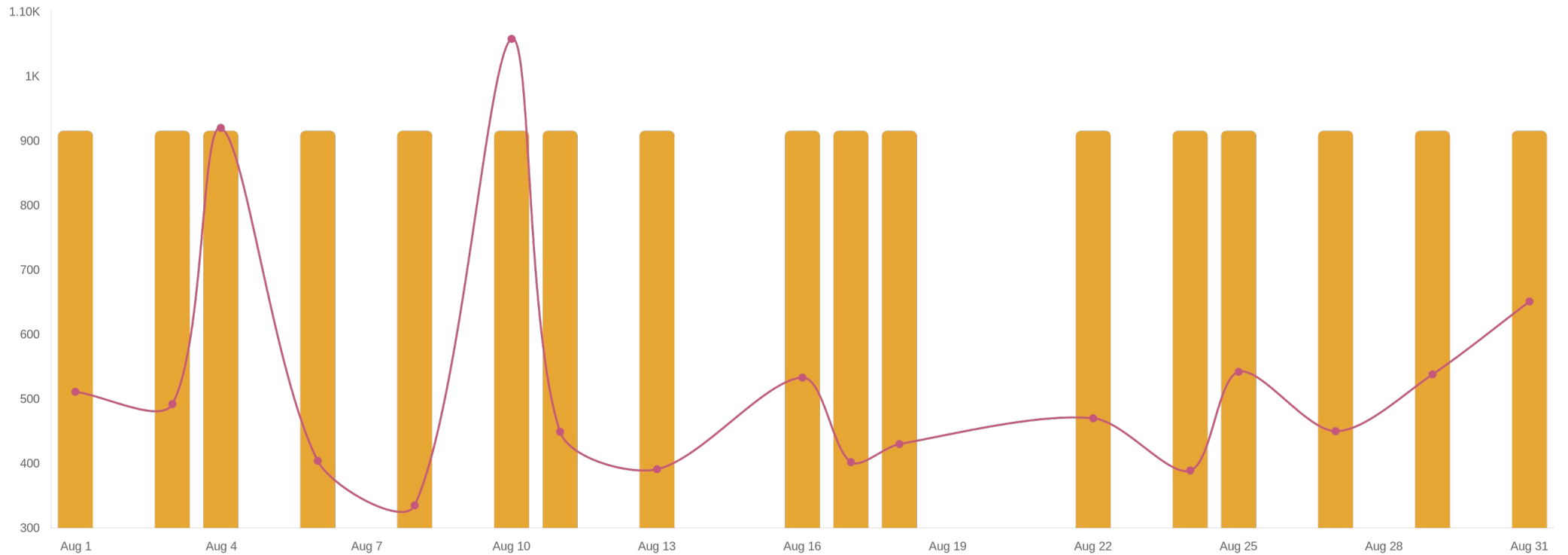
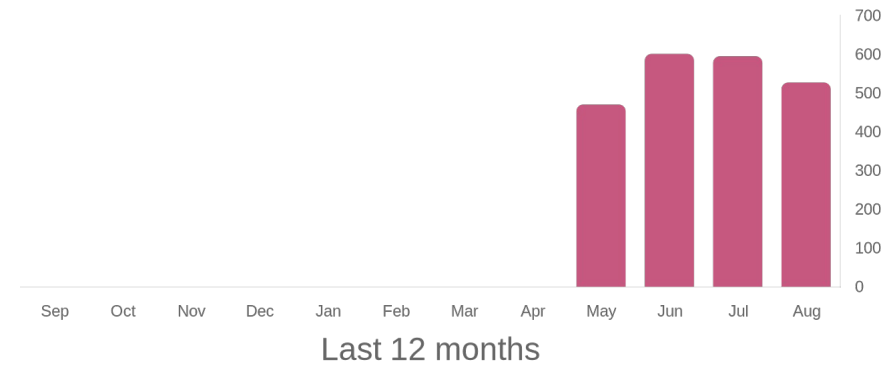
-11.40%

Avg reach per post

17

-19.05%

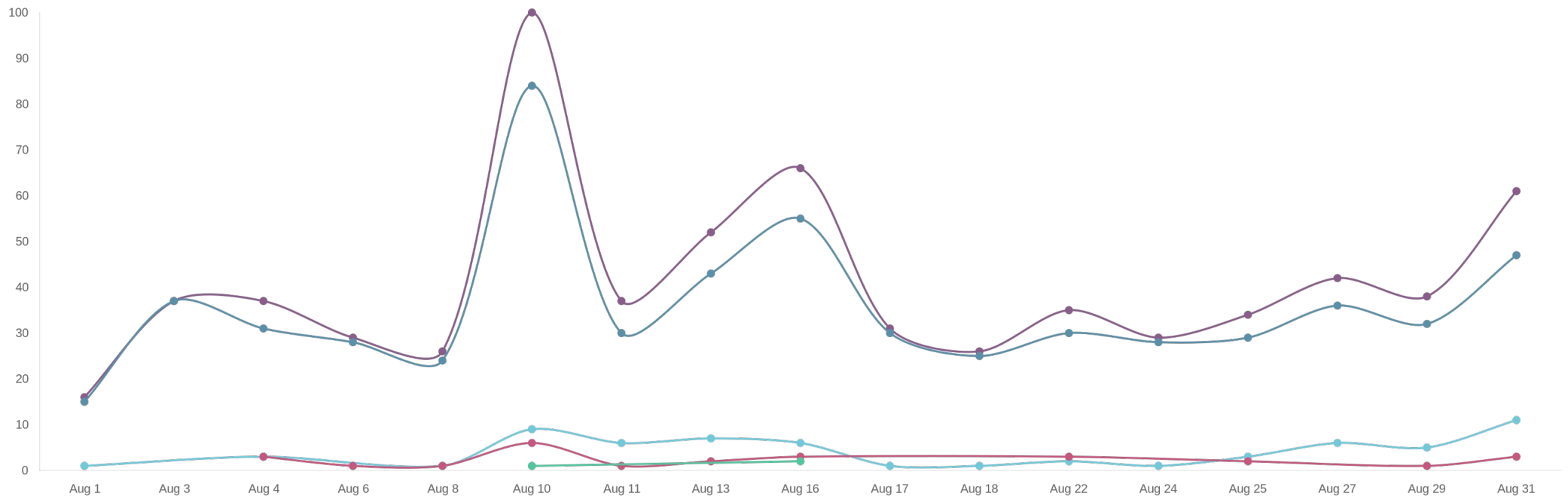
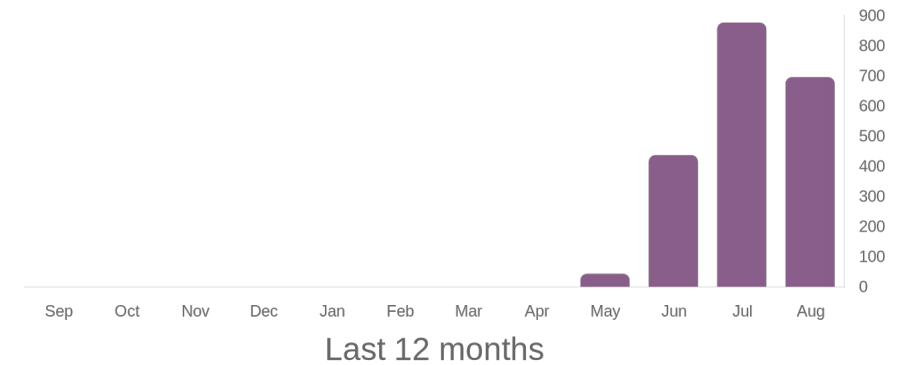
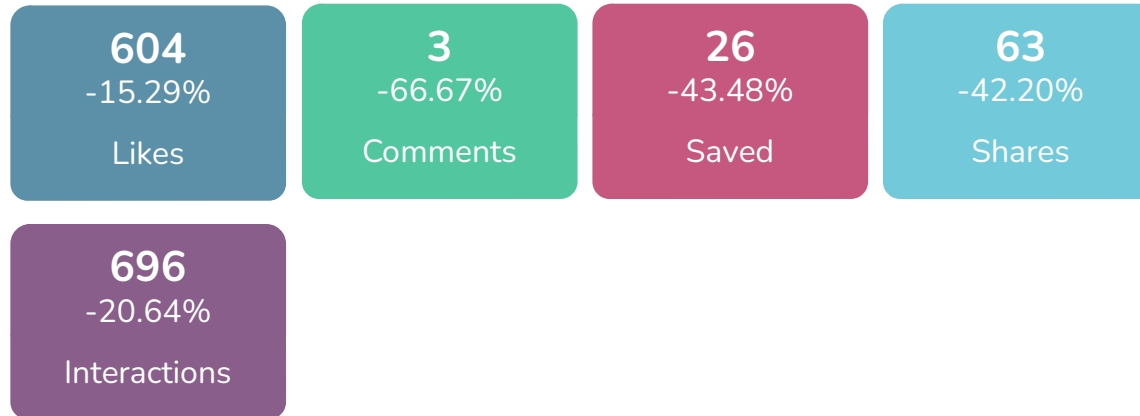
Posts



