CITY COUNCIL AGENDA

Notice is hereby given that the Rockport City Council will hold a regular meeting on Tuesday, July 11, 2023, at 6:30 p.m. The meeting will be held in person at the Training Room of the Rockport Service Center, 2751 State Highway 35 Bypass, Rockport, Texas. The live stream link to view the meeting is: https://www.youtube.com/@rockporttxgov.

Public participation is valued and citizens wishing to express their views on any topic or agenda item can electronically submit a citizen participation form in order to register to speak by going to https://rockport.seamlessdocs.com/f/CouncilCitizenParticipation or scanning the QR code to the right, or if attending the meeting in person register before the meeting begins. Using the same form, citizens can also provide written comments to the City Secretary by 4:00 p.m. on the day of the meeting. The comments will be read at the meeting.

SCAN ME

The matters to be discussed and acted upon are as follows:

Opening Agenda

1. Call meeting to order.

2. Pledge of Allegiance.

3. Presentation: American Red Cross 2023 Guardian Partnership Award – Rockport Parks & Leisure Services Department.

4. Presentation: Lifeguard Rescue Awards to Madison Brown and Justin Reikers.

5. Citizens to be heard.
   At this time, comments limited to three (3) minutes will be taken from the audience from persons who have signed the speaker's card located on the table in the back of the Training Room of the Service Center and delivered to the City Secretary before the meeting begins, or written comments received by 4:00 p.m. on the day of the meeting, on any **Agenda** item or any subject matter, will be read at the meeting. Persons wishing to address the Council and who have registered using the Citizen Participation Form will have up to three minutes to speak. In accordance with the Open Meetings Act, Council may not discuss or take action on any item that has not been posted on the agenda. While civil 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.

Consent Agenda

All consent agenda items listed are considered to be routine by the City Council and will be enacted by one motion. There will be no separate discussion of these items unless a Council Member so requests, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the agenda.

6. Deliberate and act on approval of City Council Regular Meeting Minutes of June 27, 2023.

7. Deliberate and act on 3rd quarter Report from Rockport Center for the Arts for Fiscal Year 2022-2023 marketing expenditures.

Regular Agenda

8. Deliberate and act to confirm Mayoral appointments of City Council liaisons to various boards, committees, and commissions.

9. Deliberate and act to re-appoint and appoint members to various City of Rockport boards, committees, and commissions.

10. Hear, deliberate and act on requests for Fiscal Year 2023-2024 grant funds from the Hotel Occupancy Tax Fund Account from the following entities:
    a. Rockport-Fulton Chamber of Commerce -Marketing
    b. Texas Maritime Museum
    c. UTMSI – Bay Education Center
    d. Friends of the Fulton Mansion - Fulton Mansion State Historic Site
    e. Rockport Center for the Arts – Arts, Culture & Humanities
    f. Rockport Conference Center – Hotel & Convention Industry
    g. Aransas County Council on Aging – Bountiful Bowl
    h. Rockport Yacht Club – Nautical Flea Market
    i. Rockport-Fulton Chamber of Commerce – Seafair
    j. Rockport-Fulton Chamber of Commerce – Hummerbird
    k. Tropical Christmas
    l. Kite Festival
    m. Whooping Crane Strut
    n. Public Art
    o. Event Support
    p. Rockport Cultural Arts District
    q. Christmas on the Beach
    r. Rockport Little Theatre
    s. Wendell Family Fund – 4th of July Fireworks
    t. Airplanes & Coffee

11. Deliberate and take action to either draw or reject the Community Development Loan (CDL) funds.

12. City Manager Report:
    A. Projects.

13. Reports from Council.
    At this time, the City Council will report/update on activities in respective Wards, and all committee assignments, which may include the following: Aransas County Alliance Local Government Corporation; Aransas Pathways Steering Committee; Building and Standards Commission; Coastal Bend Bays and Estuaries Program; Coastal Bend Council of Government; Coastal Bend Mayors Group; Park & Leisure Services Advisory Board; Planning & Zoning Commission; Rockport-Fulton Chamber of Commerce; Aransas County Storm Water Management Advisory Committee; Swimming Pool Operations Advisory Committee; Tourism Development Council; Tree & Landscape Committee; Texas Maritime Museum, Fulton Mansion, Rockport Center for the Arts, Aransas County, Aransas County Independent School District, Aransas County Navigation District, Town of Fulton, and Texas Municipal League. No formal action can be taken on these items at this time.

Executive Session

City Council will hold an executive session pursuant to the provisions of Chapter 551 of the Texas Government Code, in accordance with the authority contained in:

14. Section 551.071 Consultations with Attorney seeking the advice of attorney about pending or contemplated litigation or a settlement offer; and on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter: A) Concho Street & General Land Office (GLO) drainage projects, and B) Stormwater permitting and related matters.

Open Session

City Council will reconvene into open session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any actions necessary related to the executive sessions noted herein, or regular agenda items, noted above, and/or related items.

15. Adjournment.

Special Accommodations

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodation or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at (361) 729-2213, ext. 225 or FAX (361) 790-5966 or email citysec@cityofrockport.com for further information. Braille is not available. The City of Rockport reserves the right to convene into executive session under Government Code §§ 551.071-551.074 and 551.086.

In accordance with the requirements of Texas Government Code Section 551.127, a member of the governing body may participate in this meeting from a remote location. A quorum of the governing body as well as the presiding officer shall be physically present at the above posted location, which shall be open to the public. Those participating remotely shall be visible and audible to the public for all open portions of the meeting. A member of a governmental body who participates in a meeting remotely as provided by law, shall be counted as present at the meeting for all purposes.

Certification

I certify that the above notice of meeting was posted on the bulletin board at the Rockport Service Center, 2751 State Highway 35 Bypass, Rockport, Texas on Friday, July 7, 2023, at 2:30 p.m. and on the City's website at www.cityofrockport.com. I further certify that the following News Media were properly notified of this meeting as stated above*: The Rockport Pilot* and *Corpus Christi Caller Times*.



Teresa Valdez, City Secretary

CITY COUNCIL AGENDA
Regular Meeting: Tuesday, July 11, 2023

AGENDA ITEM: 3

Presentation: American Red Cross 2023 Guardian Partnership Award – Rockport Parks & Leisure Services Department.

SUBMITTED BY: Gene Camargo, Director of Parks & Leisure Services

APPROVED FOR AGENDA: VRS

BACKGROUND: Each year the Board of Directors of the American Red Cross chooses one Business, Company or Entity that has a track record of consistently providing outstanding services based on Red Cross principles for several years. The Business, Company or Entity must have applied those principles for the benefit of the public. The City of Rockport Parks and Leisure Services Department, at their Rockport-Fulton Community Pool facility has a history of providing quality swimming lessons by Red Cross certified instructors, and training and employing professional Lifeguards that are Red Cross certified and have prevented drownings and saved lives. The Rockport-Fulton Community Pool services and staff and leadership exemplify the principles and values of the American Red Cross. The 2023 Guardian Partnership Award was presented to The City of Rockport Parks and Leisure Services Department on June 27, 2023.

FISCAL ANALYSIS: N/A

RECOMMENDATION: Recognition of professionalism and safety by Mayor Tim Jayroe and presentation of award.

CITY COUNCIL AGENDA
Regular Meeting: Tuesday, July 11, 2023

AGENDA ITEM: 4

Presentation: Lifeguard Rescue Award to Madison Brown & Justin Riekers

SUBMITTED BY: Gene Camargo, Director of Parks & Leisure Services

APPROVED FOR AGENDA: VRS

BACKGROUND:

Madison Brown:
On July 1, 2023, Lifeguard Madison Brown was on duty at the Splash Pool. A small child was alone in shallow water when the child fell forward, face down. The child was unable to right herself. Lifeguard Brown noticed this and immediately responded to the child and picked her up from the water. Interestingly, the child was wearing "arm floaties" but the water was shallow enough that instead of providing buoyancy, the floaties actually kept the child's face down. The child's parent observed the assessment and helped determine the child did not ingest any significant amount of water. Lifeguard Browns quick, professional actions prevented a drowning.

Lifeguard Madison Brown is awarded the Lifeguard Rescue Award.

Justin Riekers:
On July 4, 2023, Lifeguard Justin Riekers was on duty at the Competition Pool. A young boy was in deep water and ceased making forward progress. The boy then began calling for help. Lifeguard Justin Riekers quickly entered the water and reached the child. While swimming to the child, Lifeguard Justin Riekers spoke to the boy and gave instructions to calm him down and get him to continue attempting to swim. The boy began to make progress and with minimal further assistance was able to get to the wall. Lifeguard Justin Riekers exited the pool with the boy and determined that the boy had not gone under water nor took in any water. Lifeguard Justin Riekers quick action helped prevent a drowning.

Lifeguard Justin Riekers is awarded the Lifeguard Rescue Award.

FISCAL ANALYSIS: N/A

RECOMMENDATION: Recognition of professionalism and bravery by Mayor Tim Jayroe and presentation of awards.

CITY COUNCIL AGENDA
Regular Meeting: Tuesday, July 11, 2023

AGENDA ITEM: 6

Deliberate and act on approval of City Council Regular Meeting Minutes of July 27, 2023.

SUBMITTED BY: City Secretary Teresa Valdez

APPROVED FOR AGENDA: VRS

BACKGROUND: Please see the accompanying City Council meeting minutes.

FISCAL ANALYSIS: N/A

RECOMMENDATION: Staff recommends Council approve the Minutes, as presented.

CITY OF ROCKPORT

MINUTES

CITY COUNCIL REGULAR MEETING
6:30 p.m., Monday, June 27, 2023
Rockport Service Center, 2751 State Highway 35 Bypass

Members of the public could view the meeting via live stream. Public participation is valued and citizens wishing to express their views on any topic or agenda item could electronically submit a Citizen Participation Form in order to register to speak by going to https://rockport.seamlessdocs.com/f/CouncilCitizenParticipation or scanning the QR code provided on the Agenda, or if attending the meeting in person register before the meeting begins. Using the same form, citizens could also provide written comments to the City Secretary by 4:00 p.m. on the day of the meeting. The comments were read at the meeting.

On the 27th day of June 2023, the City Council of the City of Rockport, Aransas County, Texas, convened in a Regular Meeting at 6:30 p.m., at the Training Room of the Rockport Service Center and notice of meeting giving time, place, date, and subject was posted as described in V.T.C.A., Government Code § 551.041.

CITY COUNCIL MEMBERS PRESENT — **CITY COUNCIL MEMBER(S) ABSENT**

Mayor Tim Jayroe
Mayor Pro-Tem Andrea Hattman, Ward 4
Council Member Stephanie Rangel, Ward 1
Council Member Danielle Hale, Ward 2 – *Via ZOOM*
Council Member Brad Brundrett, Ward 3

STAFF MEMBERS PRESENT — **ELECTED OFFICIALS PRESENT**

City Manager Vanessa Shrauner
Assistant to City Manager Kimberly Henry
City Attorney Brad Bullock – *Telephone Conference for Executive Session*
City Secretary Teresa Valdez
Executive Assistant Reagan Lauterbach
Director of Public Works and Building & Development Services Mike Donoho
Parks & Leisure Services Director Gene Camargo
Information Technology Director Bob Argetsinger
Chief of Police Greg Stevens

Opening Agenda

1. Call meeting to order.

With a quorum of the Council Members present, the Regular Meeting of the Rockport City Council was called to order by Mayor Jayroe at 6:34 p.m. on Monday, June 27, 2023, in the Training Room of the Rockport Service Center, 2751 State Highway 35 Bypass, Rockport, Texas.

2. Pledge of Allegiance.

Council Member Brundrett led the Pledge of Allegiance to the U.S. flag.

3. Proclamation: Kent Ullberg Day – June 30, 2023.

Mayor Jayroe proclaimed June 30, 2023, as Kent Ullberg Day in Rockport, Texas. Mayor Jayroe presented the Proclamation to Mr. Ullberg.

4. Proclamation: Park & Recreation Month – July 2023.

Mayor Jayroe proclaimed July 2023 as Park & Recreation Month in the City of Rockport. Mayor Jayroe presented the Proclamation to the Parks & Leisure Services Department.

5. Citizens to be heard.

At this time, comments limited to three (3) minutes will be taken from the audience from persons who have signed the speaker's card located on the table in the back of the Training Room of the Service Center and delivered to the City Secretary before the meeting begins, or written comments received by 4:00 p.m. on the day of the meeting, on any Agenda item or any subject matter, will be read at the meeting. Persons wishing to address the Council and who have registered using the Citizen Participation Form will have up to three minutes to speak. In accordance with the Open Meetings Act, Council may not discuss or take action on any item that has not been posted on the agenda. While civil 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.

Skip Carrier, 122 Cedar Ridge Drive, addressed the Council and voiced appreciation for City staff and the work the City and County performed in the area where he lives.

Doug Webb, 120 Lamar Drive, addressed the Council and commented that there will be an upcoming petition to allow citizens to present their views on any agenda item that affects them.

Consent Agenda

All consent agenda items listed are considered to be routine by the City Council and will be enacted by one motion. There will be no separate discussion of these items unless a Council Member so requests, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the agenda.

6. Deliberate and act on approval of City Council Regular Meeting Minutes of May 21, 2023, and June 12, 2023.

7. Deliberate and act on request from Wendell Family Fund/Fireworks for approval of hanging street banners near 2405 Highway 35 Business North and near 1202 FM 3036 for Wendell Family July 4th Fireworks from July 1, 2023, through July 5, 2023.

Mayor Jayroe called for requests to remove any item from the Consent Agenda for separate discussion.

MOTION: Council Member Brundrett moved to approve the Consent Agenda Items, as presented. Mayor Pro-Tem Hattman seconded the motion. Motion carried unanimously.

Regular Agenda

8. Deliberate and act on the Texas Municipal League Health Benefits Rerate Notice for active employees and Pre-65 retired employees not eligible for Medicare.

City Manager Vanessa Shrauner stated there is an extensive explanation of the Texas Municipal League Health Benefits Rerate Notice in the Agenda Packet. Ms. Shrauner said the re-rate offered to the City for medical had a 12% increase. Ms. Shrauner explained the 12% increase would be an overall increase to the City of approximately $140,529.12 for the year. Ms. Shrauner added the City had the opportunity to raise the deductible from $1500 to $2000 and that would be a 5.24% increase at the cost of $39.02 per employee or approximately $64,148.88 per fiscal year plan. Ms. Shrauner stated staff is referring to this as Option 1 and recommend approval of Option 1. Ms. Shrauner explained the Dental insurance increased $2.96 per employee per month and the Vision insurance did not increase.

Discussion was held between Council and Ms. Shrauner.

Council Member Brundrett requested staff research the feasibility of the City contributing to employees' health savings accounts (HSA) to help offset the increase they will feel with the increased costs.

Council Member Rangel requested Ms. Shrauner to provide the Council with information on the City's cost for employee insurance for the current fiscal year.

MOTION: Mayor Pro-Tem Hattman moved to approve the 2023-2024 Texas Municipal League Health Benefits rerate Option 1 for employee health, dental, and vision benefits, as presented. Council Member Brundrett seconded the motion. Motion carried unanimously.

9. Deliberate and act on approval of Change Orders 1 through 5 as they relate to the New City Hall Project.

Kimberly Henry, Assistant to the City Manager, addressed the Council and stated the new City Hall project is fully underway and currently expected to be significantly complete by the end of January 2024. Ms. Henry explained that throughout the project there have been Change Orders that have been either a savings or a small increase. Ms. Henry said Change Order #5 is of a significant amount and therefore staff is submitting to Council for approval. Ms. Henry called the Council's attention to the Change Orders listed on the Agenda Item Cover Sheet as follows:

Submitted Bid/Award	$16,380,000.00	
CO1 - Value Engineering	-$900,000.00	7/8/2022
Change Order 2	-$32,175.87	7/14/2022
Change Order 3	-$25,477.96	2/24/2023
Change Order 4	$11,648.00	4/28/2023
Change Order 5	$81,856.24	Pending
Construction Funding:	**$15,515,850.41**	

Discussion was held among Council, Ms. Henry and Ms. Shrauner.

MOTION: Council Member Brundrett moved to approve Change Orders 1-4 retroactively and Change Order 5, as presented. Mayor Pro-Tem Hattman seconded the motion. Motion carried unanimously.

10. Deliberate and act on awarding the bid for the installation of a twelve-inch wastewater force main from the Gagon Lift Station to the Wastewater Treatment Plant.

Mike Donoho, Public Works Director, addressed the Council and explained this project is for the construction of approximately 3000 feet of 12" PVC force main to be laid in the street right-of-way from the existing Gagon Lift Station to be tied in at the Wastewater Treatment Plan. Mr. Donoho stated this force main will replace an 8" force main that was taken out of service many years ago and will run parallel with an existing 12" force main along Gagon Street, from the lift station at East Laurel Street to the Wastewater Treatment Plan. Mr. Donoho said the bid came in over the engineer's estimate and the balance will be taken from the unspent bond fund account. Mr. Donoho called the Council's attention to the bid tabulation and award recommendation from the project engineer. Mr. Donoho stated staff recommends awarding the bid to J.J. Fox Construction in the amount of $384,265.00, as presented.