Aug 1 - Aug 31

Interactions of published posts

 explorerockportfulton



Ranking of posts

 explorerockportfulton

Showing 17 posts sorted by likes

Published		Type	Text		Views	Reach	Likes	Comments	Saved	Engagement
Aug 10, 2025 10:30			A bird's-eye view of paradise—Rockport Beach. Blue...	Go	2230	1058	84	1	6	9.45
Aug 16, 2025 19:02			Looking for the perfect spot to wrap up summer? Lo...	Go	1960	533	55	2	3	12.38
Aug 31, 2025 12:02			Catch a breathtaking view of the Copano Bridge str...	Go	1790	651	47	0	3	9.37
Aug 13, 2025 10:03			 Salty air, gentle waves, and the perfect cast—F...	Go	1610	391	43	0	2	13.3
Aug 03, 2025 10:01			Sun, sand, and serenity  —Rockport Beach stretche...	Go	1171	492	37	0	0	7.52
Aug 27, 2025 12:02			Cast a line, catch the view   The Fulton Pier i...	Go	1408	450	36	0	0	9.33

Published	Type	Text		Views	Reach	Likes	Comments	Saved	Engagement
Aug 29, 2025 10:30		Standing tall for centuries 🌳🌳 The Big Tree in ...	Go	1581	538	32	0	1	7.06
Aug 04, 2025 12:30		Soaring over the bridge to Lamar, Texas—where the ...	Go	1647	920	31	0	3	4.02
Aug 22, 2025 12:30		Creativity meets the coast 🏡🌊 The Rockport Cent...	Go	1581	470	30	0	3	7.45
Aug 17, 2025 10:01		A splash of history and artistry! This mural in do...	Go	1572	402	30	0	0	7.71
Aug 11, 2025 10:03		Step back in time at the stunning Fulton Mansion i...	Go	1503	449	30	0	1	8.24
Aug 25, 2025 12:01		A charming coastal town from above 🏡🌊 Downtow...	Go	1704	542	29	0	2	6.27
Aug 24, 2025 10:02		From the heart of downtown to the edge of the wate...	Go	1619	389	28	0	0	7.46
Aug 06, 2025 12:02		Step back in time at the Railroad Depot Museum in ...	Go	1140	404	28	0	1	7.18

Published		Type	Text		Views	Reach	Likes	Comments	Saved	Engagement
Aug 18, 2025 12:02			Terry's Seaworthy Marine Supply in downtown Fulton...	Go	1646	430	25	0	0	6.05
Aug 08, 2025 10:02			Where boats bob, seagulls call, and the salt air n...	Go	1070	335	24	0	1	7.76
Aug 01, 2025 12:01			Looking for the perfect family getaway? Rockport-F...	Go	1050	511	15	0	0	3.13

Ranking of hashtags

 explorerockportfulton

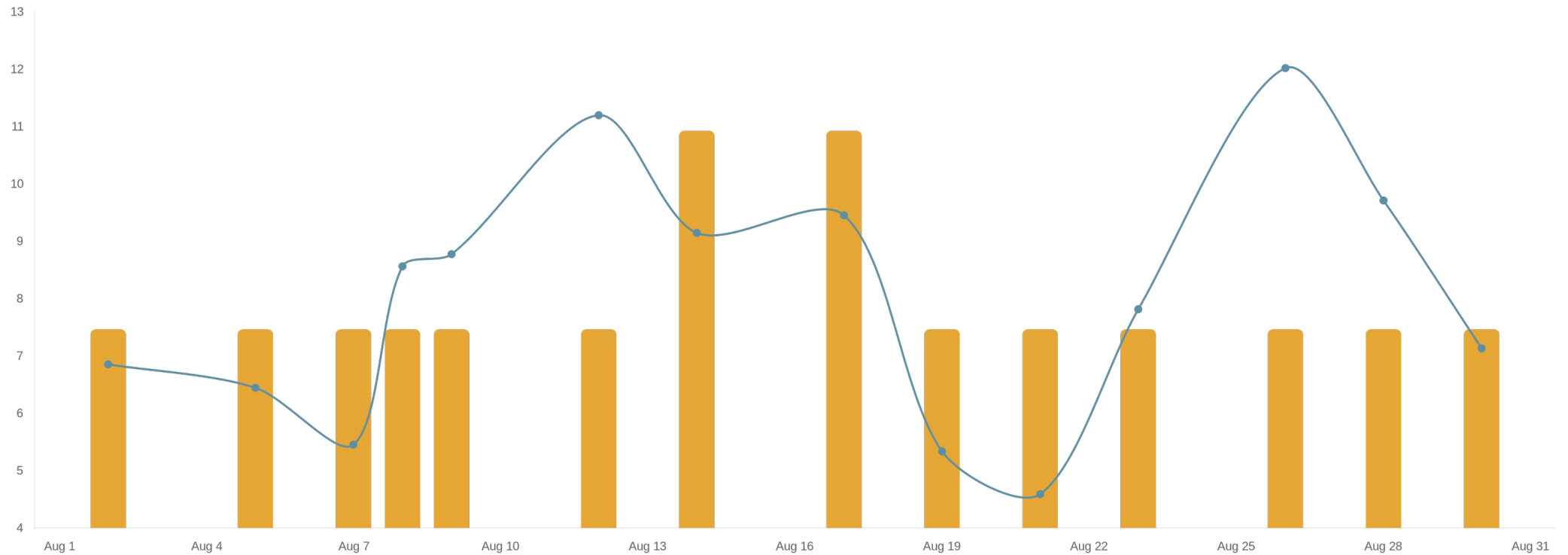
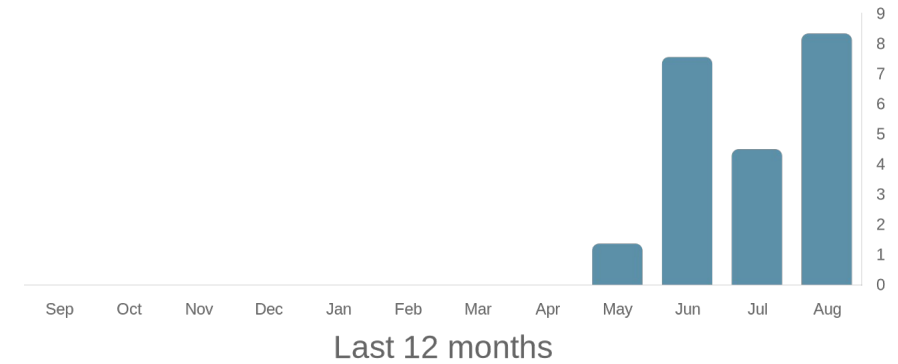
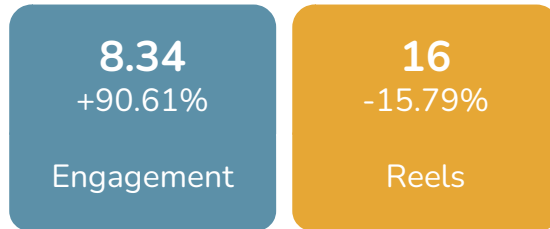
Showing 18 hashtags sorted by views

	Posts	Views	Likes	Comments
#rockportbeach	1	2230	84	1
#coastaltexas	1	2230	84	1
#droneviews	1	2230	84	1
#coastalviews	1	1647	31	0
#lamartexas	1	1647	31	0
#rockportculture	9	1596	33	0
#texasdestinations	5	1590	31	0
#findyourselfinrockportfulton	11	1521	32	0
#explorerockportfulton	10	1518	32	0
#rockporttx	11	1514	32	0

	Posts	Views	Likes	Comments
#nature	2	1376	34	0
#texas	5	1375	28	0
#coastalhistory	1	1140	28	0
#railroaddepotmuseum	1	1140	28	0
#downtownrockport	1	1140	28	0
#rockporttexas	2	1105	26	0
#coastalliving	1	1070	24	0
#rockportfultonharbor	1	1070	24	0

Reels published in period

 explorerockportfulton



Aug 1 - Aug 31

Reach of published reels

 explorerockportfulton

771.38

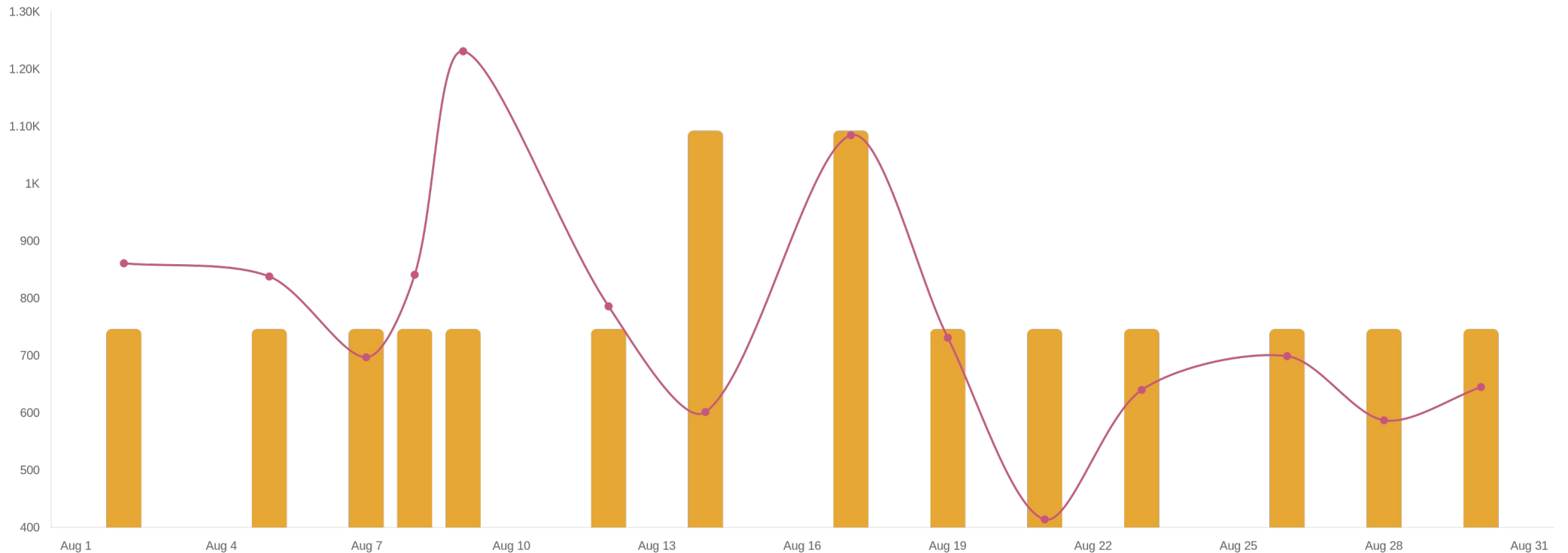
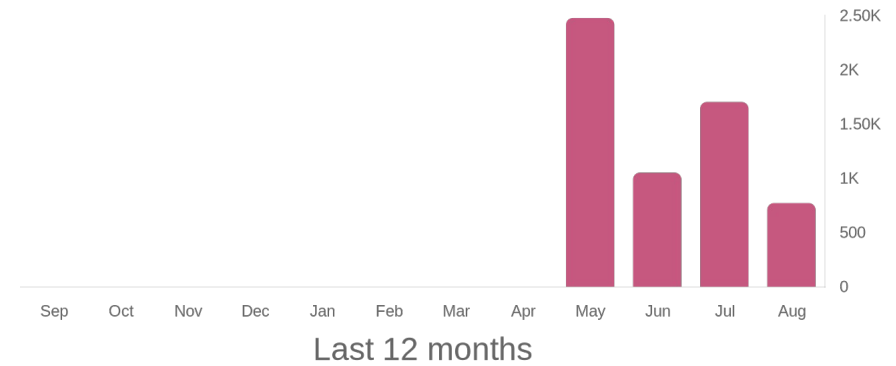
-55.91%

Avg reach per reel

16

-15.79%

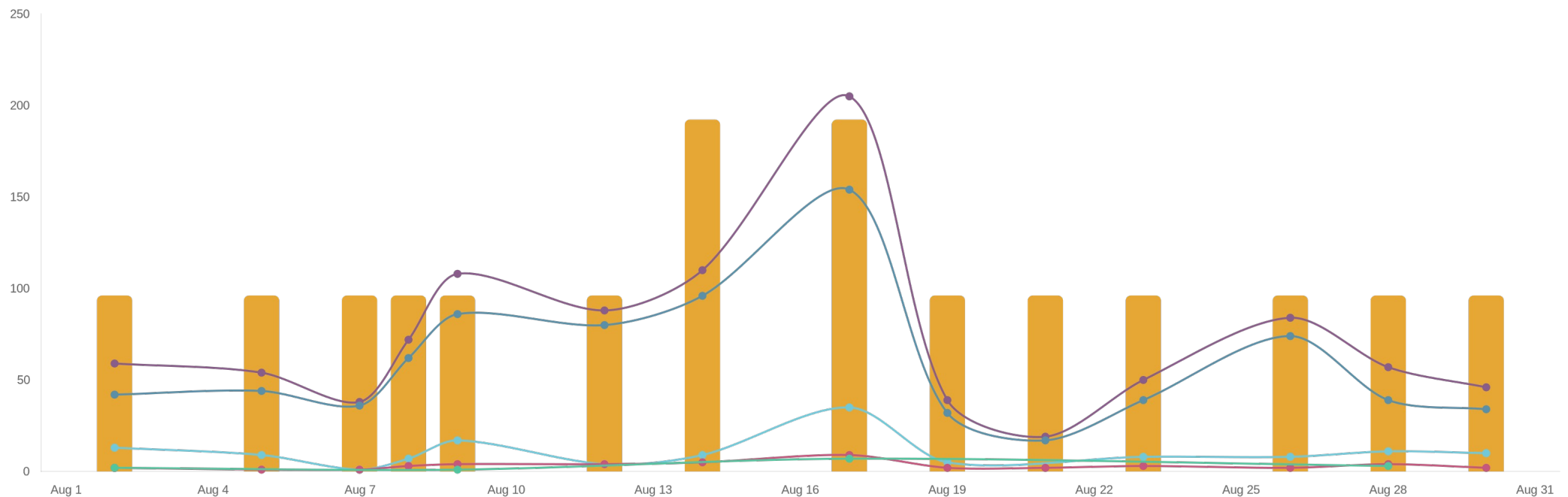
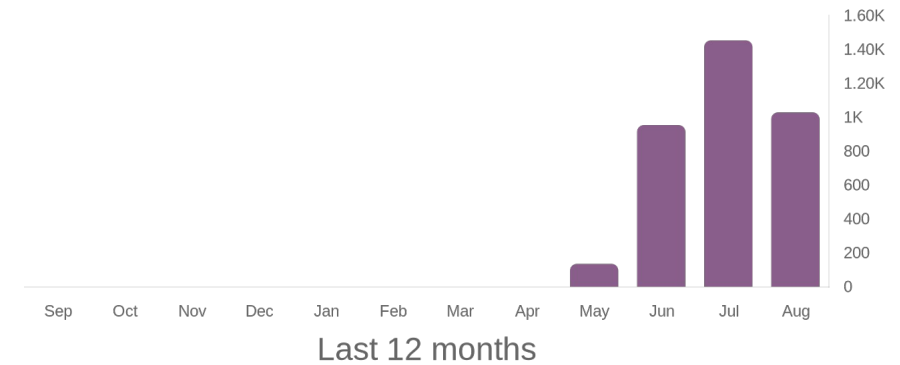
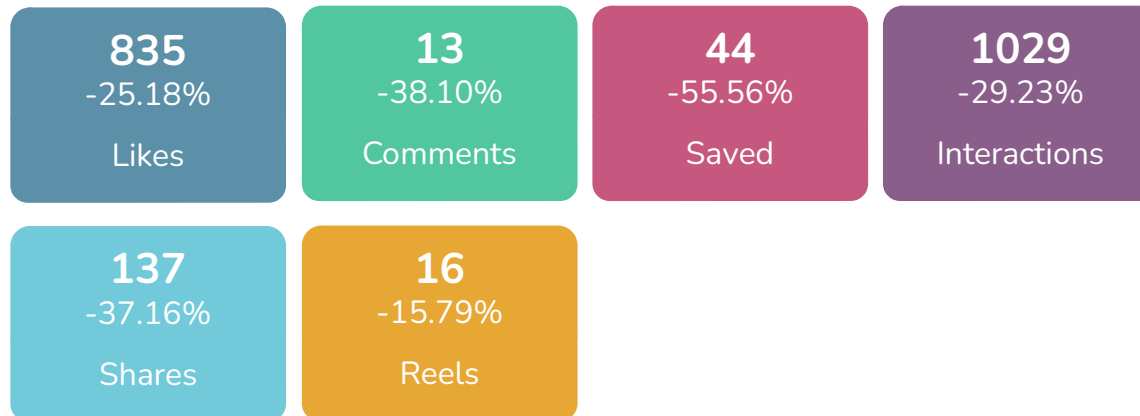
Reels