MOTION: Council Member Brundrett moved to award the bid for the installation of a 12" wastewater force main from the Gagon Lift Station to the Wastewater Treatment Plan to J.J. Fox Construction in the amount of $384,265.00. Mayor Pro-Tem Hattman seconded the motion. Motion carried unanimously.

11. City Manager Report:

A. Projects.

City Manager Shrauner distributed an updated list of Unspent Bond Projects to the Council. Ms. Shrauner stated funds have to be allocated by 2024 and spent by 2026. Ms. Shrauner stated the July 11, 2023, Budget Workshop schedule for 1:00 p.m. has been cancelled. Ms. Shrauner said Council will be reviewing the Hotel Occupancy Tax Applications at the July 11, 2023, City Council Meeting.

12. Reports from Council.

At this time, the City Council will report/update on activities in respective Wards, and all committee assignments, which may include the following: Aransas County Alliance Local Government Corporation; Aransas Pathways Steering Committee; Building and Standards Commission; Coastal Bend Bays and Estuaries Program; Coastal Bend Council of Government; Coastal Bend Mayors Group; Park & Leisure Services Advisory Board; Planning & Zoning Commission; Rockport-Fulton Chamber of Commerce; Aransas County Storm Water Management Advisory Committee; Swimming Pool Operations Advisory Committee; Tourism Development Council; Tree & Landscape Committee; YMCA Development Committee; Texas Maritime Museum, Fulton Mansion, Rockport Center for the Arts, Aransas County, Aransas County Independent School District, Aransas County Navigation District, Town of Fulton, and Texas Municipal League. No formal action can be taken on these items at this time.

Council Member Rangel reported she has been working with residents and their concerns regarding the Bypass detours during the construction of the overpass.

Council Member Hale reported she had done a walk-through of the new City Hall and it is going to be an amazing asset for the community for a very long time. Council Member Hale expressed

she was very pleased with the growth potential of the building. Council Member Hale thanked staff for their due diligence in addressing constituent concerns she is receiving.

Council Member Brundrett expressed it will be a very busy weekend because of the 4th of July and he asked everyone to be safe and have a good 4th of July.

Mayor Pro-Tem Hattman reported she attended a meeting last week with some members of the Rockport Country Club Homeowners Association, Mr. Donoho and Ms. Shrauner, in regard to what can be done to prepare for rain events. Mayor Pro-Tem reminded everyone to be safe on the roads during the weekend of the 4th of July; there will be a lot of people in Rockport.

Mayor Jayroe reported he attended the Texas Municipal League Legislative Update a couple of weeks ago and the Legislature is doing a lot of things that will have an affect on cities; some good, some bad and some may have a serious effect on cities.

Executive Session

City Council will hold an executive session pursuant to the provisions of Chapter 551 of the Texas Government Code, in accordance with the authority contained in:

13. **Section 551.071 Consultations with Attorney seeking the advice of attorney about pending or contemplated litigation or a settlement offer; and on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter: A) Concho Street & General Land Office (GLO) drainage projects; and B) Stormwater permitting and related matters.**

At 7:16 p.m., Mayor Jayroe convened the City Council into executive session pursuant to the provisions of Chapter 551 of the Texas Government Code, in accordance with the authority contained in: Section 551.071 Consultations with Attorney seeking the advice of attorney about pending or contemplated litigation or a settlement offer; and on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter: A) Concho Street & General Land Office (GLO) drainage projects, and B) Stormwater permitting and related matters.

Open Session

City Council will reconvene into open session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any actions necessary related to the executive sessions noted herein, or regular agenda items, noted above, and/or related items.

At 7:55 p.m., Mayor Jayroe reconvened the Rockport City Council into open session pursuant to the provisions of Chapter 551 of the Texas Government Code.

No action was taken.

14. Adjournment.

At 7:55 p.m., Council Member Brundrett moved to adjourn. Motion was seconded by Mayor Pro-Tem Hattman. Motion carried unanimously.

APPROVED:

_____
Tim Jayroe, Mayor

ATTEST:

_____
Teresa Valdez, City Secretary

CITY COUNCIL AGENDA
Regular Meeting: Tuesday, July 11, 2023

AGENDA ITEM: 7

Deliberate and act on 3rd quarter Report from Rockport Center for the Arts for Fiscal Year 2022-2023 marketing expenditures.

SUBMITTED BY: City Secretary Teresa Valdez

APPROVED FOR AGENDA: VRS

BACKGROUND: The Rockport Center for the Arts has been allocated $295,000 in Fiscal Year 2021-2032 Hotel Occupancy Tax (HOT) funds. According to our agreement with Rockport Center for the Arts, fiscal quarterly reports are required to be submitted to the City Council for approval. See the accompanying 3rd Quarter HOT Expenditure Report for additional information.

FISCAL ANALYSIS: Charged to account 6602040. The budgeted amount is $295,000 and year to date expenses are $ 205,185.88.

RECOMMENDATION: Staff recommends Council approve the Rockport Center for the Arts Fiscal Year 2022-2023 Hotel Occupancy Tax funds 1st quarter expenditures and authorization to disburse 4th quarter funds in the amount of $73,750.00, as presented.

City of Rockport Hotel Occupancy Tax Report
FY2023 Detail of Marketing Expenditures per Quarter

Description of Expense	Approved Budget	1st Quarter Oct-Dec 2022	2nd Quarter Jan-Mar 2023	3rd Quarter Apr-Jun 2023	4th Quarter Jul-Sep 2023	Total Expenditures by Line Item	Number of Heads in Beds
A. Promotion of the Arts:							
Advertising and Public Relations	$ 34,000.00	$ 2,655.00	$ 3,156.67	$ 13,305.71		$ 19,117.38	
Spring Art Fair	$ 12,000.00	$ -	$ 14,429.25	$ -		$ 14,429.25	
Rockport Art Festival	$ 30,000.00	$ 1,100.00	$ -	$ 11,101.50		$ 12,201.50	
Exhibitions	$ 40,000.00	$ 11,158.66	$ 17,434.89	$ 8,988.00		$ 37,581.55	
Rockport Film Festival	$ 4,000.00	$ 6,295.50	$ -	$ -		$ 6,295.50	
Sculpture Garden	$ 10,000.00	$ 480.00	$ 2,008.40	$ 1,175.00		$ 3,663.40	
Workshops & Classes	$ 15,000.00	$ 2,760.00	$ 3,650.00	$ -		$ 6,410.00	
A. Promotion of the Arts Sub Total	**$145,000.00**	**$ 24,449.16**	**$ 40,679.21**	**$ 34,570.21**		**$ 99,698.58**	**6554**
B. Promotion of Convention Tourism:	**$150,000.00**	**$ 26,102.00**	**$ 52,197.98**	**$ 27,187.12**		**$ 105,487.10**	**503**
A. + B. Total Funds Used		$ 50,551.16	$ 92,877.19	$ 61,757.33		$ 205,185.68	
Total Requested / Approved	$ 295,000.00	$ 73,750.00	$ 73,750.00	$ 73,750.00		$ 221,250.00	
Quarterly Variance		$ 23,198.84	$ (19,127.19)	$ 11,992.67		$ 16,064.32	

Rockport Center for the Arts

YTD Actual Administrative Expenses vs. Annual Budget FY2023

General Class				
	Jan - Jun 2023	YTD 2023 Budget	$ Over Budget	% of Budget
Administrative Expense				
Advertising & Promotion	6,163	1,977	4,186	312%
Awards, Honorariums & Gifts	2,589	692	1,897	374%
Bank Service Charges	27.50	173.02	-145.52	16%
Cash (Over) Short	4.59	0.00	4.59	100%
Catering	0	0	0	0%
Charitable Contributions	103	0	103	100%
Conservation	0	0	0	0%
Contract services	7,990	19,563	-11,573	41%
Credit Card Fees	13,265	5,439	7,826	244%
Depreciation Expense	79,875	0	79,875	100%
Dues and Subscriptions	5,733	2,472	3,261	232%
Food & Beverage	1,090	358	731	304%
Insurance	50,917	33,481	17,436	152%
Internet Services	2,739	0	2,739	100%
Licenses, Fees and Permits	621	49	572	1,257%
Maintenance & Repairs	10,759	12,608	-1,850	85%
Marketing	2,315	2,967	-652	78%
Miscellaneous Expense	1	0	1	100%
Payroll Expenses	146,163	223,954	-77,790	65%
Postage and Delivery	3,067	1,483	1,583	207%
Printing and Reproduction	2,550	1,731	819	147%
Professional Fees	10,950	14,020	-3,070	78%
Rental	5,729	4,574	1,156	125%
Security	42	119	-77	35%
Staff Training & Development	0	494	-494	0%
Supplies & Materials	5,087	7,850	-2,763	65%
Taxes	-204	0	-204	100%
Telephone	2,247	2,670	-423	84%
Transportation	2,372	2,492	-120	95%
Travel	7,676	2,967	4,709	259%
Utilities	11,298	10,878	420	104%
Total Expense	**381,168**	**353,011**	**28,157**	**108%**

Except for Advertising ($3,850), Rockport Center for the Arts does not spend Administrative Expenses that are paid using HOT funds.

ROCKPORT CENTER FOR THE ARTS

Explore. Discover. Express.

Hotel Occupancy Tax Grant Report for the City of Rockport

April - June 2023

ROCC Your Next Event

THE ROCC ROCKPORT CONFERENCE CENTER

Compelling Visual Arts Program





Continuation: April 2023
Visual Arts Program: *Birds in Art*



Birds in Art

Feb 1 - Apr 23
Rockport Center for the Arts
204 S. Austin Street

Birds in Art is a prestigious, internationally curated exhibit organized by the Leigh Yawkey Woodson Art Museum in Wausau, Wisconsin, since 1976. Each year, the exhibition showcases the very best contemporary artistic interpretations of birds and related subject matter, including two- and three-dimensional artworks in all media other than crafts and photography.

The Reserve At St Charles Bay
Boardwalk Community & Private Club

Leigh Yawkey Woodson Art Museum

Rockport Center for the Arts

April - June 2023
Visual Arts Program: *Contrast as the Muse*

CONTRAST
as the
MUSE
paintings by Lynne Ruf





April 14 - June 4, 2023
Rockport Center for the Arts
204 S Austin St, Rockport, TX

ROCKPORT
CENTER
FOR THE ARTS

April - June 2023
Visual Arts Program: *Confluence*



April - July 2023
Visual Arts Program: *Tejidos en Fierro*



June - August 2023
Visual Arts Program: *Feathers and Flippers*



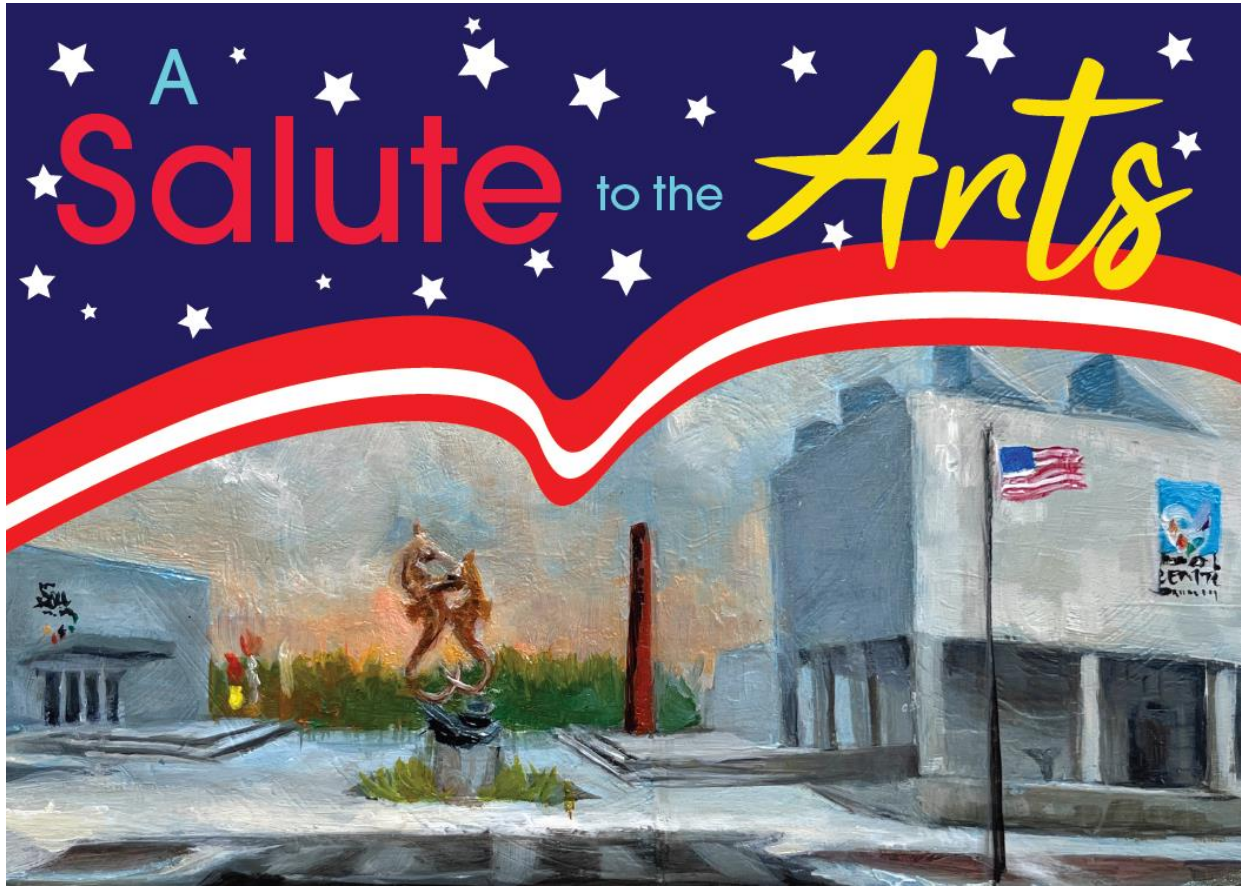
Public Art Program*:*
New Acquisition

Coming August 2023
Public Art Program: *Kingfisher* by Kent Ullberg





Special Events



Rockport Center for the Arts

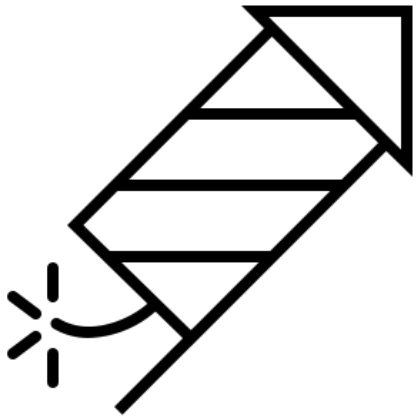
Art Auction Gala

2023 Master Artist

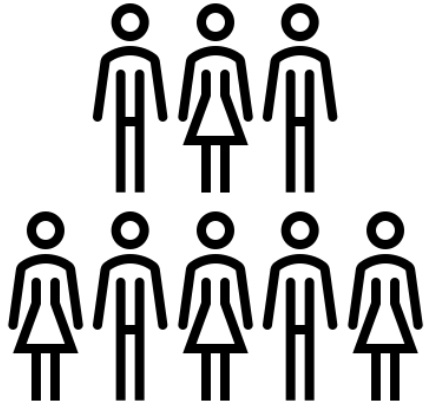
Kent Ullberg

Friday, June 30, 6:30pm
Under the Air-Conditioned Big Top Tent
on the Festival Grounds

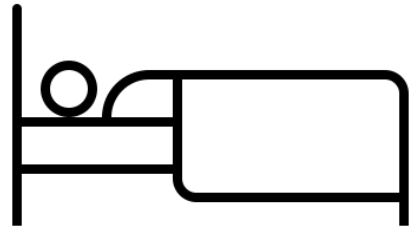
Silent Auction | Big Board Auction | Live Auction
Catering by Diamond Point
Live Music by Third Coast Jazz
Valet Parking
Dress Code: Patriot Chic



601
Attendees



26%
from > of
75 miles



156
Hotel Stays

ROCK PORT ART FEST

Art Education: *Workshops by Nationally Renowned Artists*

$ 8,000 Spent in Direct Advertising in National and International Publications:

Plein Air Magazine

Southwest Art Magazine

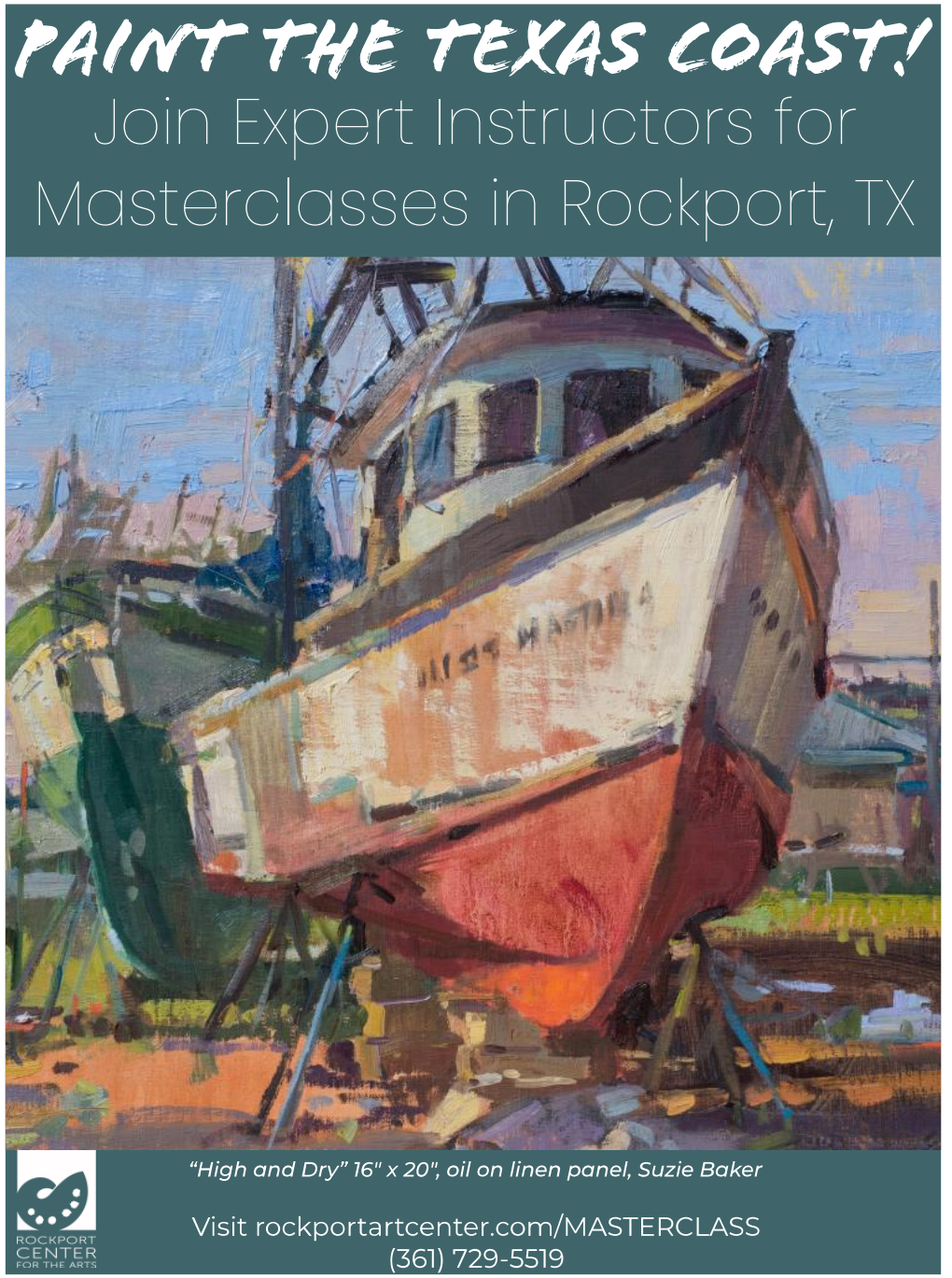
American Watercolor Newsletter

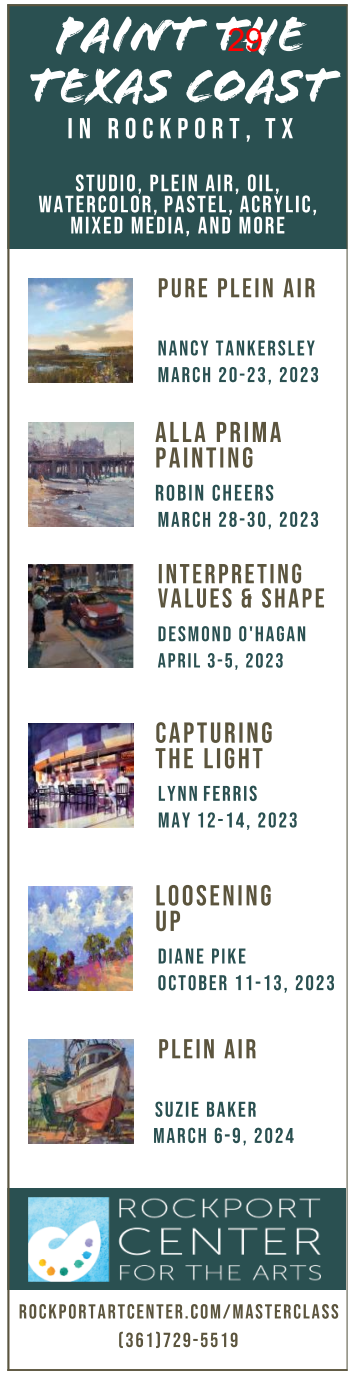
Realism Today Newsletter

PastelToday.com

ArtistNetwork.com







Performing Arts Series

April 14
Adagio String Quartet
89 Attendees



May 12
Billy Ray Sheppard
90 Attendees



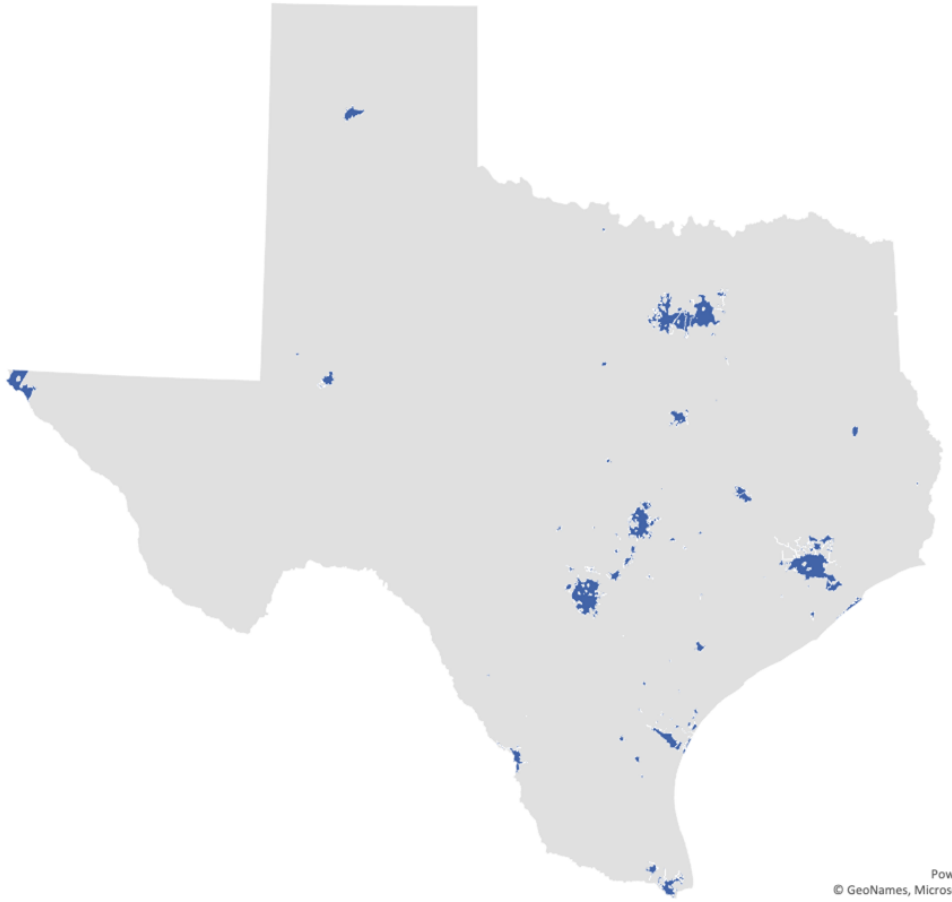
Tourism Visitation Records: The ROCC

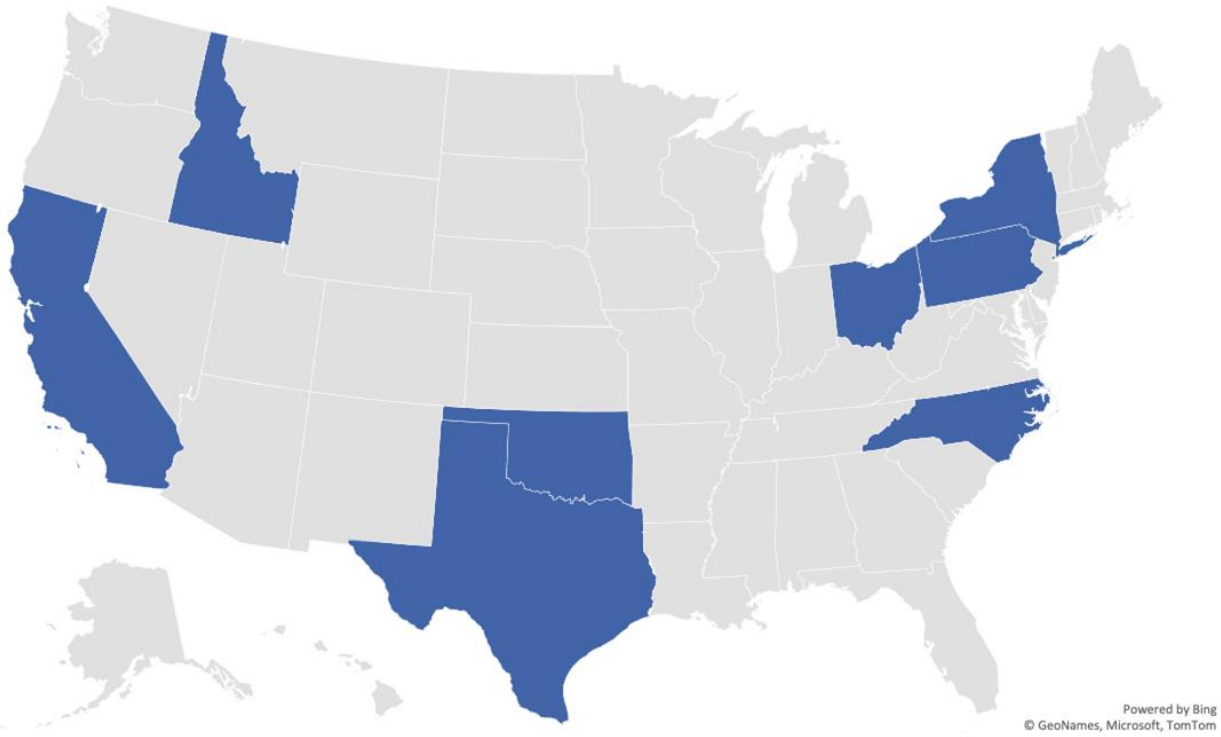
April - June 2023
Visitation at the ROCC

Event	Total Event Attendance	# Heads in Beds	Number of Nights Stay	% Visitors > 75 miles
Texas Women for the Arts Annual Meeting	71	71	3 nights per person, 213 stays	77%
Social Event	25	15	15 stays	60%
A. Foundation Annual Meeting	25	21	21 stays	84%
Tropical Weather Channel Broadcast	39	9	9 stays	23%
Aransas Co. ISD Education Conference	352	72	3 nights per person, 216 nights	20%
Social Event	140	75	75 stays	54%
Social Event	79	32	32 stays	40%
Social Event	116	112	112 stays	96%
	882	407	503	

THE ROCC ROCKPORT CONFERENCE CENTER

April - June 2023
Visitation at the ROCC, State & National





The ROCC Advertising Campaign

Texas Society of Association Executives

TSAE Advertising Investment **$10,000 per annum**

Digital and Print Campaign, Campaign Launched March 2023



KRIS COMMUNICATIONS / 2023 RECOMMENDATIONS

THE ROCC – ROCKPORT CONFERENCE CENTER
April – June 2023 DIGITAL REPORTING

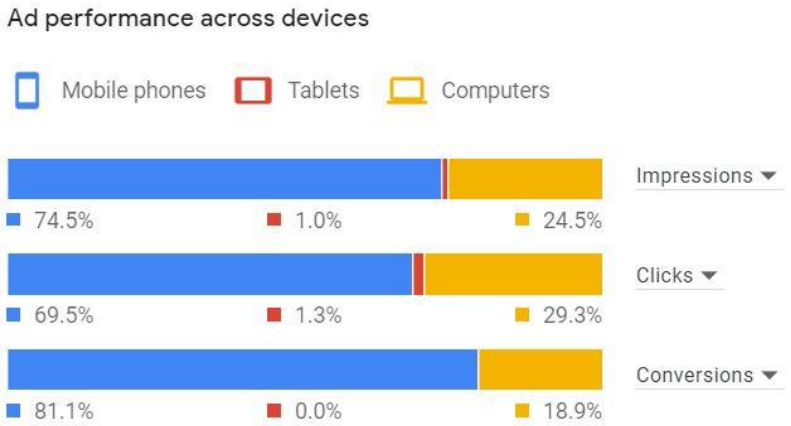
SHEILA NELLIS // SHEILA.NELLIS@KRISTV.COM // 361.533.2910

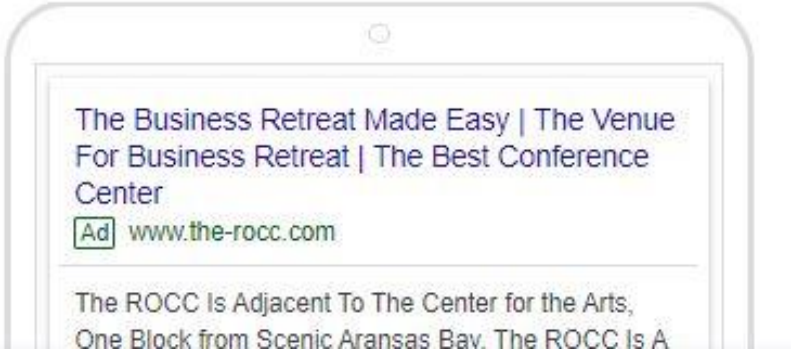
CHIP CROSSLEY // CHARLES.CROSSLEY@KRISTV.COM // 361.44.0412

Google SEM SUMMARY / San Antonio / April – June 2023

THE CAMPAIGN GENERATED:

- 9,461 potential customers viewed your SEM ad and 413 clicked through to your website generating 4.36% Click Thru Rate, well above the 2% National avg.
- 20 click to calls were tracked from the ad. 18 clicks on the Booking Inquiry button were tracked on the website.
- 31% of the search impression in the San Antonio market.
- 81% of ad have shown up in the top search ad positions on Google. 51% in 1st spot.
- Top performing keywords: Work Team Building, Corporate Team Building, Corporate Events Texas…





Google Display Network Digital Banners / San Antonio / April – June 2023

FROM THIS CAMPAIGN STRATEGY:

- 1,319,410 digital banner impressions delivered on the Google Display Network.
- 9,679 visits to your website from the digital banner ads. 0.73% Click Through Rate. 0.05% CTR is average.
- 114 Clicks on the Booking Inquiry Button.

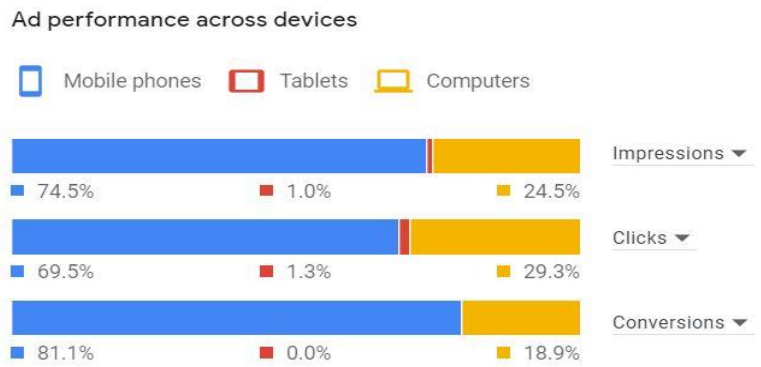


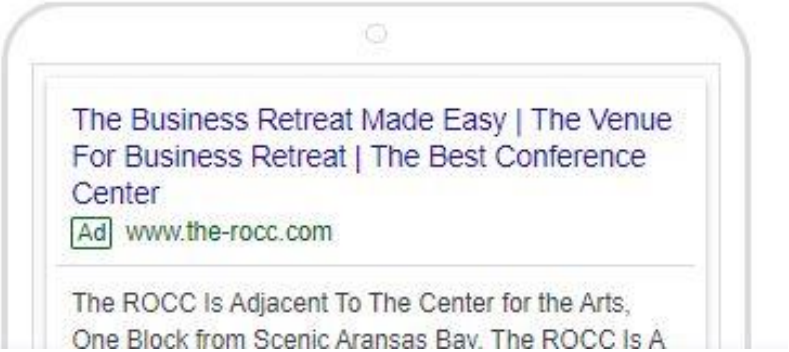


Google SEM SUMMARY / Austin/ April - June 2023

THE CAMPAIGN GENERATED:

- 9,927 potential customers viewed your SEM ad and 424 clicked through to your website generating 4.27% Click Thru Rate, well above the 2% National avg.
- 14 click to calls were tracked from the ad. 19 clicks on the Booking Inquiry button were tracked on the website.
- 28% of the search impression in the Austin market.
- 82% of ad have shown up in the top search ad positions on Google. 50% in 1st spot.
- Top performing keywords: Work Team Building, Event Planning & Management, Corporate Event Texas…





Google Display Network Digital Banners / Austin / April – June 2023

FROM THIS CAMPAIGN STRATEGY:

- 906,459 digital banner impressions delivered on the Google Display Network.
- 11,780 visits to your website from the digital banner ads. 1.30% Click Through Rate. 0.05% CTR is average.
- 88 Clicks on the Booking Inquiry Button.