Aug 1 - Aug 31

Interactions of published reels

 exploreroockportfulton



Ranking of reels

 explorerockportfulton

Showing 16 posts sorted by likes

Published		Text		Views	Reach	Likes	Saved	Comments	Shares	Engagement
Aug 17, 2025 16:45		Warbirds Over South Texas 2025 is coming soon! Do...	Go	1587	1173	102	6	3	17	10.91
Aug 09, 2025 14:25		Family fun awaits in Rockport-Fulton, Texas! ...	Go	1729	1231	86	4	1	17	8.77
Aug 12, 2025 13:54		The vibrant bait stands at The Rockport Harbor are...	Go	1143	786	80	4	0	4	11.2
Aug 26, 2025 16:28		The Rockport beach = The perfect place to soak up ...	Go	922	699	74	2	0	8	12.02
Aug 08, 2025 16:24		At The Sugar Shack, it's always five o'clock 🍹🌸 ...	Go	1077	841	62	3	0	7	8.56
Aug 14, 2025 14:25		Watching the sunset melt into the water in Rockpor...	Go	762	553	55	4	0	4	11.39

Published		Text		Views	Reach	Likes	Saved	Comments	Shares	Engagement
Aug 17, 2025 10:50		Our inaugural Mural Fest just wrapped up, leaving ... Go		1286	996	52	3	4	18	7.73
Aug 05, 2025 13:12		Just another perfect day in Rockport-Fulton, Texas... Go		1146	838	44	1	0	9	6.44
Aug 02, 2025 12:25		📷 Ready for your close-up? Make Rockport-Fulton t... Go		1104	861	42	2	2	13	6.85
Aug 14, 2025 17:13		Wind Wild Boutique 🌬️🌿 💎 Wind Wild Boutique is a ... Go		918	650	41	1	0	5	7.23
Aug 28, 2025 14:57		Start your day the Bella La Brew way! From fresh... Go		780	587	39	4	3	11	9.71
Aug 23, 2025 15:04		🦢 Discover Rockport-Fulton, Texas - where nature ... Go		898	640	39	3	0	8	7.81
Aug 07, 2025 13:45		This is what Rockport, Texas vibes look like! 🌅 🌊...	Go	966	697	36	1	0	1	5.45
Aug 30, 2025 13:42		🎣 Fall means some of the best fishing of the year... Go		884	645	34	2	0	10	7.13

Published		Text		Views	Reach	Likes	Saved	Comments	Shares	Engagement
Aug 19, 2025 11:32		Did you know Rockport-Fulton is one of the best re... Go		939	731	32	2	0	5	5.34
Aug 21, 2025 14:14		Drift into pure relaxation at Drift Away Day Spa i... Go		534	414	17	2	0	0	4.59