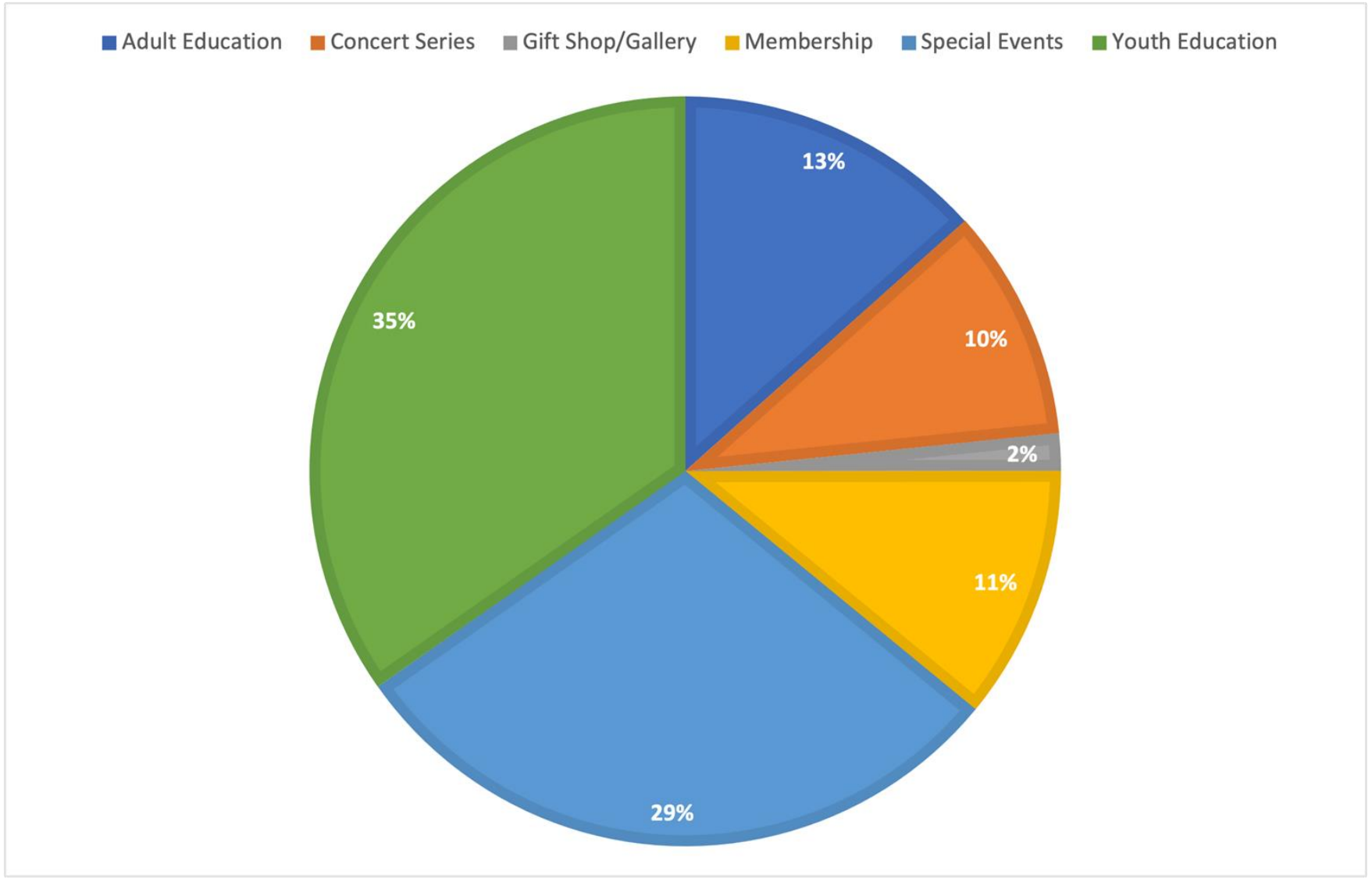




E-Commerce Report

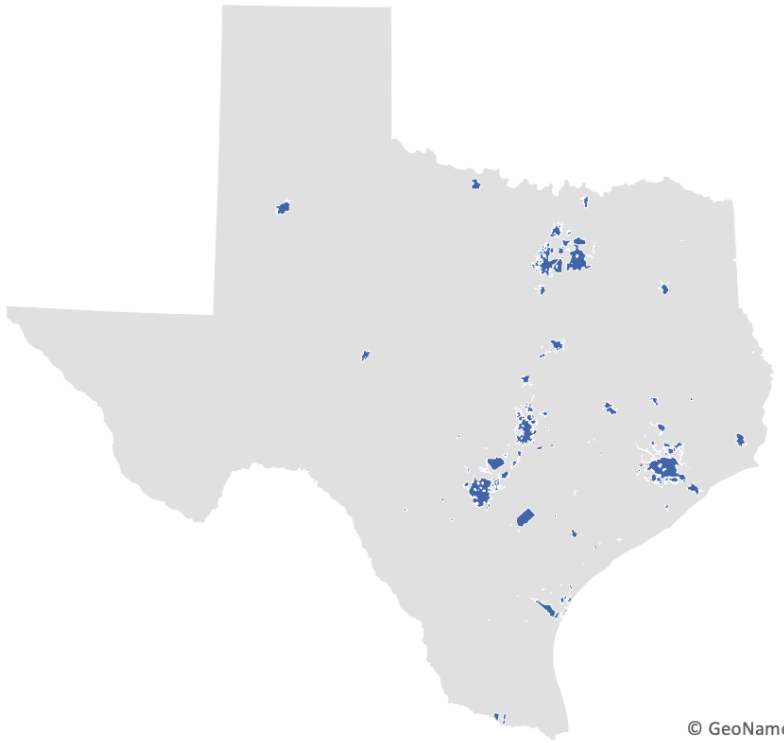
April – June 2023: E-Commerce Report
$97,677 in 978 Unique Transactions

Transaction Categories by Percentage

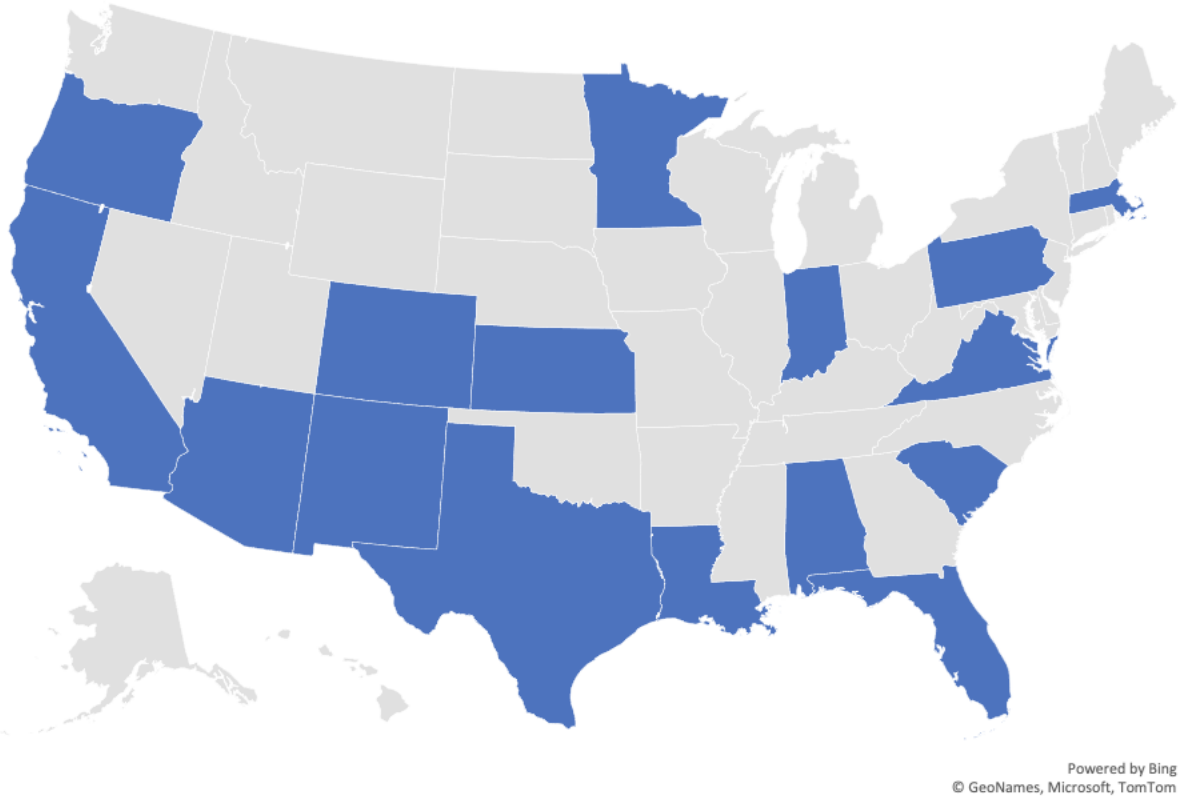


April – June 2023: Location of E-Commerce Transactions

State and National E-Commerce*



Powered by Bing
© GeoNames, Microsoft, Tiger, TomTom



Powered by Bing
© GeoNames, Microsoft, TomTom

*Other Transaction in Alberta, Canada

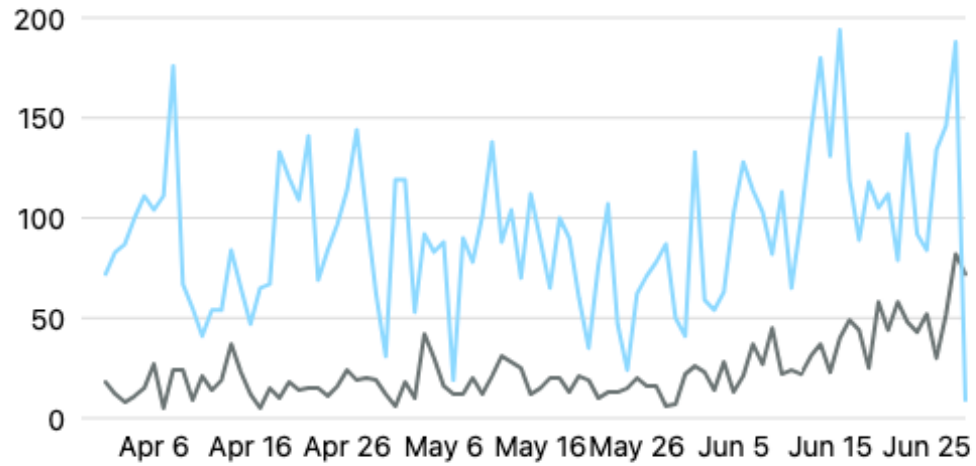
Social Media & Website Visitation

Rockport Center for the Arts Facebook Reach
April - June 2023
8,265 Unique Page Reach | 289.3% Increase Over Same Period Last Year

Page and profile visits

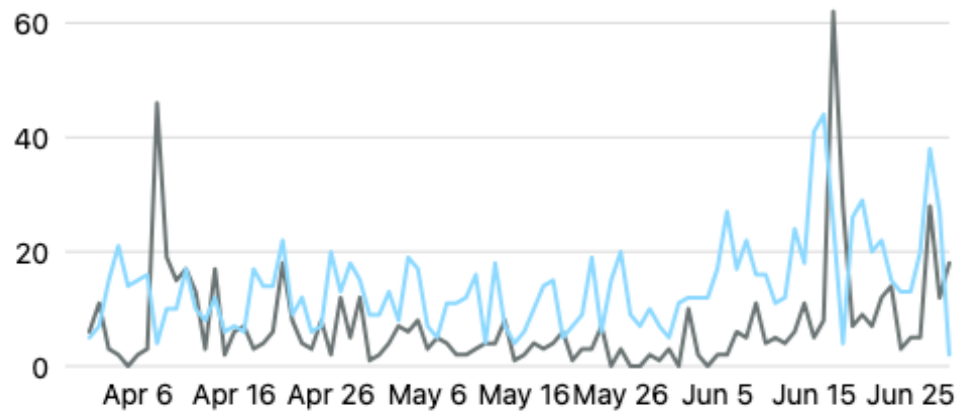
Facebook visits ⓘ

8,265 ↑ 289.3%

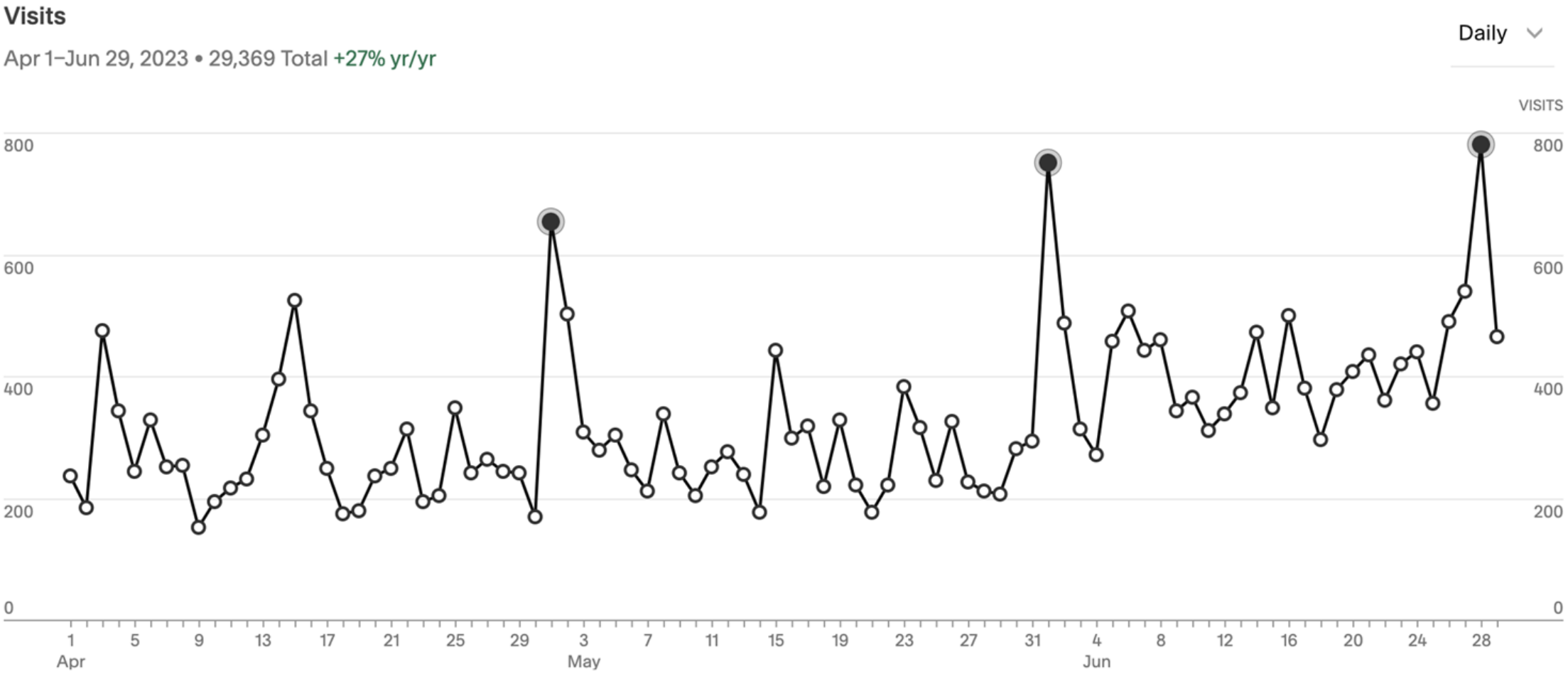


Instagram profile visits ⓘ

1,250 ↑ 91.1%



Rockport Center for the Arts Website Reach
April - June 2023
29,369 Unique Visits | 25% Increase over same period last year



Tourism Visitation Records: Rockport Center for the Arts

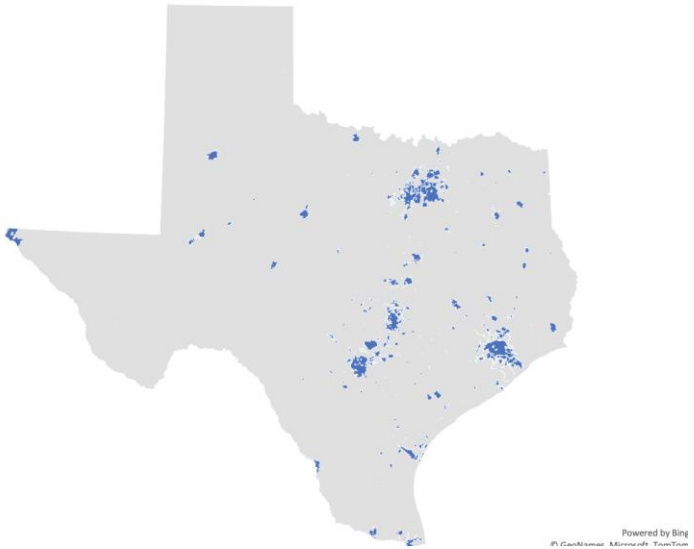
Visitation at Rockport Center for the Arts
Highlights of Tourism Activities, Data Set
April - June 2023
Though not mandatory, zip codes are requested from every visitor.

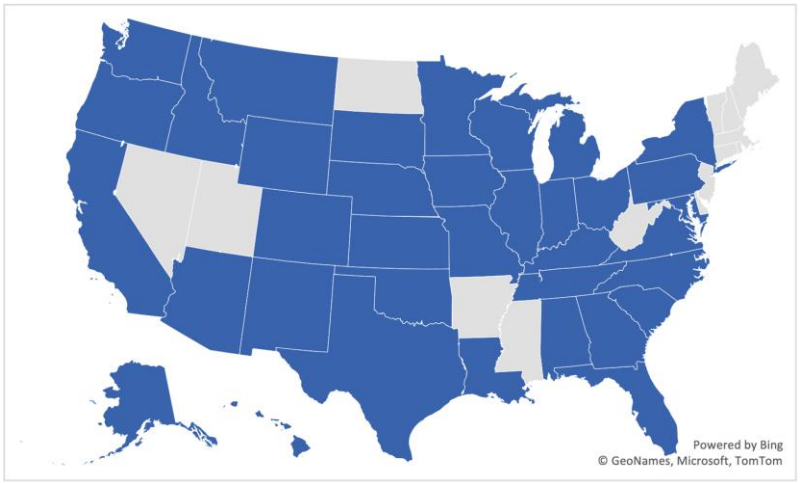
Visitor Data Rockport Center for the Arts	Apr-23	May-23	Jun-23	Quarterly Total
Total Attendance (n)	2,499	2,587	6,627	**11,713**
Visitor Data Distribution	**Apr-23**	**May-23**	**Jun-23**	
Outside 75 Miles*	**44%**	**35%**	**21%**	
Local**	**56%**	**65%**	**79%**	
Total	100%	100%	100%	
***Highlights of Tourism > 75+ miles and major metropolitan areas in Texas**	**Apr-23**	**May-23**	**Jun-23**	
Austin	4%	3%	2%	
Dallas / Ft. Worth	1%	1%	0%	
Houston	3%	3%	1%	
San Antonio	7%	5%	4%	
Total major metro areas	**15%**	**12%**	**7%**	
Tourism from outside the State of Texas	9%	5%	2%	
Rural tourism beyond 75 miles	20%	18%	12%	
Total tourism from beyond 75 miles	**44%**	**35%**	**21%**	
** **Local Visitors < 75 miles**	**Apr-23**	**May-23**	**Jun-23**	
Rockport / Fulton	44%	58%	75%	
Corpus Christi	6%	4%	2%	
Victoria	1%	1%	1%	
Rural Areas	4%	2%	2%	
Total	**56%**	**65%**	**79%**	

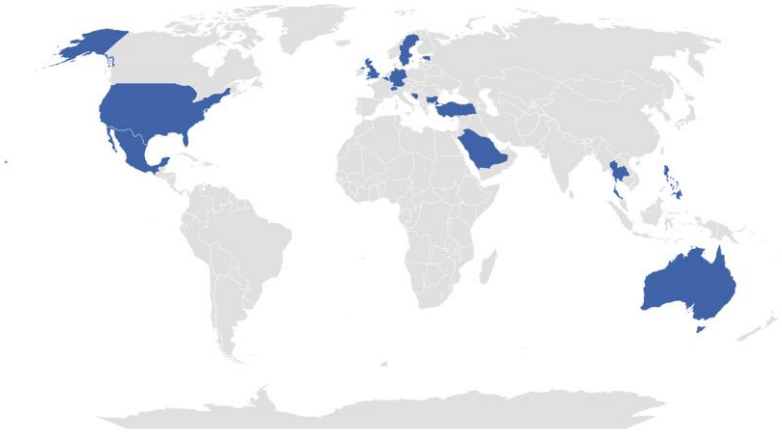
Statistician: Kathleen Clark

ROCKPORT CENTER FOR THE ARTS

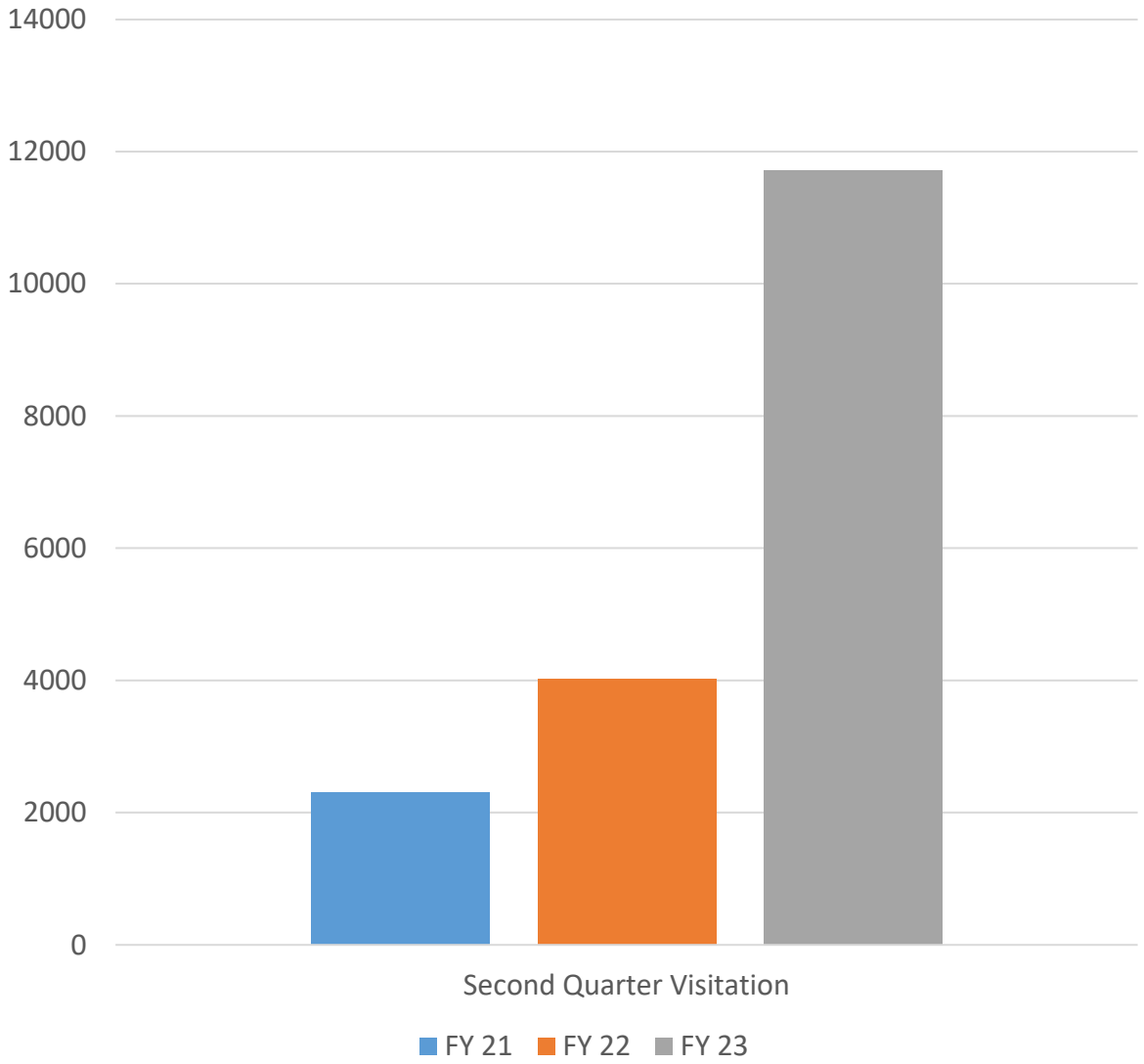
Visitation at Rockport Center for the Arts
April – June 2023 Quarterly Visitation Maps

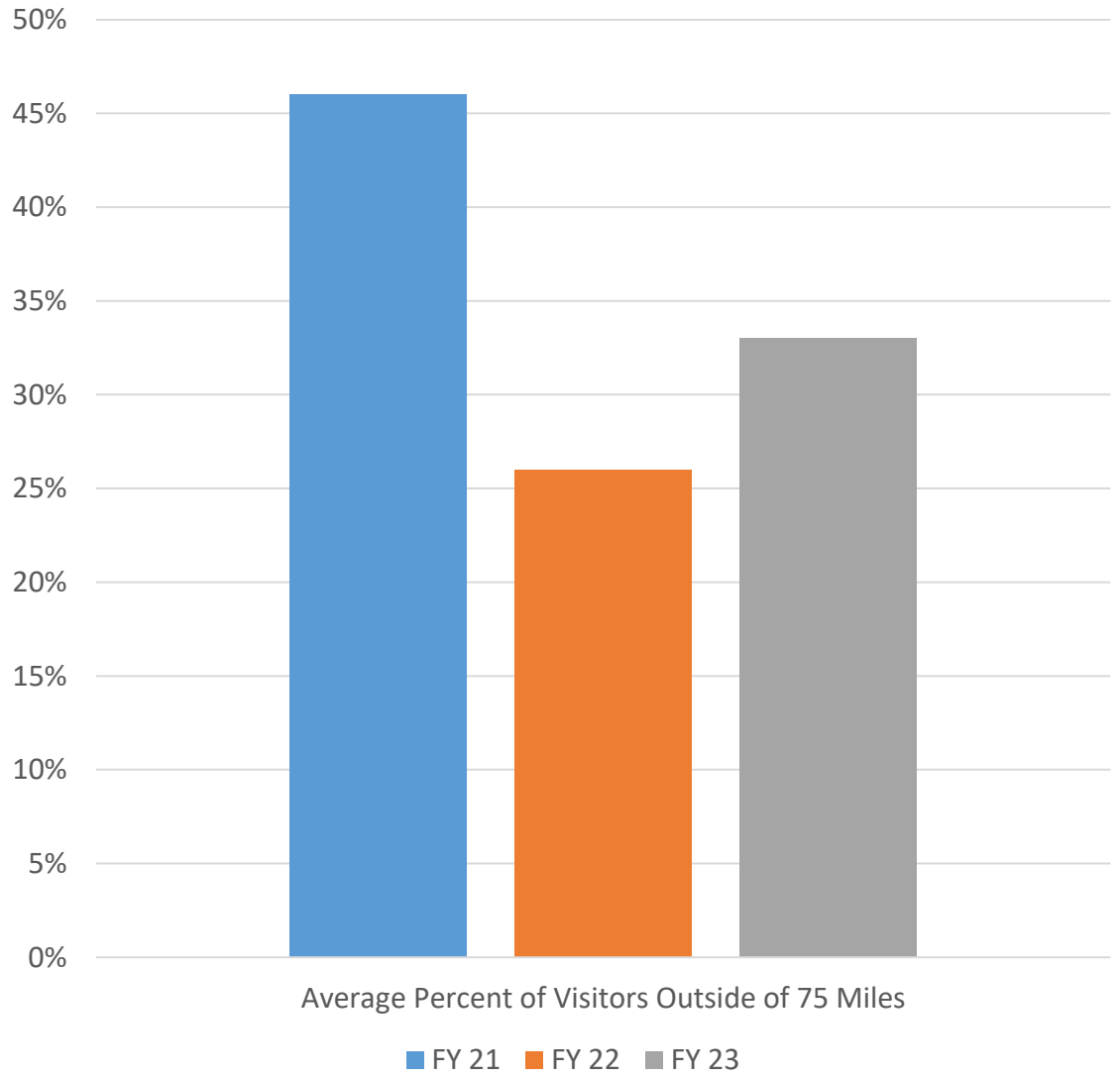






Visitation at Rockport Center for the Arts
April – June Visitation Comparison Fiscal Years 2021 - 2023





Quarterly Attendance Impact
April – June 2023
Quarterly Comparison

April – June 2023

Attendance to Special Events & Festivals	The ROCC Rental Visitation	Art Center Visitation	Quarterly Impact
601*	882	11,713	13,196 (up 186% vs. prior year)

**Gala Only*

April – June 2022

Attendance to Special Events & Festivals	Art Center Visitation	Quarterly Impact
591*	4,017	4,608

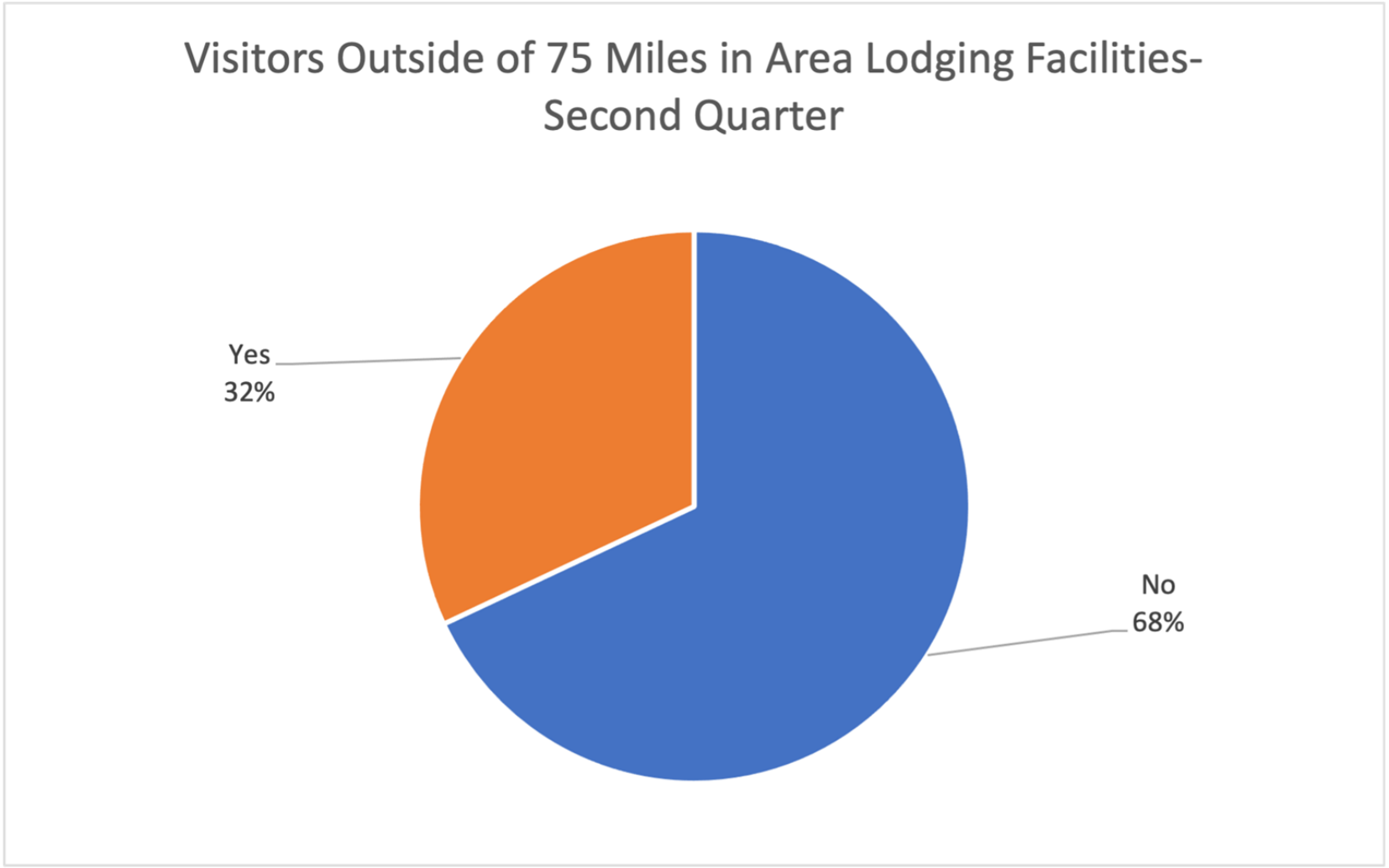
ROCKPORT CENTER FOR THE ARTS

THE ROCC ROCKPORT CONFERENCE CENTER

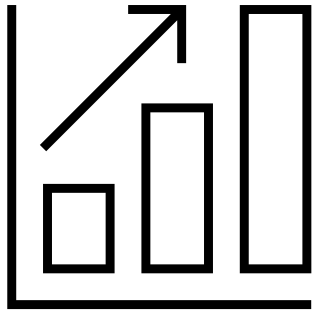
New Zip Code and Hotel Lodging Reporting

Generating 6,554 Overnight Stays in Area Lodging Facilities, April – June 2023, Average 3.7 Nights Per Person

1. **What is you ZIP Code?**
2. **Are you staying in an area lodging facility?**
3. **If yes, how many nights?**

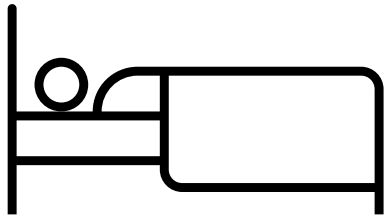


TEXANS FOR THE ARTS



186%

Attendance Growth FY 22 vs. FY23



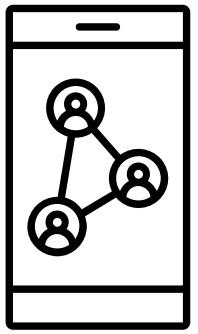
6,554

Overnight Stays Avg. 3.7 Nights



82%

ROCC Attendance Growth 1st Q - 2nd Q



405%

Combined Digital Growth

Expenditures Against Budget

ROCKPORT CENTER FOR THE ARTS

Hotel Occupancy Tax Report for April - June 2023

Support through the HOT Grant allows us to develop, nurture and promote cultural programming and group gatherings that are a boon for tourism to the City of Rockport. Thank you for your continued support.