Stories published in period

 explorerockportfulton

10.51K

+4.63%

Impressions

39.28

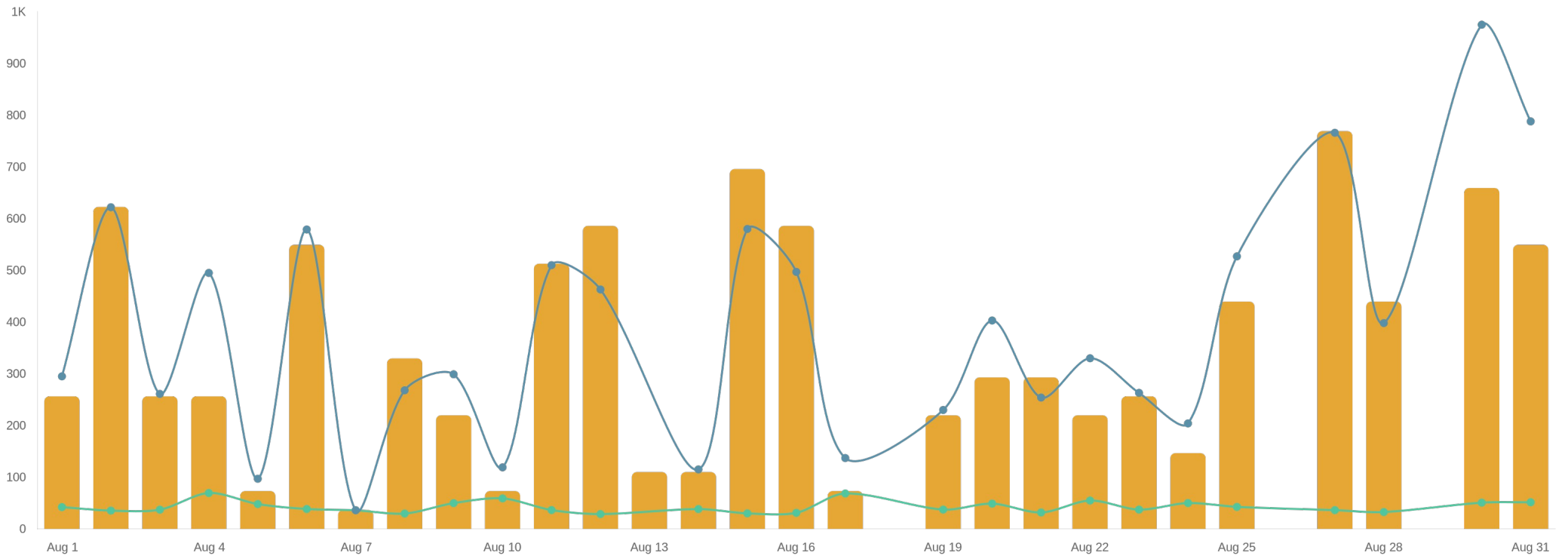
-13.52%

Avg reach per story

263

+20.09%

Stories



Aug 1 - Aug 31

Ranking of stories

 explorerockportfulton

Showing 20 stories sorted by date

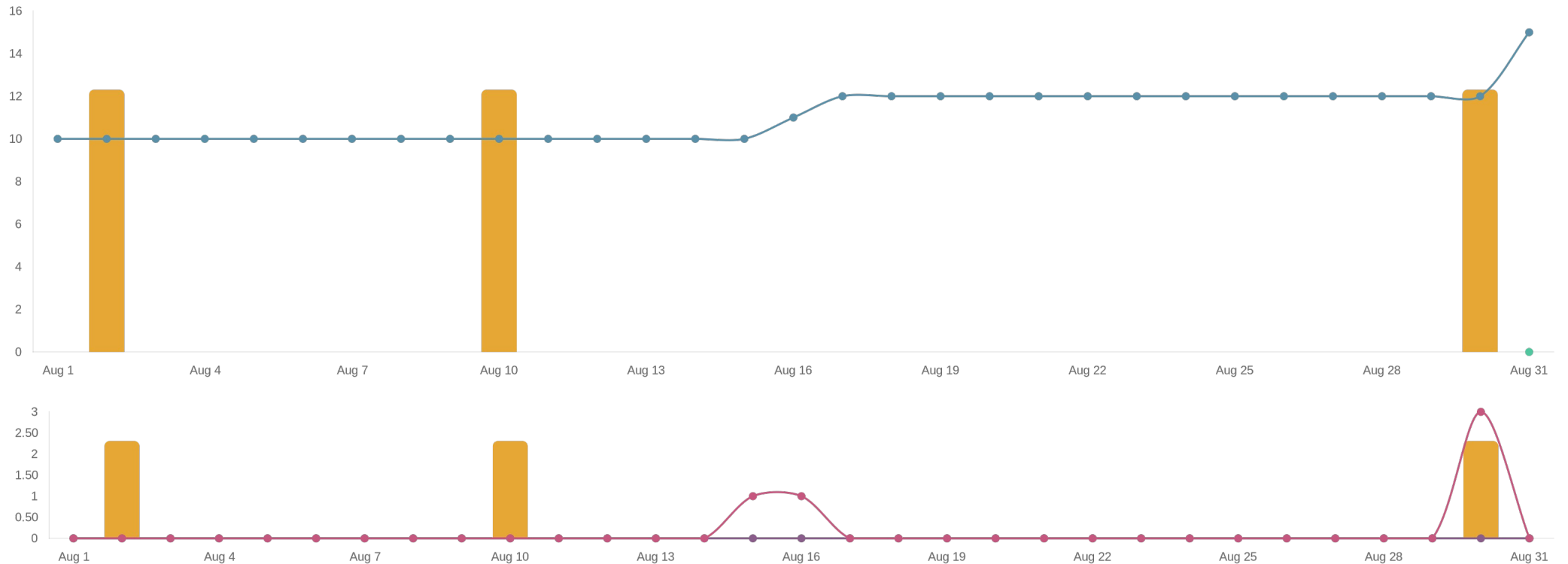
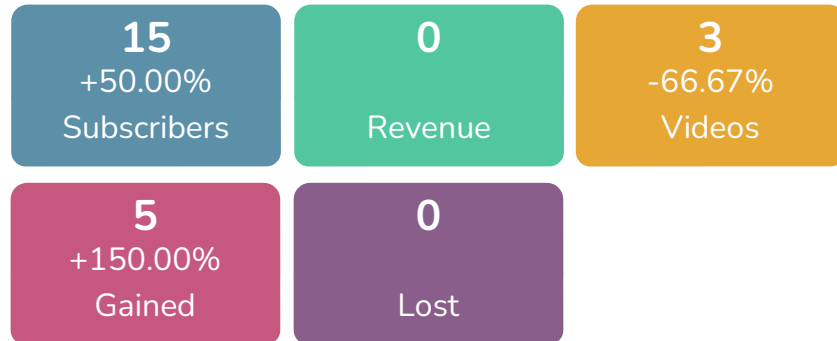
Published	Text	Impressions	Reach	Replies	Tap back	Tap forward	Exits
Aug 31, 2025 23:12	 @rockportartcenter	36	36	0	3	26	8
Aug 31, 2025 23:12	 @gooseislandflats	81	77	0	2	36	3
Aug 31, 2025 23:10	 -	37	37	0	5	36	1
Aug 31, 2025 23:09	 @giaandgiseletx	178	168	0	1	40	0
Aug 31, 2025 23:06	 -	37	37	0	2	36	1
Aug 31, 2025 23:06	 -	37	37	0	6	37	1

Published		Text	Impressions	Reach	Replies	Tap back	Tap forward	Exits
Aug 31, 2025 23:05		@rositastacoshop	38	38	0	4	42	1
Aug 31, 2025 23:05		-	38	38	0	2	38	1
Aug 31, 2025 23:05		-	38	38	0	2	38	1
Aug 31, 2025 23:05		@cruisesouthtexas	39	39	1	3	37	1
Aug 31, 2025 23:05		@theboilingpotrockport	39	38	0	1	36	2
Aug 31, 2025 11:29		-	42	42	0	1	39	3
Aug 31, 2025 11:29		-	44	44	0	1	41	1
Aug 31, 2025 11:29		-	47	47	0	4	42	1

Published		Text	Impressions	Reach	Replies	Tap back	Tap forward	Exits
Aug 31, 2025 11:29		-	57	56	0	1	43	5
Aug 30, 2025 17:38		-	41	40	0	2	31	9
Aug 30, 2025 16:30		-	41	40	0	2	31	9
Aug 30, 2025 14:27		-	43	43	0	2	38	3
Aug 30, 2025 00:11		@windwildboutique	35	33	0	2	31	5
Aug 30, 2025 00:10		-	34	32	0	2	36	1

Community growth

Explore Rockport-Fulton

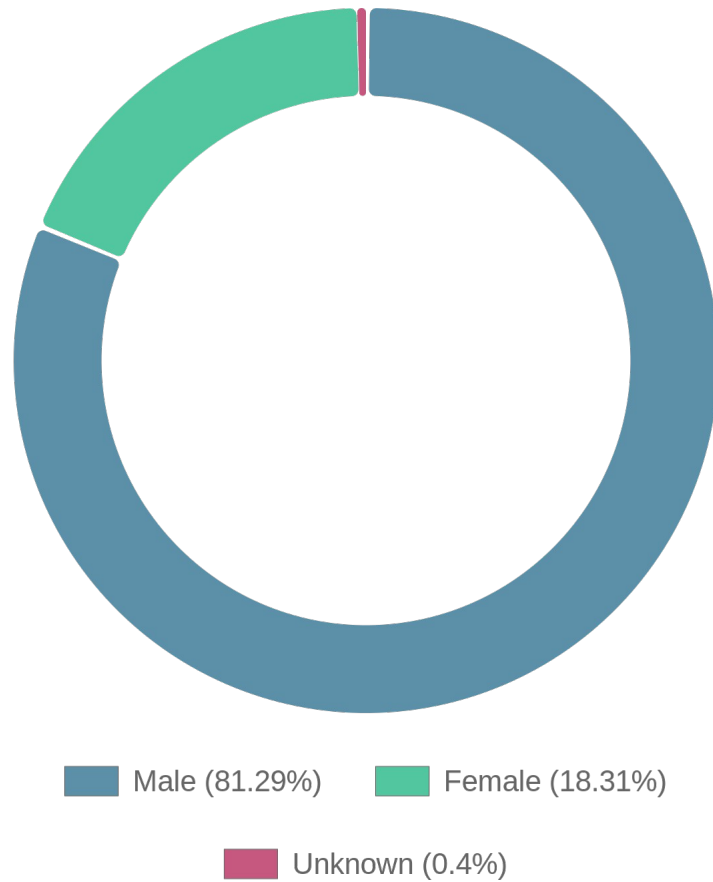


Aug 1 - Aug 31

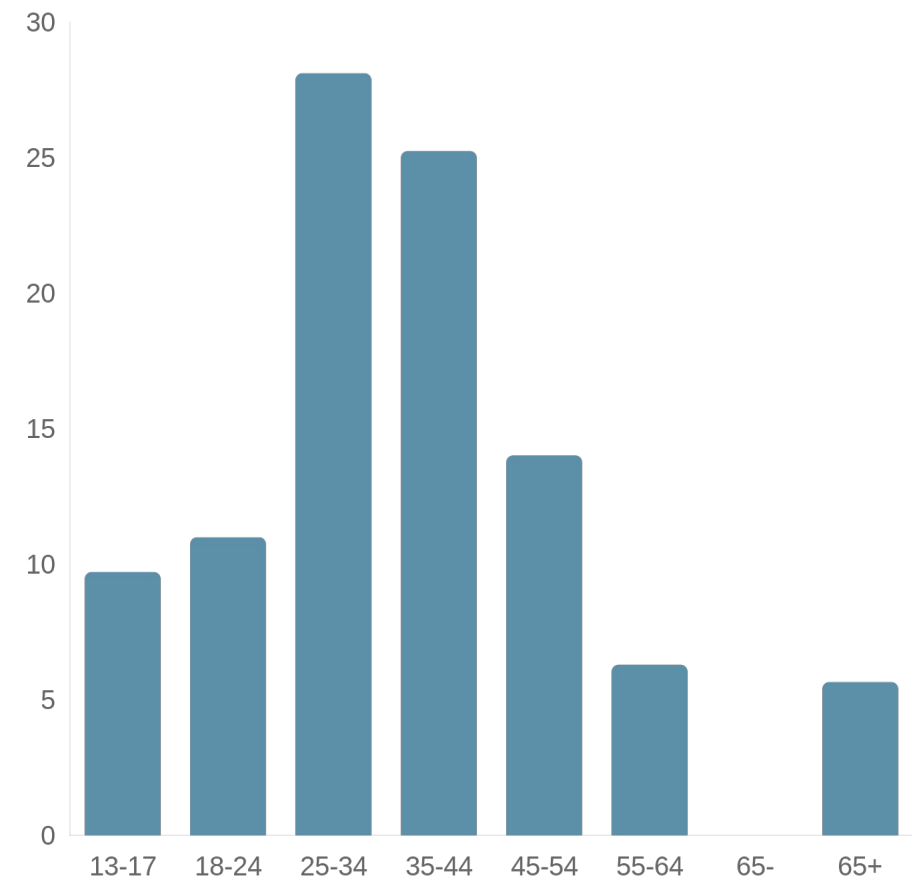
Demographics: gender and age

 Explore Rockport-Fulton

Gender



Ages



Demographics: countries and traffic source

 Explore Rockport-Fulton

Top 10 countries

United States	98.88%
United Kingdom	0.16%
India	0.16%
Mexico	0.16%
Canada	0.11%
Romania	0.11%
Vietnam	0.11%
Brazil	0.05%
Germany	0.05%
Japan	0.05%