Luis Purón
Executive Director

THE ROCC ROCKPORT CONFERENCE CENTER

CITY COUNCIL AGENDA
Regular Meeting: Tuesday, July 11, 2023

AGENDA ITEM: 8

Deliberate and act to confirm Mayoral appointments of City Council liaisons to various boards, committees, and commissions.

SUBMITTED BY: Mayor Tim Jayroe

APPROVED FOR AGENDA: VRS

BACKGROUND: Council Liaisons serve to facilitate communication between Council and their committees. Liaisons are not members of their committees and do not actively participate in committee deliberations other than to answer questions of fact. Each year after the May election, the Mayor appoints City Council Members to act as liaisons to the various boards, committees and commissions.

1. **ARANSAS PATHWAYS**
   Council Liaison: Mayor Jayroe Alternate Liaison: Council Member Hale

2. **COASTAL BEND BAYS AND ESTUARIES**
   Council Liaison: Council Member Rangel Alternate Liaison: Mayor Pro-Tem Hattman

3. **COASTAL BEND COUNCIL OF GOVERNMENTS**
   Council Liaison: Mayor Jayroe Alternate Liaison: Mayor Pro-Tem Hattman

4. **ECONOMIC DEVELOPMENT COUNCIL**
   Council Liaison: Mayor Jayroe Alternate Liaison: Mayor Pro-Tem Hattman

5. **PARK AND LEISURE SERVICES ADVISORY BOARD**
   Council Liaison: Council Member Brundrett Alternate Liaison: Council Member Hale

6. **PLANNING & ZONING COMMMISSION**
   Council Liaison: Council Member Hale Alternate Liaison: Council Member Rangel

7. **ROCKPORT CULTURAL ARTS DISTRICT**
   Council Liaison: Council Member Rangel Alternate Liaison: Mayor Pro-Tem Hattman

8. **ROCKPORT-FULTON CHAMBER OF COMMCERCE**
   Council Liaison: Mayor Pro-Tem Hattman Alternate Liaison: Council Member Brundrett

9. **TREE LANDSCAPE COMMITTEE**
   Council Liaison: Mayor Pro-Tem Hattman Alternate Liasion: Council Member Brundrett

10. BUILDING & STANDARDS COMMISSION & ZONING BOARD OF ADJUSTMENT
Council Liaison: Council Member Brundrett Alternate Liaison: Mayor Pro Tem Hattman

11. STORMWATER MANAGEMENT ADVISORY COMMITTEE
Council Liaison: Mayor Jayroe Alternate Liaison: Council Member Hale

12. TOURISM DEVELOPMENT COUNCIL
Council Liaison: Mayor Pro-Tem Hattman Alternate Liaison: Council Member Rangel

13. SWIMMING POOL ADVISORY COMMITTEE
Council Liaison: Council Member Rangel Alternate Liaison: Council Member Hale

---

FISCAL ANALYSIS: N/A

STAFF RECOMMENDATION: None.

CITY COUNCIL AGENDA
Regular Meeting: Tuesday, July 11, 2023

AGENDA ITEM: 9

Deliberate and act to re-appointment and appoint members to various City of Rockport boards, committees, and commissions.

SUBMITTED BY: Mayor Tim Jayroe

APPROVED FOR AGENDA: VRS

BACKGROUND: Each year after the May election, re-appointments and appointments are made to the various City boards, committees, and commissions. Appointments for all boards and committees include the following: **NOTE:** **Red** type depicts terms eligible for **re-appointments** or **new appointment.**

PARKS AND LEISURE SERVICES ADVISORY BOARD

PLACE NO.	MEMBER'S NAME	EXPIRATION DATE	WARD	COMMENTS
1	Elsa Gonzalez	June 1, 2024	2	
2	Maria Fee	June 1, 2024	3	
3	Shelly Schubert-Steckler	June 1, 2023	2	
4	Josh Dowling	June 1, 2024	2	
5	Jenny Vander Pluym	June 1, 2024	3	
6	Karen Rester	June 1, 2025	3	
7	Lindsee Merrell	June 1, 2024	2	

June 2022-2023 Council Liaison: Council Member Brundrett
Alternate: Council Member Hale

PLANNING & ZONING COMMMISSION

PLACE NO.	MEMBER'S NAME	EXPIRATION DATE	WARD	COMMENTS
1	Ric Young	June 1, 2024	4	
2	Warren Hassinger	June 1, 2023	3	
3	Kim Hesley	June 1, 2024	3	
4	Thomas Blazek	June 1, 2023	4	
5	Ruth Davis	June 1, 2024	1	
6	Patricia A. Impens	June 1, 2023	1	
7	W. Kent Howard	June 1, 2024	3	

June 2022-2023 Council Liaison: Council Member Hale
Alternate: Council Member Rangel

TREE AND LANDSCAPE COMMITTEE

PLACE NO.	MEMBER'S NAME	EXPIRATION DATE	WARD	COMMENTS
1	Shelly Steckler	June 1, 2023	2	
2	Carla Rinche	June 1, 2023	3	
3	Laura Denham	June 1, 2024	4	
4	Warren Hassinger	June 1, 2025	3	
5	Ginger Easton Smith	June 1, 2023	3	
6	Linda Frank	June 1, 2025	3	
7	Karen Rester	June 1, 2025	3	

June 2022-2023 Council Liaison: Mayor Pro-Tem Hattman
Alternate: Council Member Brundrett

ZONING BOARD OF ADJUSTMENT and BUILDING & STANDARDS COMMISSION

PLACE NO.	MEMBER'S NAME	EXPIRATION DATE	WARD	COMMENTS
1	Warren Hassinger	June 1, 2023	3	
2	Patricia Bemrose	June 1, 2023	1	
3	Pamela Dixon Frost	June 1, 2024	4	
4	Richard W. Smith	June 1, 2024	2	
5	Jeanetta Davis	June 1, 2024	4	
6	Rocky Gudim	June 1, 2024	1	Alternate
7	Brandi Picton	June 1, 2023	3	Alternate

June 2022-2023 Council Liaison: Council Member Brundrett
Alternate: Mayor Pro-Tem Hattman

FISCAL ANALYSIS: N/A

STAFF RECOMMENDATION: Staff recommends that City Council appointment and re-appointment members to various boards, commissions, and committees.

CITY OF ROCKPORT
2751 State Highway 35 Bypass
Rockport, TX 78382
361-729-2213

APPLICATION FOR BOARD OR COMMISSION APPOINTMENT

Check area of Interest:

- ☐ Keep Rockport Beautiful Advisory Board (suspended)
- ☑ Planning and Zoning Commission
- ☐ Rockport Heritage District Board (suspended)
- ☐ Zoning Board of Adjustment/Building Standards Commission
- ☐ Park and Leisure Services Advisory Board
- ☐ Tree & Landscaping Committee

Name: Alexa Wall Age (Optional): [redacted]
Home Address: 1905 Shores Lane Rockport Texas 78382 Ward No: 3
Home Phone: [redacted] Work Phone: [redacted]
Business Address: [redacted]
E-mail Address: [redacted]
Resident of City for 1 years Voter Registration No. _____
Occupation: Licensed California Cannabis Business Owner & Marketing/Admin for Coastal
Education: BS Marine & Freshwater Biology from UT Austin, MS in Environmental
Special Knowledge or Experience Applicable to City Board or Commission Function:
With my multidisciplinary academic background and hands-on experience in the cannabis industry, I bring a wealth of knowledge and insights that could contribute significantly to the function of the city board or commission.

- ☐ Banking/Finance
- ☑ Building/Construction
- ☐ Real Estate/Development
- ☐ Industrial Training
- ☑ Business Development
- ☑ Promotion/Marketing
- ☐ Manufacturing/Industrial Operations
- ☐ Law/Contract Administration

Other Information (civic activities, etc.)

I have attended one or more meetings of the board or commission for which I have applied:

☐ **Yes** ☑ **No**

Date: 06-26-2023 Signature: eSigned via SeamlessDocs.com Alexa Rae Wall Key: a6bc335dc6ee4913d729185341 00c264

ALL INFORMATION MUST BE FURNISHED IN ORDER TO BE CONSIDERED
Email any questions to: citysec@cityofrockport.com

CITY COUNCIL AGENDA
Special Meeting: Tuesday, July 11, 2023

AGENDA ITEM: 10

Hear, deliberate, and act on requests for Fiscal Year 2023-2024 grant funds from the Hotel Occupancy Tax Fund Account form the following entities:

R-F Chamber of Commerce-Marketing
Texas Maritime Museum
UTMSI – Bay Education Center
Fulton Mansion
RCA – Arts, Culture & Humanities Tourism
ROCC – Hotel & Convention Industry
AC Council on Aging- Bountiful Bowl

Rockport Yacht Club-Nautical Flea Mkt
R-F Chamber of Commerce - Seafair
R-F Chamber of Commerce - Hummerbird
Tropical Christmas
Rockport Kite Festival
Whooping Crane Strut
Public Art

Event Support
Rockport Cultural Arts District
Christmas on the Beach
Rockport Little Theatre
Wendell Family Fund-4th of July Fireworks
Airplanes & Coffee

SUBMITTED BY: Vanessa Shrauner

APPROVED FOR AGENDA: VRS

BACKGROUND: Each year the City opens up applications for HOT funds to any entity wishing to apply. Amounts are then "awarded" by council to be spent in compliance with HOT fund legal allowances. This year 23 applications were received. Two were deemed ineligible and the rest have been included for your consideration.

FISCAL ANALYSIS: FY2022-2023 HOT revenues are expected to be lower than the projected revenues. This has led us to generate a more conservative projection for FY2023-2024. The revenue projection for next year is $1,159,261. Total requests from local venues and organizations, including the City of Rockport, with intent to place heads in beds, for use of FY2023-2024 HOT funds total $1,448,576.

STAFF RECOMMENDATION: Staff is requesting the City Council to provide direction for the allocation of Hotel Occupancy Tax funds according to request from local venues and organizations for FY2023-2024 Proposed Budget.

Rockport-Fulton Chamber of Commerce

FUNDING HISTORY						
FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	Requested FY 23-24
$325,000	370,000	$ 370,000	360,000	$ 360,000	369,000	385,000

Hotel Occupancy Tax Funding Application 2023-2024

Date: 5/25/2023

Organization Information

Name of Organization: Rockport-Fulton Chamber of Commerce

Address: 319 Broadway

City, State, Zip: Rockport, Texas 78382

Contact Name: Shelly Stuart Contact Phone Number: 361-729-6445

HOT Contract Email: president@1rockport and/or tourism@1rockport.org

Web Site Address for Event or Sponsoring Organization: www.rockport-fulton.org

Type of Organization: _____ Governmental ✓ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-1066091 Organization's Creation Date: 1952

Purpose of Organization: To work in partnership with businesses, individuals and governmental entities to promote commerce and tourism while enhancing the environment.

Event Information

Name of Event or Project: 2023-24 Marketing and Promotion Plan for Rockport-Fulton

Date of Event or Project: Oct. 1-Sept.30, 2024

Primary Location of Event or Project: Marketing our area as a tourism destination/R-F Chamber of Commerce & Visitor Center

Amount Requested: $ $385,000.00

How will the funds be used: For buying all forms of media to promote the Rockport-Fulton area as a Tourism destination. Promotion of the area to attract overnight visitors to fill hotels. This will be accomplished by purchasing media to promote local events and venues through collaboration with area attractions and event organizers. Forms of media to include state tourism publications that focus on travel and the activities that would attract visitors to Rockport-Fulton. Maintaining a presence on statewide tourism websites, again promoting local events and activities. Digital marketing, TV in major proven feeder markets, billboards and social media.

Primary Purpose of Funded Activity/Facility:

To grow the economy by bringing visitors to our community creating maximum hotel occupancies year-round.

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☑ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $ 385,000
(See attached 23-24 Budget Worksheet on next page.)

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $_____

RFCC Marketing Plan Budget 2023-2024 Year		
Revenues		
Rockport	385,000.00	
Fulton	66,650.00	
County	66,650.00	
Total	$518,300.00	
Expenses		
Accounting	2,500.00	Annual Audit
Administrative Services	86,000.00	Administrative Services to operate Visitor Center and Marketing and Promotion Campaign
Advertising & Promotion	385,000.00	Full DMO Advertising, promotion, public relationsand research program
Bank Fees	300.00	Fees related
Contract Services	4,000.00	Geocache
Conference Fees	6,500.00	Staff professional development related to tourism
Dues & Subscriptions	2,500.00	State and regional organization partners
Event Funding Assistance	3,000.00	Media Influencers
Food, Beverage & Meals	4,000.00	Groups, Charmer Appreciation, Media, etc.
Mileage & Travel	4,500.00	Trade Shows, media travel, workshops, trainings, education travel
Postage & Freight	1,500.00	Bulk items sent to Visitor Centers, Travel Centers
Printing & Publication	6,000.00	Gen. Brochure, 100 TT, Bags, Visitor Maps
Prizes, Gifts & Awards	2,000.00	Basket Promotion Items, Promos, Awards, etc.
Rentals & Fees	2,000.00	Trade Show Booth Rentals, Meeting Planners
Supplies	4,500.00	Promotion items, Trade Show Banner with New Photos, etc.
Website Maintenance	4,000.00	Updates
Total	$518,300.00	

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: As a program since 1986.

2. Expected Attendance: N/A Prior year's attendance: See attached presentations providing year end 2022 Marketing Plan results. Sources: Prost Marketing/Helen Thompson Media.

3. How many people attending the Event or Project will use City of Rockport hotels? _____ See attached Marketing Plan

   Number of nights will they stay: _____

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   _____

   _____

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used: See Attached Marketing Plan

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
_____	$_____	$_____	_____
_____	$_____	$_____	_____
_____	$_____	$_____	_____

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   _____

   _____

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   Town of Fulton & Aransas County

   _____

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   N/A

   _____

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____ See Attached
TV: $_____
Other Paid Advertising: $_____

Number of Press Releases to Media Continual throughout the year
Number Direct Mailings to out-of-town recipients all electronic and continual throughout the year

Other Promotions _____

9. Will you include a link to local hotels on your website for booking during this event?
Yes, We do have a Places to Stay link on our website

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
N/A

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
Rockport-Fulton GeoTour, Music Friendly Community to help promote more music at our venues.

The Visitor Center will focus on family friendly events to attract overnight stays. We will do a large push out to influencers to help capture that audience.

12. What geographic areas does your advertising and promotion reach?
Promotion of the Rockport-Fulton area as a tourism destination. San Antonio, Houston, Austin, Hill Country and our Winter Visitors coming in from the North.