Traffic source

Shorts	65.64%
YouTube search	27.75%
YouTube channels	3.63%
Browser features	1.92%
Other YouTube features	0.69%
External	0.27%
Sound Page	0.11%

Video views

 Explore Rockport-Fulton

2187

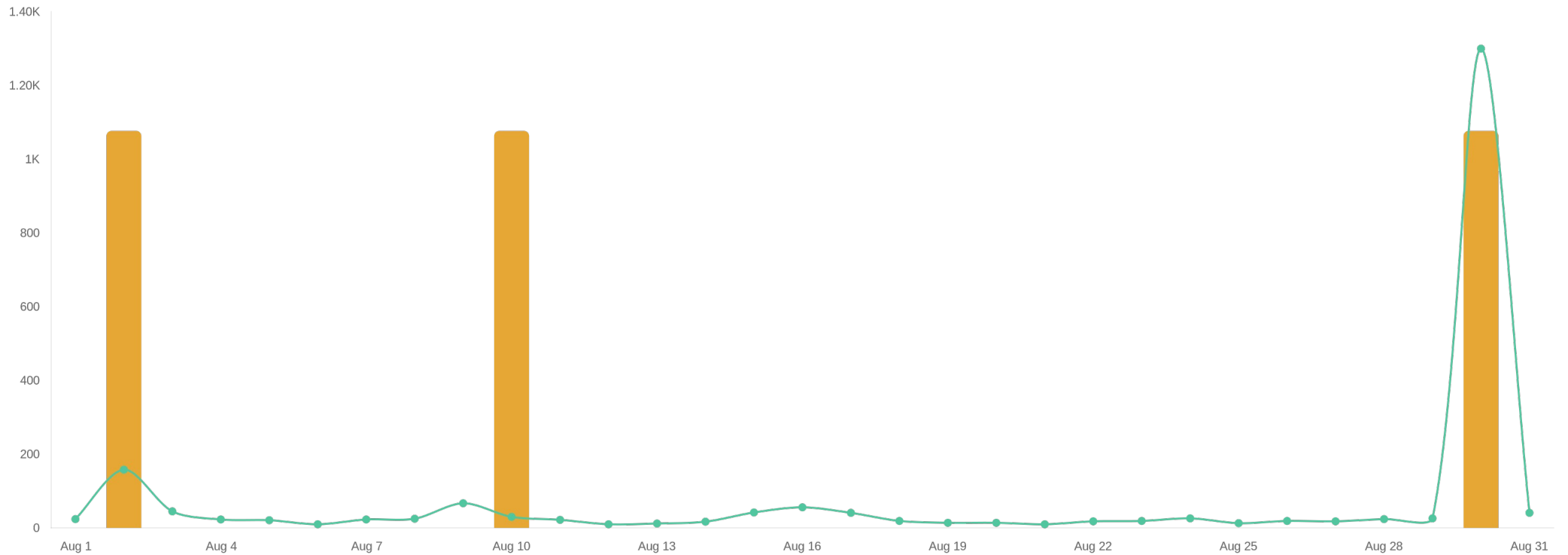
-15.23%

Video views

3

-66.67%

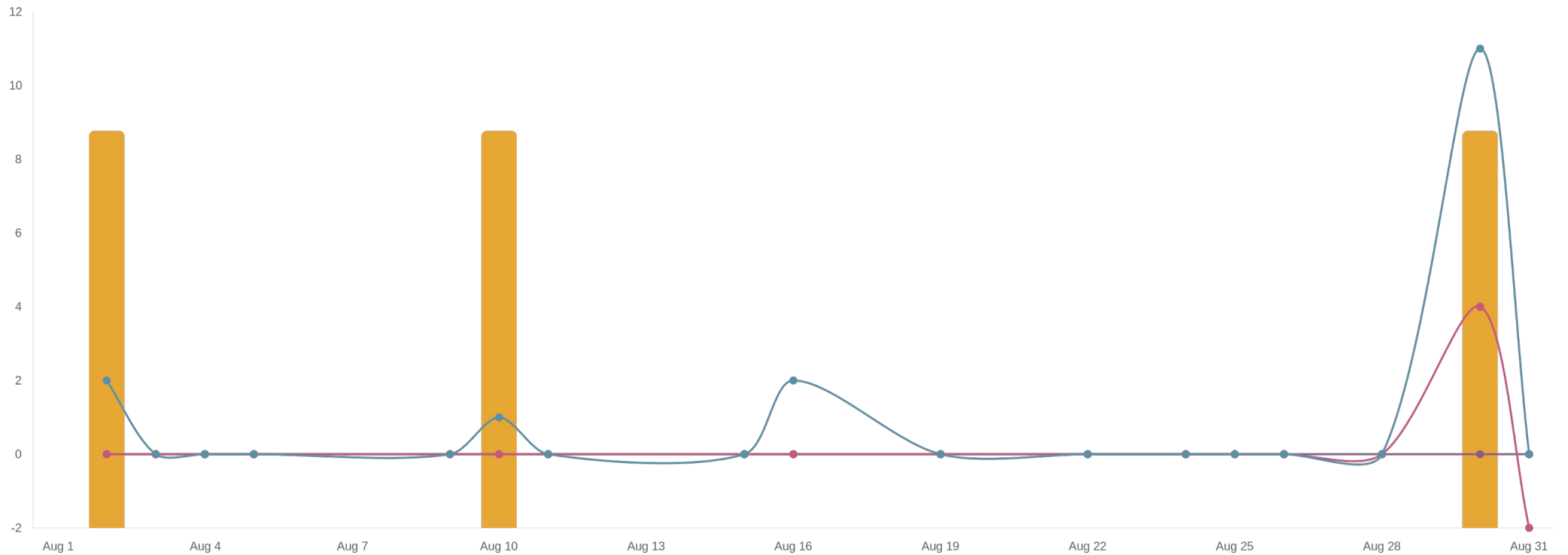
Videos



Aug 1 - Aug 31

Interactions: Published videos

 Explore Rockport-Fulton



Ranking of published videos

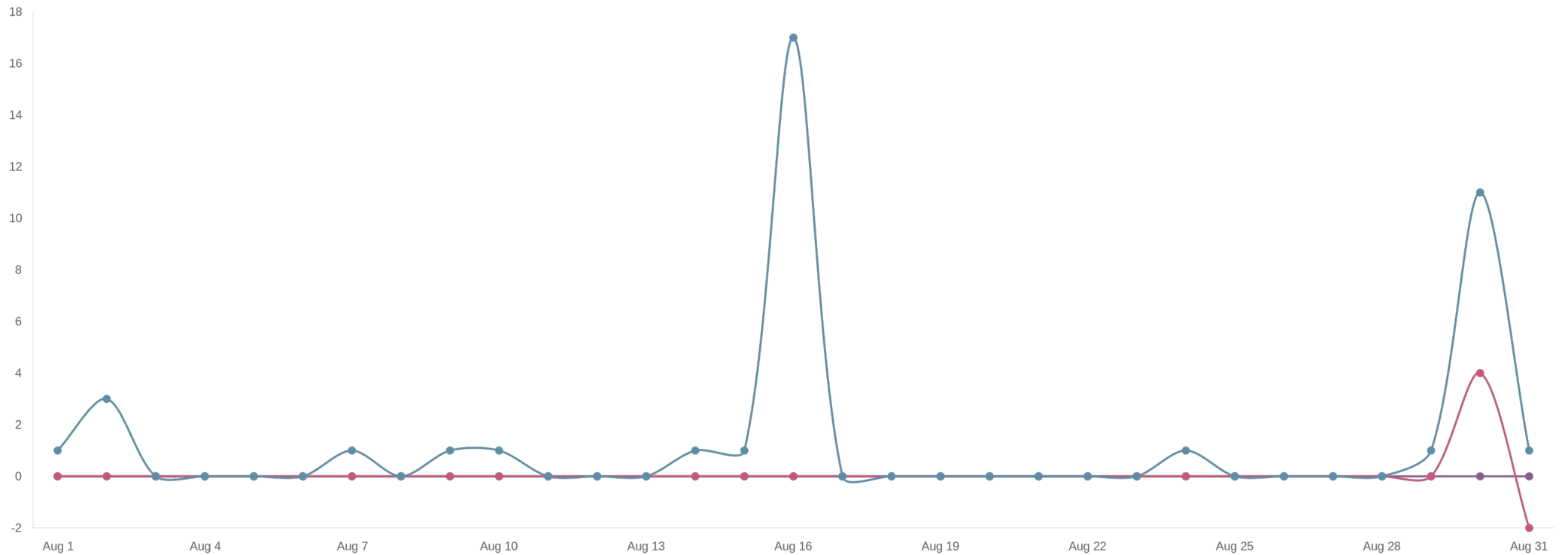
 Explore Rockport-Fulton

Showing 3 posts sorted by date

Published		Text		Video views	Watch time	Average views	Likes	Dislikes	Comments	Shares
Aug 30, 2025 13:49		Fishing from the shore in Rockport-Fulton, Texas	Go	1266	3h 9m 0s	8s	11	2	0	1
Aug 10, 2025 11:13		Fun for the whole family in Rockport, Texas	Go	8	3m 0s	28s	1	0	0	0
Aug 02, 2025 12:22		Scenes from Rockport, Texas 🏞️	Go	165	35m 0s	12s	4	0	0	3

Interactions: Viewed videos

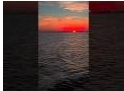
 Explore Rockport-Fulton



Ranking of viewed videos

 Explore Rockport-Fulton

Showing 20 posts sorted by date

Published		Text		Video views	Watch time	Average views	Likes	Dislikes	Comments	Shares
Aug 30, 2025 13:49		Fishing from the shore in Rockport-Fulton, Texas	Go	1266	3h 9m 0s	8s	11	2	0	1
Aug 10, 2025 11:13		Fun for the whole family in Rockport, Texas	Go	8	3m 0s	28s	1	0	0	0
Aug 02, 2025 12:22		Scenes from Rockport, Texas 🚶🚶	Go	165	35m 0s	12s	4	0	0	3
Jul 29, 2025 20:06		Lady Captain in Rockport, Texas	Go	8	1m 0s	10s	1	0	0	0
Jul 28, 2025 22:58		Explore the Rockport Cultural Arts District	Go	7	1m 0s	14s	1	0	0	0