13. How many individuals will your proposed marketing reach who are located in another city or county? 1M plus visitors around the state and nation

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

Expected Attendance Monthly/Annually: N/A

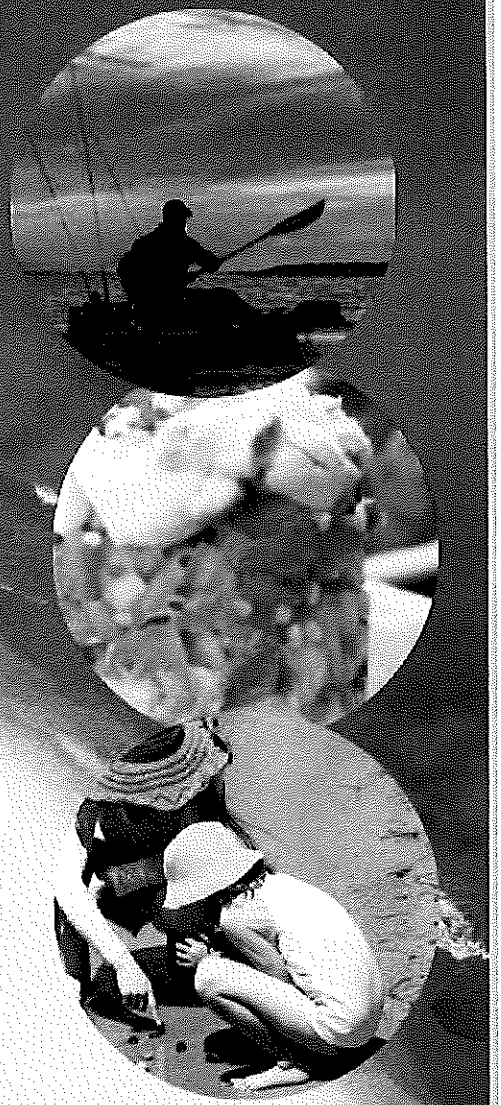
Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

FIND YOURSELF IN

ROCKPORT FULTON

2022-23 Marketing & Promotion Plan



Marketing and Promotion

Local Attractions

Christmas on the Beach

Venue Support Committee

Attending State Events

Geo Tour

Hospitality Training

Aransas Pathways

#3 in USA Today's Best Coastal Small Town

Foodie Trail

Moving Forward

BEST COASTAL SMALL TOWN
USA TODAY 10BEST
READERS' CHOICE 2021
#3 – ROCKPORT

Rockport Fulton
Chamber of Commerce

ACCREDITED

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Appendix

I. Venue Tax Chart
II. Hotel Occupancy Performance
III. Sample Ads

Executive Summary

The 2022-23 Marketing Plan is a strategic document designed to outline the process used to advertise and promote the Rockport-Fulton area.

The process begins in late spring of each year where our media buying team, marketing research consultant and our creative artist collaborate on best performances and what worked and didn't work.

The Tourism Development Council (TDC) then during its annual Marketing Workshop is presented with an overview of the year in terms of marketing and advertising. At this workshop, approximately 20 to 25 members of TDC, elected officials, and the media buyers, marketing research consultant and creative team members gather. They review highlights of the year with Chamber staff. They hold a goal setting session to prioritize a strategy for the coming year and beyond.

The Chamber staff works with the media buying team and the marketing research firm to draw conclusions, create the artwork, and study visitor behaviors and trends.

VENUE TAX UP 43% THIS YEAR OVER LAST YEAR.

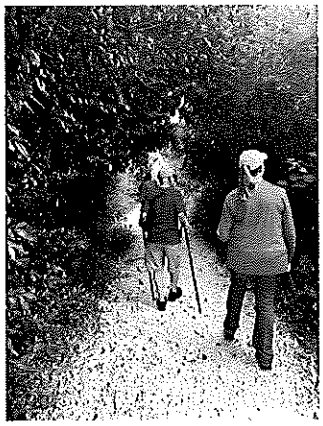
The total media budget for the combined marketing plan totals just under $500,000. It includes advertising purchases for radio, TV, print, online, outdoor (billboards) and an extensive digital ad campaign including all aspects of social media. It also includes a public relations program and ongoing marketing research programs. Careful evaluation is made in terms of Social Media.

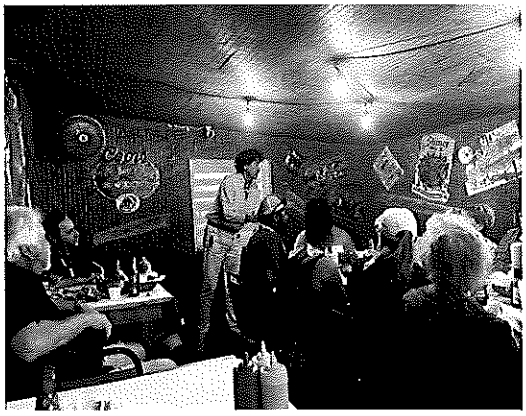
The plan was approved by the TDC in May and submitted for approval to the Rockport-Fulton Chamber of Commerce Board of Directors in June. A presentation requesting the plan to be approved and funded is given to each entity receiving the hotel occupancy tax: City of Rockport, Town of Fulton and Aransas County.

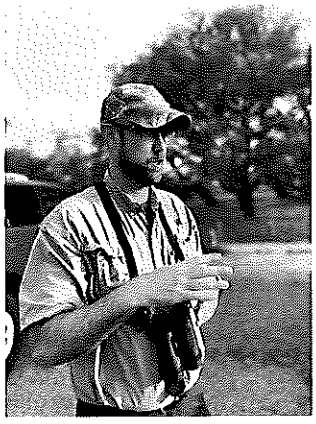
The plan is set in motion for the fiscal year beginning October 1 and ending September 30.

The Rockport-Fulton Chamber of Commerce is privileged and honored to coordinate the combined marketing effort for the Rockport-Fulton area. The hotel occupancy tax was implemented in the early 1980s. Since that time, the funds have grown to more than $2.5 million. The Chamber began receiving these hotel occupancy tax funds, for marketing and promoting the community, in 1983. This has allowed the marketing and promotion plan to expand from a single newspaper ad to a full Marketing and Promotion Campaign.

As you review this plan, you will find an overview of the TDC, the year's goals and objectives listing what we would like to achieve - a situation analysis, our target market and strategy, a budget for the year, an implementation plan and evaluation and control metrics. In the Appendix section, we have included pertinent charts and graphs of marketing research and samples of creative ads we feel are important and complete the plan.







The Spring Fling Outdoor Writers Event held each April continues to yield very good articles featuring the Rockport-Fulton area in the news. This year, the media was interested in the traveling Spanish explorer. They fished and visited local attractions and Aransas Pathways sites.



2021-22 Tourism Highlights

- Marketing and Promotion - New Ad Campaign and Digital Tour developed "Find Yourself on the RF Foodie Trail", Press releases, Media interviews, updates on the website. Hosting meetings Local Attractions, Collaboration with Aransas Pathways and Local Attractions. Consistent Postings "Live" on social media. Spring Fling Media Event to attract travel and tourism stories to our area.
- RF Foodie Trail on YouTube - Fully Digital Restaurant Weeks with 25 restaurants participating allowed us to promote the unique restaurant experience available here.
- Local Attractions and Events Oct 2021 – June 2022 - Local Attractions meet monthly, reviewing and revising calendars and upcoming events as needed. Grand Opening of the Fulton Pier, Halloween on Fulton Harbor, Halloween in the District, Rocktoberfest, Rockport Film Festival, Guy Clark Festival, Aransas Pathways Southern Trail Opening, Lamar Market Days, Shop Small Saturday, Tropical Christmas, Christmas in the District, Caroling at the Mansion, Gospel Music Festival, Winter Texan Appreciation Day, Clay Expo, Bountiful Bowl, Car Art Show, Oysterfest, Whooping Crane Strut, Crawfish Festival, Art Festival, Kite Festival, Wine Festival and other local events. At least 1 big event per month throughout the year.
- Rockport named #3 in USA Today's Best Coastal Small Town – This year at #3, we were honored once again to be named among the Top 10 Best Coastal Small towns in the United States. Received nomination for 2022 in May.
- HummerBird and Seafair – Continue to coordinate these events with a focus to help the economy during this slow period.
- Christmas on the Beach –5,059 people visited the Christmas on the Beach Drive Thru Display 62.54% visiting the display were locals and 37.46% came to visit from outside our community. $8,000. Distributed among 15 non-profit organizations.
- Attending State Events –Texas Festival and Events Annual Conference - San Antonio, Winter Texan Expo –McAllen, Texas Travel Tourism College, Texas Travel Alliance's Unity Dinner and Conference.
- Hospitality Training – Quarterly Training scheduled. One off site training available
- Introduced GeoTour – Generating over $6,600 to date for the community in overnight stays, dining out, Gas and Groceries. This only accounts for caches that have been finished. Many more to come.
- Aransas Pathways - New Aransas Pathways Map developed which includes the newest southern trail now highlights bike trails, changes, and improvements along with a QR code. History Center exhibits including Vietnamese Heritage focus.
- Venue Support Committee – A new venue support committee has formed. Meetings will commence as we develop this position.
- Moving Forward - Recovery Campaign including Our Journey - A multi-dimensional exhibit in the Visitor Center including 8 panels with a storyline, a Hurricane machine, and artifacts on shelves.

Our Journey ... We united, remained strong and we prevailed.

It takes a team: Tourism, our economic engine, is a collaborative effort by so many people

By Diane Probst, CCE
President/CEO


Diane Probst, CCE

USA Today readers said it best naming our community #3 on the Best Coastal Small Town List.

Digital Advertising has been a big part of this past year allowing us to reach so many more people through geofencing and geotargeting.

We continue to get phenomenal news coverage throughout the year keeping our community in the forefront. When I say "we" I am speaking of the many, many people in the community working to increase bringing more visitors, improving our tourism product and keeping the public informed about what there is to do in our community. This joint effort is amazing and something I think everyone is very proud of.

Here are dynamic figures defining the impact of tourism on the Rockport-Fulton area:

- Tourism is the largest employer in Aransas County employing some 1,160 people and growing.
- Spending from visitors in Rockport, Fulton and the County totals to $117.9 million annually, a 5.9% change since 1990, when tourism spending was $26.9 million. In the late 1980s and the early 1990s, the local entities began collecting the hotel occupancy tax at the request of the Chamber. The entities have contracted with the Chamber for the marketing and promotion of the area as a joint promotion effort since that time period. The marketing and promotion fund began with a bank loan at $30,000. The Marketing Plan budget now is $500,000.
- Venue tax collections, the 2% portion of the tax on overnight stays voted by the general public in 2011 to spend on the recreation projects of Aransas Pathways, are on a steady increase. This collection is a good measurement for determining our marketing efforts are working because it is a flat tax collected by all properties equally. It should exceed $750,000 this year. This is remarkable since early projections showed the figure at $300,000.
- Tourism has a $3.6 million impact in local tax receipts and $6.8 Million in state tax receipts due to tourism.
- Aransas County ranks in the top 25% of counties in Texas in terms of tourism impact.

We continue to put forth our best efforts in training our staff in the area of Visitor Center, our tourism department and staying abreast of legislative changes as they relate to tourism. It takes teamwork and I congratulate our staff for raising the standard. Our dedication and devotion to this community is shown in our delivery.

Our Tourism Development Council continues to meet six times a year reviewing the marketing and promotion strategy of the area. The Marketing Workshop continues to be the highlight of the year as we focus on upcoming projects and promotions.

As you review the material in this marketing and promotion plan, it is our hope you get a real sense of how the promotion of our community is "Working together … with a common goal… increase the number of visitors staying overnight."

> "A great team working together with a common goal… increase the number of visitors staying overnight and in turn help our community prosper."

Moving forward with our Journey… Embracing Change

By Sandy Jumper
VP Marketing & Promotion



Sandy Jumper, CTE, TDM
VP Marketing & Promotion

It seems that in this fast paced world, our workplace, our life and everything around us is changing daily, and we have to adapt and move forward! We have to find innovative ways to keep relevant. Embracing change has been our theme for the past years and in doing that, it has allowed us to keep moving forward.

We hold monthly meetings with staff and/or leaders of our Attractions. We introduce new ideas and work closely with entities on local events.
We are constantly trying to think of ways to bring visitors to our town. We incorporate new programs such as the GeoTour and the Rockport-Fulton Foodie Trail. We try to make improvements and seek out different ideas for our tried and true events such as HummerBird, Seafair, Spring Fling media event and others. We assist all other community events with marketing and promotion in some form or fashion.

Once again Rockport-Fulton has received national publicity. We were named # 3 *Best Coastal Small Town* in USA Today's 10Best. We are once again in the running for the 2022 nominations. We continue to advertise in newspaper publications, magazines, billboards and online ads. The Tourism Email program has a reach of over 70,000. Social Media continues to grow. Facebook has over 67,000 likes. Advertising in Austin, Houston and San Antonio, allow us to reach an otherwise unattainable audience. We promote our local hotels, restaurants and attractions and events through appearances on San Antonio TV, Austin Cable Channels, and *What's Rockin in Rockport-Fulton* live radio show in New Braunfels. We have a great rapport with our area TV stations and have received much coverage on our events and other local activities.

My personal goal is to continue education and skill development within the tourism industry. I continue to stay involved with state and regional associations such as Texas Travel Alliance, Maintaining my Certified Tourism Executive status; Texas Association of Convention and Visitor Bureaus, currently on the Destination Marketing Specialist committee, I am a board member for Texas Tropical Trails and Texas Coastal Bend Regional Tourism Council and also on the Aransas Pathways Committee.

Special thanks to our three governmental entities: Aransas County, City of Rockport, and Town of Fulton for your support and for keeping our community on an upward progression! Thank you to Chamber President/CEO, Diane Probst, for being dedicated to moving ahead during a very difficult year. Thank you to our TDC Chair, Jessee Pilgrim and our remarkable Tourism Development Council, also to Helen Thompson Media, Prost Marketing, our dedicated Chamber Staff and to everyone who assists in helping people to "Find themselves in Rockport-Fulton "!

Be sure to share posts from our Social Media channels.

Facebook Page - VisitRockportFulton

Twitter - CharmofTxCoast

Instagram - visitrockportfulton

Always remember to #findyourselfinrockportfulton

Visitor Center is serving visitors throughout the year

The Visitor Center is here to serve the visitors to the Rockport-Fulton area. It continues to be a very popular stopping place for tourists and locals alike. Annually, we serve just under 15,000 walk-in visitors.

We have received a great response from inquiries generated by advertising in publications such as Texas Monthly, Texas Highways, Tour Texas and Go Texas online. As we receive these addresses via electronic mail, we email a digital event listing to them.

Visitors coming to the building continue to be amazed at what a beautiful addition it is to our area. The landscaping is geared to attracting various species of birds, especially hummingbirds. Donated landscape glass rock was added to allow for less overall maintenance.

Our Charmers are a very important feature to the Visitor Center. They are volunteers who make all of our visitors feel welcome. They are ready to help make everyone's visit more interesting, and showcase the Rockport-Fulton area. We present them with an update on our community and calendar of events along with a monthly tour of the town and lunch in appreciation for their time and dedication.

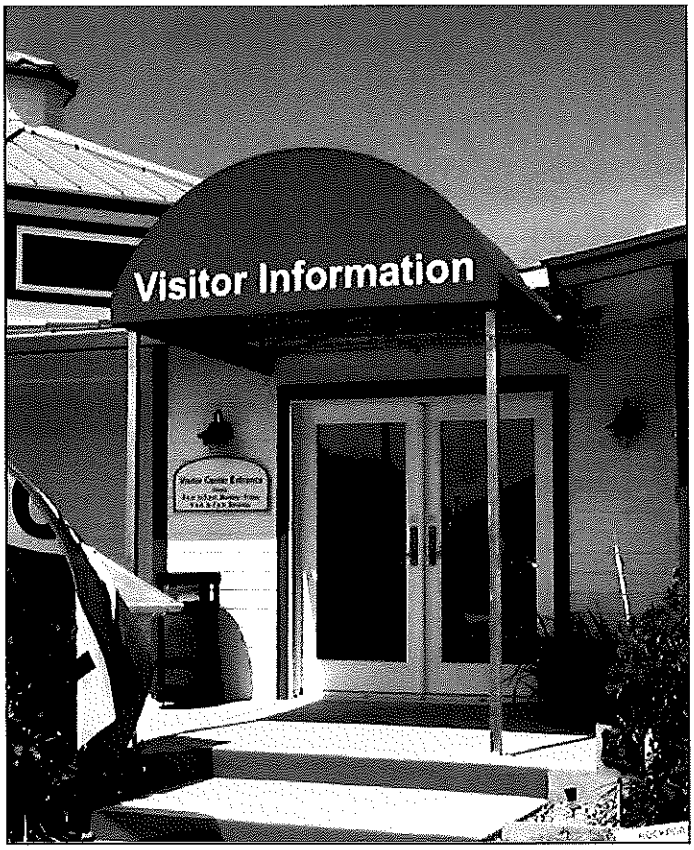
Once inside the Visitor Center, guests spend time looking at the map room with its beautiful bird mural, our history timeline and the viewing panels. We often get comments about how much it is like a museum, we have had people in here for a long time just taking in all the information. To expand on that interest we have the digitized Historical Driving Tour.