Jul 27, 2025 23:22		Copano Bay Sunset	Go	9	0s	6s	1	0	0	0

Published		Text		Video views	Watch time	Average views	Likes	Dislikes	Comments	Shares
Jul 20, 2025 22:44		Explore Rockport, Texas	Go	166	35m 0s	12s	2	0	0	2
Jul 17, 2025 21:19		Tule Creek Trail in Rockport, Texas	Go	6	1m 0s	19s	1	0	0	0
Jul 12, 2025 00:30		The Texas Coast is calling🌊	Go	5	0s	6s	1	0	0	0
Jul 05, 2025 16:22		Airport Road Kayak Launch Site in Rockport, Texas	Go	11	2m 0s	14s	1	0	0	0
Jun 30, 2025 22:26		Summer Sunfish Regatta Series in Rockport, Texas	Go	6	0s	9s	1	0	0	0
Jun 30, 2025 22:25		Exploring Rockport Harbor at sunset	Go	3	0s	12s	1	0	0	0
Jun 27, 2025 16:38		The Sea Shell Shoppe in Rockport, Texas	Go	11	5m 0s	30s	1	0	0	0
Jun 24, 2025 10:37		4th of July Fireworks in Rockport, Texas	Go	3	0s	7s	1	0	0	0

Published		Text		Video views	Watch time	Average views		Likes	Dislikes	Comments	Shares
Jun 19, 2025 13:54		Soak up the sun at Rockport Beach!	Go	10	1m 0s	9s		1	0	0	0
Jun 10, 2025 00:37		Explore the beach in Rockport, Texas	Go	339	1h 12m 0s	12s		8	0	0	0
Jun 07, 2025 15:09		The Bait Stands at Rockport Harbor	Go	7	2m 0s	17s		2	0	0	0
Jun 05, 2025 17:37		Cultural Interface Public Art Display - Rockport, ...	Go	3	0s	7s		0	0	0	0
May 29, 2025 18:27		Windswept Oaks in Rockport, Texas	Go	3	1m 0s	20s		1	0	0	0
May 12, 2025 09:17		Explore Rockport-Fulton	Go	48	22m 0s	28s		0	0	0	0

Meta Ads: Reach

Rockport CVB

308.97K

-58.66%

Impressions

149.18K

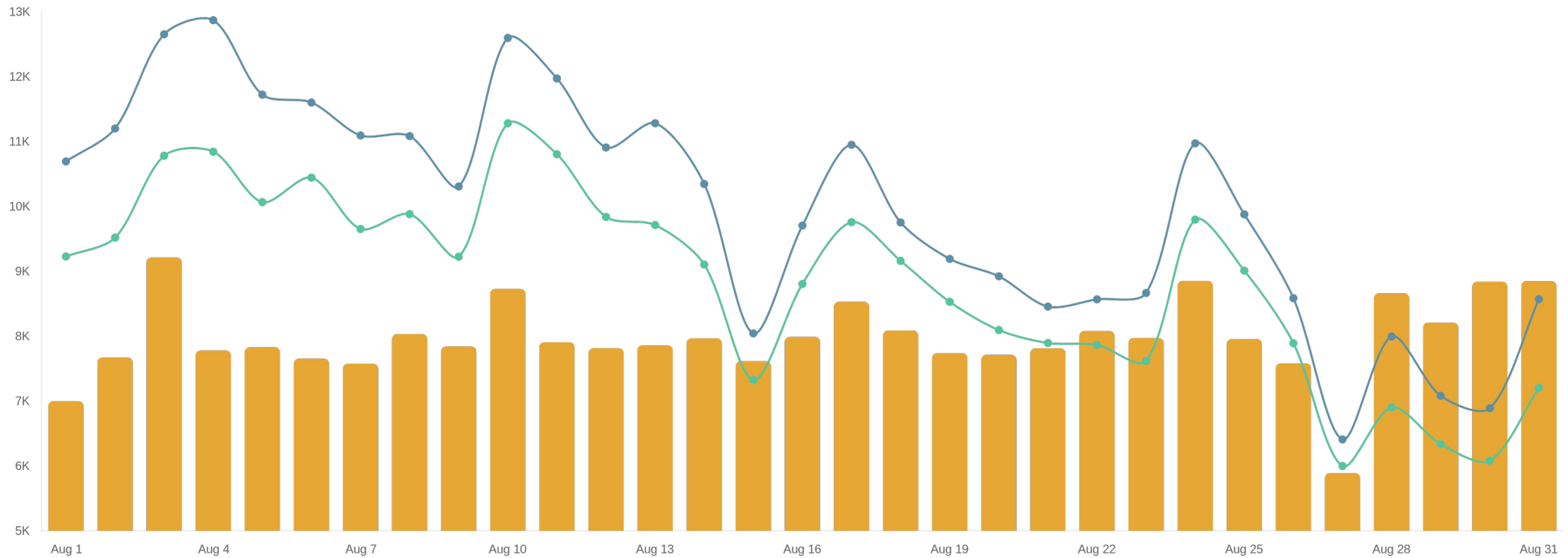
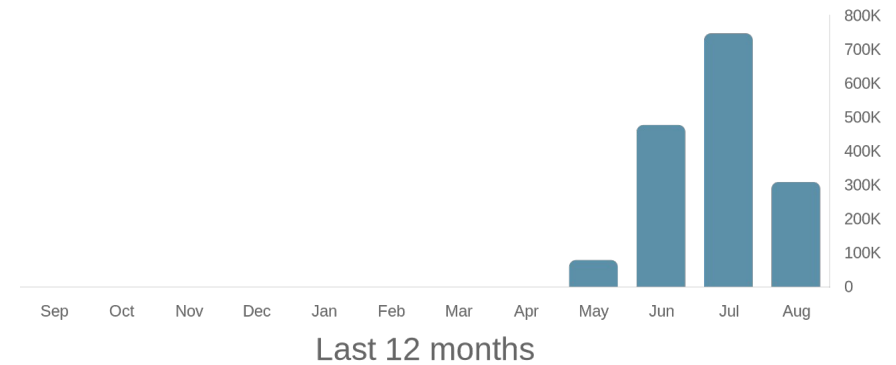
-56.91%

Reach

2938.68

-36.64%

Spent



Aug 1 - Aug 31

Meta Ads: Results

Rockport CVB

15.53K

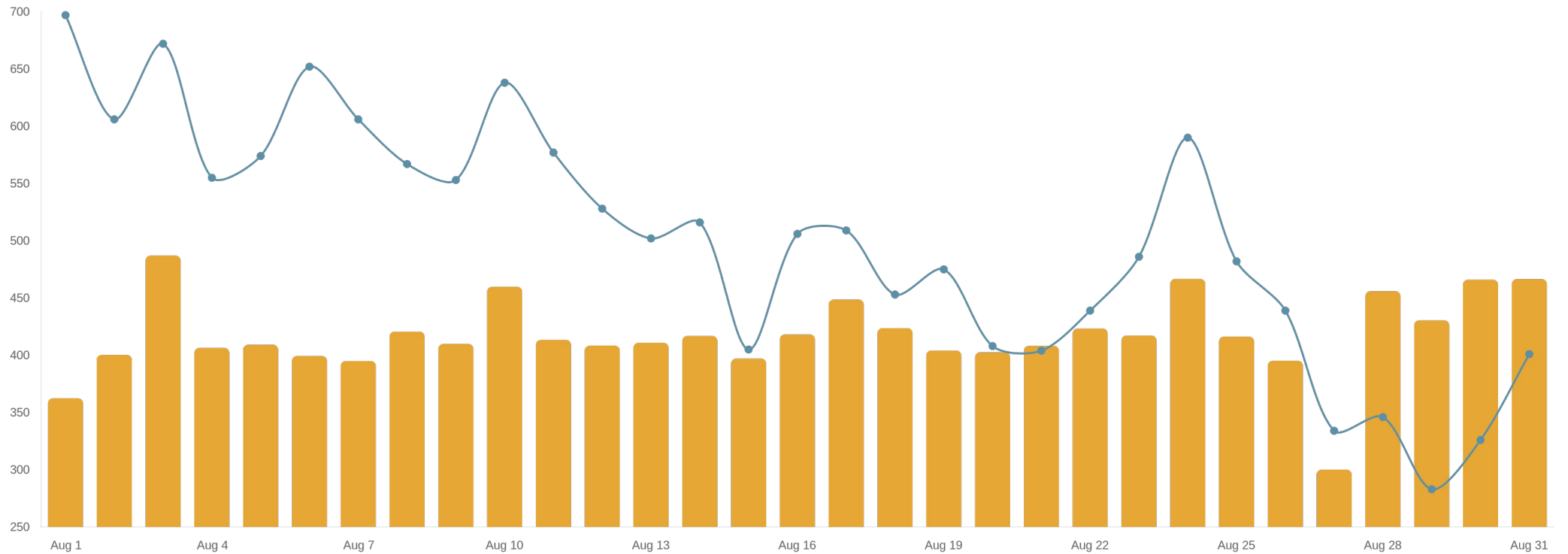
-64.06%

Clicks

2938.68

-36.64%

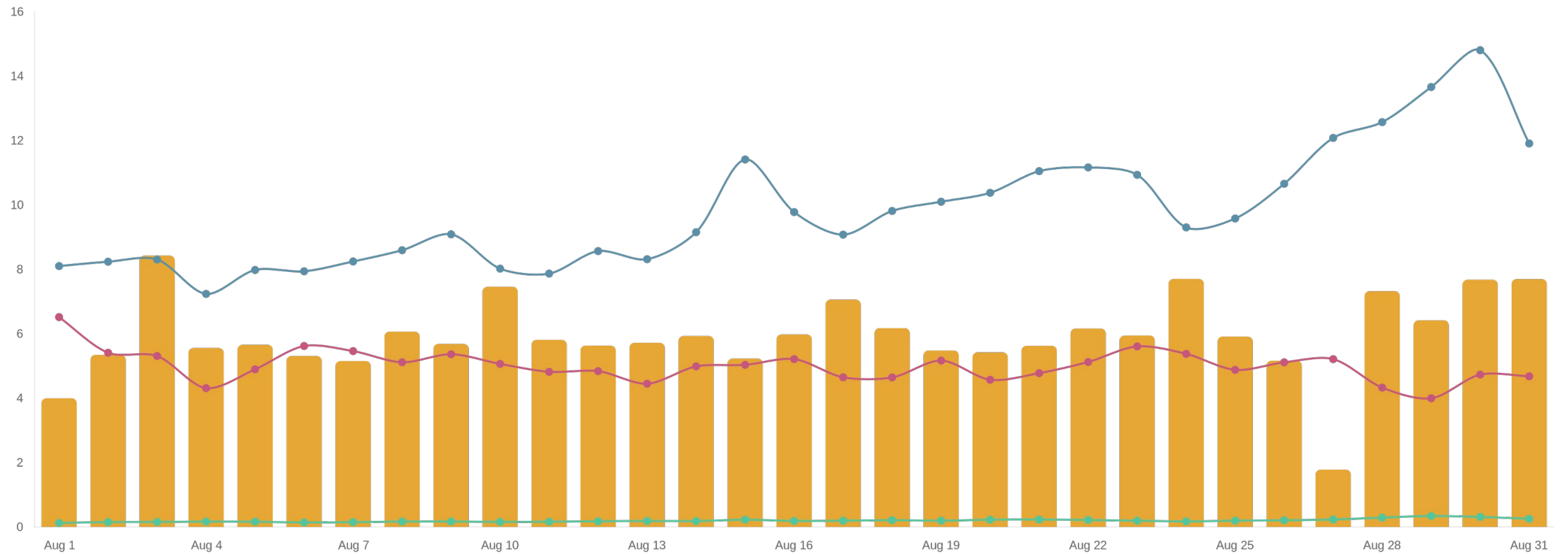
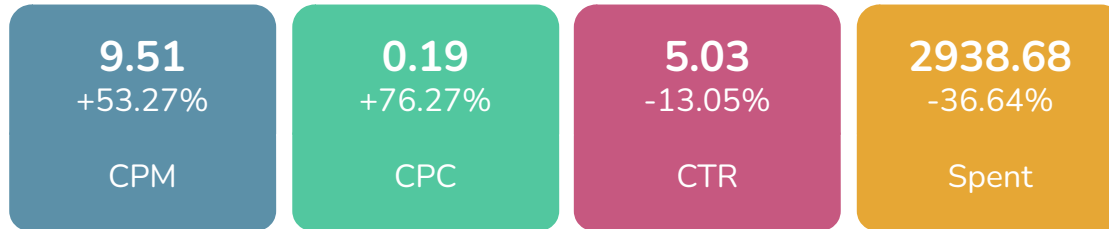
Spent



Aug 1 - Aug 31

Meta Ads: Performance

Rockport CVB



Meta Ads: Campaigns ranking

 Rockport CVB

Showing 2 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	239.41k	114.35k	12.85k	¹ Landing page views	¹ Page likes	9.69	0.18	5.37	-	-	2320.97
Jun 05, 2025 19:40	CVB Reel - Brand Awa OUTCOME_ENGAG EMENT	69.57k	39.79k	2684	¹⁷⁹⁰ Link Clicks	¹⁷⁹⁰ Conversions	8.88	0.23	3.86	-	-	617.71



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: September 22, 2025

CATEGORY: Action Item

CAPTION:

Review data generated by the following events:

- i. Smithsonian
 - ii. WineFest
 - iii. Mural Fest
-

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: September 16, 2025

Vanessa Shrauner, City Manager

Date: September 16, 2025



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: September 22, 2025

CATEGORY: Presentation

CAPTION:

2026 Initial Media Plan Budget

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Presentation

ATTACHMENTS:

None

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: September 16, 2025

Vanessa Shrauner, City Manager

Date: September 16, 2025



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM:

MEETING DATE: September 22, 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:

Nannette Eiland, CVB Tourism Manager

Date: September 16, 2025

Vanessa Shrauner, City Manager

Date: September 16, 2025



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: September 22, 2025

CATEGORY: Action Item

CAPTION:

Consider providing topics for discussion at the next regular Meeting, which is scheduled for Monday, October 13, at 10:00 am at City Hall

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: September 16, 2025

Vanessa Shrauner, City Manager

Date: September 16, 2025