Our gift shop continues to offer maps and postcards. We are constantly on the lookout for brochures and items that will reflect our wonderful coastal home as well as promote our member businesses. Come by and say "howdy" and see this jewel for yourself.

The Chamber continues to stay up with what the visitor wants.

Activity in the Visitor Center *Jan-Dec. 2021*

Visitor Emails 12,125	Walk-ins 15,641
Relocation Packets 183	Goodie Bags 1,139
Phone Inquiries 557	Website 21,000 monthly



Front door of Visitor Center; Welcome and inviting

Our Journey Exhibit coming in August for the 5th Anniversary of Hurricane Harvey

A "Our Journey" exhibit is in the works that will tell about the hurricane and what we went through. It will open on the 5th anniversary week of Hurricane Harvey. It will feature panels of information as well as a hurricane simulator machine. A visitor will walk through and read about what our community went through in terms of the timeline, the heartfelt giving, the debris, the news, volunteers and more.

The Visitor Center will be the starting point and the visitor will receive information on other locations such as a "It's Still Standing Exhibit…A Hurricane History of the Fulton Mansion, special programming at the Friends of the History Center for Aransas County and a listing of places to visit around the community showing remnants of Hurricane Harvey.

Tourism Development Council Overview

The Tourism Development Council (TDC) is an 18-member representative mix of businesses, individuals and government officials. TDC, also known as The Council, is the governance aspect of the marketing and promotion effort. The Council sets forth the goals and objectives for the year. It identifies prospective target groups and studies the types of visitors who are coming here and why they come. This information allows the Council to make informative and effective decisions. There are six meetings per year.

A creative team, media buying experts, and Chamber staff review ads for their placement and creativity, length of run and return on investment, budgeting, etc. As a result, a multi-page Marketing Plan is created.

The combined efforts of the above and a lot of energy result in a plan to impact our economy through tourism in the Rockport-Fulton area. Current members of the Council are:

Jessee Pilgrim, Chair
Dawn Huff, Vice Chair
Bubba Casterline, Aransas County Commissioner
Andrea Hattman, Rockport City Councilwoman
Mary Ann Pahmiyer, Town of Fulton
Robert Mitchell, Past Chairman of the Board
Donna Townsend, Chairman of the Board
Courtney Sanchez, Chair-elect of the Board
Jatin Bhakta, Hampton, Fairfield, LaQuinta
Craig Griffin, Inn at Fulton,
TG's, Charlotte Plummers
Luis Puron, Rockport Center for the Arts
Pam Stranahan, History and Aransas Pathways
Justin Parkoff, Texas Maritime Museum
Dawn Walker, Anglers RV Retreat
Eric Soness, Rockport Little Theatre
Amy Garcia, Spears & Co.
Suzanne Villa, 1st Community Bank



Members of the Rockport-Fulton Chamber of Commerce Tourism Development Council met to review the media selections for the 2022-23 year. The group heard presentations on best media in use for promotion in the state of Texas, social media results, visitor website and social media analytics and hotel occupancy numbers.

The group reviewed the budget numbers in terms of collections per entity and moving forward. The 8-strategic goals, strategies and tactics are in the last stages of development. A special presentation of those goals and where we are is available upon request.

The group met for its annual workshop at the end of March at the Rockport Country Club with 22 members and media representatives present.

Situation Analysis

The Rockport-Fulton Chamber of Commerce is under contract with the City of Rockport, Town of Fulton and Aransas County Commissioners' Court to advertise and promote the community with funding from the hotel occupancy tax. Expenditures of the hotel occupancy tax are required by statutory law to be spent to directly enhance and promote tourism and the convention and hotel industry.

Tourism is a good investment of taxpayer dollars – for the state of Texas every $1 spent on Texas travel advertising, it generates $7 in return tax revenues to the state.

Hotel occupancy tax imposed on an overnight stay in Rockport, Fulton or the County totals 15%. To break that down, each governmental entity collects 7%, the state receives 6% and the remaining 2% is the Aransas County Venue Tax. The Venue Tax funds the Aquarium Education Center (when it is rebuilt) and Aransas Pathways Projects.

We fluctuate around 1,500 hotel rooms and just under 1,000 short term rentals. If these rooms were full one half of the year (182 days), that would mean (2,500 x 2.5 [less than state avg. of people in a group] = 6,250 @182 days (annual occupancies are averaging a little more than 50 percent) approximately 1,137,500 visitors are driving to our community and staying in our establishments. Also, we need to take into account the visitors that come to our homes year round or visit relatives for the weekend.

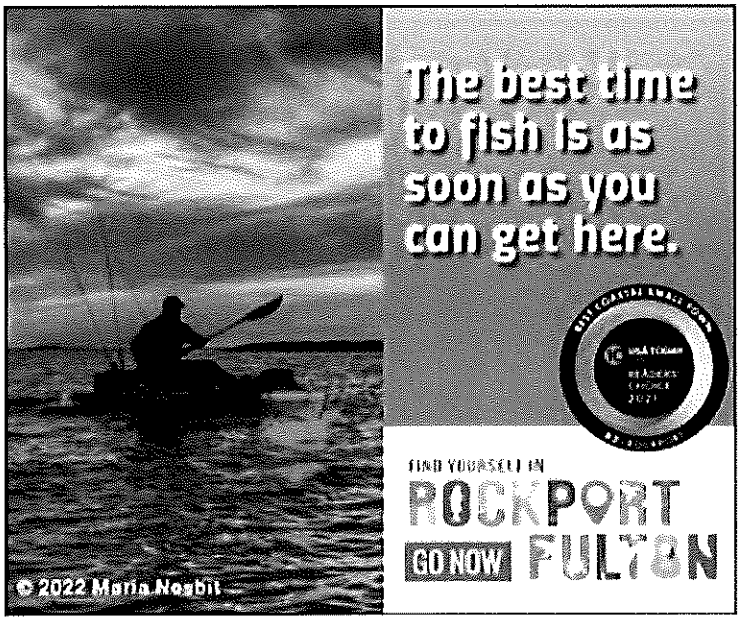
We have additional visitors staying in our resorts and RV parks. During the winter months, RV Park occupancies reach 95 %. We have approximately 5,500 RV spaces (hookups) so with that you can estimate approximately 3,000 to 5,000 Winter Texans adding to our population during this winter month period.

Also, if you tally visitors coming into town to enjoy our local attractions, events and festivals you can account for approximately 50,000 to 60,000 day trippers. (See

Our local attraction leaders and staff gather monthly to collaborate and coordinate calendars. This area is fortunate to have many local attractions to enhance the visitor experience. Those local attractions include Rockport Beach, Aransas National Wildlife Refuge, Goose Island State Park and the Big Tree, Fulton Mansion, Texas Maritime Museum, Rockport Center for the Arts, Aquarium at Rockport Harbor (to be rebuilt), Key Allegro Island, Connie Hagar Wildlife Refuge and Sanctuary, Golf Courses, Community Aquatic Park, Memorial Park, Lamar Cemetery, Stella Maris Chapel and Schoenstatt Shrine, Copano Causeway, Bay Education Center Science on a Sphere, Fulton Convention Center, Fulton Pier, Fulton Schoolhouse Museum, Rockport Community Theatre, piers, and harbors and Aransas Pathways - featuring sites for birding, history, kayaking and hike and bike trails.

Market definitions are:

- Core – Cities within a 200 mile radius. (San Antonio, Austin, Houston)
- Secondary – Cities within a 75 mile radius.
- Out of State – Minnesota, Michigan, Iowa, Illinois, Wisconsin, Kansas, New York and Canadians are the major states/countries where our winter visitors originate from.



USA Today readers voted Rockport as the #3 Best Coastal Small Towns in the USA. We have been able to incorporate the logo in the advertising throughout.

All local photographers' photos are featured.

Collateral materials include:

- General brochure/New Welcome piece
- 100 things to do list
- Pathways Map
- Lamar "Across the bridge" brochure
- Event Listings
- Fishing Guide List
- Birding Boat Tour Sheet
- Restaurant listing / Foodie Trail
- Visitor Map

Trade Show participation includes: Houston - San Antonio – McAllen and the Coastal Bend Region. Those shows are: International Travel Fair in McAllen and the Coastal Bend Travel Fair at various locations in the region.

Professional partners, alliances, support organizations, etc. include:

- Texas Assoc. of Convention and Visitors Bureaus
- Texas Travel Alliance
- Texas Hotel and Lodging Association
- Texas Festivals & Events Association
- Texas Department of Economic Development – Tourism Division
- Texas Department of Transportation – Tourism Division
- Texas Coastal Bend Regional Tourism Council *(Sandy Jumper is serving as President this year)*
- Texas Parks & Wildlife / Great Texas Birding Classic / Paddling Trails Program
- Texas Tropical Trails
- Texas Independence Trails
- Texas Chamber of Commerce Executives/Texas Assoc. of Business
- US Chamber of Commerce



Texas Travel Alliance Unity Dinner

(Pictured L to r, Mayor of Rockport Pat Rios and his wife Patty, Jordan Pilgrim with his wife, Jessee Pilgrim and chair of TDC, Jared East, Marketing Assistant, Sandy Jumper, VP of Marketing and Promotion, Diane Probst, President/CEO and her husband Mike Probst, editor and publisher of the Rockport Pilot. The event was held in Houston at the George R Brown Convention Center. It featured legislative and tourism officials from across the state.

Target Market - It is unrealistic to think we can attract everyone to our community. We have defined our target market through ongoing marketing research with Prost Marketing. Defining our target market has helped decide where to commit resources and what kinds of promotional methods and messages to use. Our defined target market is the following:

1.) Targeted priority travel areas
   - Feeder Markets (San Antonio, Houston, Austin/New Braunfels)
   - Special Interest Categories (General/families with kids, fishing, birding, art, and history)

2.) Targeted (Primary) Adults 45+, college plus educated with household income levels of $100K+
3.) Targeted (Secondary) Adults 25-54 with some college education and household income levels of $75K.

** Source: Prost Marketing, San Antonio, Texas*

Media Strategy/Rationale

- How are we going to reach our target?
  - Texas Magazines
  - San Antonio Broadcast TV & Cable
  - Hill Country/New Braunfels Radio
  - Targeted Digital Banner Display
  - Mobile banner Geo-targeting
  - Digital Video Pre-Roll
  - Travel eNewsletters
  - Outdoor billboards between Dallas, Austin, San Antonio, Houston, Corpus Christi
  - Social Media Ads and promoted posts

Competitive & Environmental Assessment

Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

This offers us a realistic assessment of our destination's total picture. Strength is an asset that can be used to improve our competitive position. A weakness is just the opposite – a resource or capability that may cause us to have a less competitive position, which can adversely affect tourism. Opportunities are developed from our positive circumstances. Threats are viewed as problems that focus on our weaknesses and create a potential negative situation. A competitive and environmental assessment is a factual analysis that is both objective and subjective.

This analysis includes looking at our competition, looking at ourselves as a community, and looking ahead to the next five years.

We continue to monitor our SWOT (strengths, weaknesses, opportunities and threats) Performance Analysis of our community.

The continual review is as follows:

Strengths include the usual great variety of outdoor activities, coastal friendly community, artistic, events, safety, venues, climate, pride, charm, family oriented, and overall maintenance upkeep of parks, facilities and amenities. New and bright future with growth over the next five years. The Silver Linings coming our way due to the hurricane are helping our community shine in the recovery efforts.

Weaknesses include keeping our charming coastal community atmosphere as we grow, a worker shortage, weak affordable housing market, poor labor pool, not enough youth activities, hard to communicate, no place for the youth to hang out, not enough higher paying jobs, petty theft and costly medical facilities.

Opportunities include a great place to do business, more marketing of venues to attract the midweek business, more marketing to promote the history in our community, more marketing of Aransas Pathways and filling vacant buildings. The onset of economic diversity through assistance from the Economic Development Corporation.

Lastly, ***T***hreats identified were weather (i.e. Hurricane, flooding, wind, etc.), Oil spills, bacteria in the water, Red tide, advanced technology leaving us behind the times and our infrastructure. Transportation through town will be more difficult. Growing too fast and losing our charming coastal appeal.

Vision & Mission Statement

The vision of the Tourism Development Council (TDC) is to be a vibrant tourist destination where natural beauty abounds.

The mission of the TDC is to provide the City of Rockport, Town of Fulton and Aransas County and its residents with a coordinated, professional advertising and promotional program to make Aransas County and the Rockport-Fulton area a premier travel destination.

The primary objective of TDC is to create maximum hotel occupancy within our community through a marketing program aimed at attracting and securing overnight visitors who will impact the economy of the Rockport-Fulton area.

Through our tourism efforts, we can stimulate trade and commerce and help diversify the economy. This sustains jobs and improves the quality of life for the residents of the Rockport-Fulton area.

Find Yourself on the Rockport-Fulton Foodie Trail

297 users in a two-month period

(285 from Texas, others from New Jersey, Michigan, Oklahoma, Mississippi, California and Wisconsin)



Pictured, l to r, Craig Griffin, Mayor Rios, Judge Mills, Sandy Jumper, Sam Lalamia, Mayor Cole, and the Meinhausen girls.

With 25 restaurants, coffee shops and dining establishments on the tour, it allowed focus on just the restaurant experience. We have a unique opportunity here in the Rockport-Fulton area with the majority of our restaurants not being owned by chains or franchises. Each of our restaurants have their own unique identity.

We held a press conference to announce the tour. At the press conference, one of our Charmers, our volunteer greeter in the Visitor Center, prepared seafood gumbo. The Foodie Trail includes prizes of Coffee, Fish Rubs, T-Shirt, and a chance on the Wall of Fame when visitors or locals check-in to participating restaurants.

We took the opportunity a step further and loaded YouTube videos for each participating establishment. The content of the videos allowed us to promote the restaurants from a visual perspective.

Goals & Objectives

During the annual Rockport-Fulton Chamber of Commerce "Tourism Marketing Workshop", elected officials, members of the Tourism Development Council, media buyers of Helen Thompson Media and our marketing research person – Deb Prost Marketing of San Antonio reviewed past performance, data, future promotion possibilities and goals for the coming year.

Prior to the goal setting process, a presentation of four research data studies completed over the course of several years was reviewed. This helped bring forward a more clear and thorough picture for better overall decision making. The sessions then focused on the media buys for the coming year as prepared by Helen Thompson Media out of San Antonio. The buys included new ventures with online media with a focus on "GeoFollow" of targeted demographic clientele interested in visiting our area, print, broadcast TV in major markets including live interviews on radio and TV shows. The top goals the group are focused on include:

Goal #1: Develop, Implement, Market On-Going Evening Excitement/Activities

Goal #2: Visually Communicate Post-Storm Rebuilding To Date

Goal #3: Develop Consumer Packages And Then Market Them

Goal #4: Encourage More Use Of Aransas Pathways Sites

Goal #5: Training For Hospitality Employees

Goal #6: Food And Beverage Concessions On The Beach

Goal #7: Increase/Enhance Festivals

Goal #8: Build The Meeting Market (Particularly Mid-Week)

The Tourism Strategic Plan is available upon request where you will find the method/steps, obstacles, responsibility, milestones, and measurements for each goal.

Strategy Forward:

Increase outdoor boards to $42,350. This has allowed for better boards and to extend the contract for a month or 2 longer. It all depends on supply and demand, but we feel comfortable this will get us a really good program.

For Digital, we are spending $81,000 over 12 months and changing some of the tactics. Over the next couple of years, we want to take that up to $125,000, to increase our presence and add in more Geo-tracking. We added the SA Report eblast this year and look forward to more growth with great results there.

More analytics derived from mobile devices.

Increased emphasis on midweek business and leisure travelers by targeting organizations through a sales and services approach.

For TV advertising, we would love to be able to add Austin TV/Cable back into the mix, or add more weeks to our SA TV schedule so we can start advertising earlier in the year.

The Find Yourself in Rockport-Fulton Foodie Trail was a great addition to the mix and we plan to continue each year.

RFCC Marketing Plan Budget 2022-23 Year		
Revenues		
Rockport	369,000.00	Incl. 2.5% increase to support rising costs in advertising/production
Fulton	60,000.00	Incl. 20% increase to support rising costs in advertising/production
County	60,000.00	Incl. 20% increase to support rising costs in advertising/production
Total	**$489,000.00**	
Expenses		
Accounting	2,300.00	Annual Audit
Administrative Services	81,300.00	Administrative Services to operate Visitor Center and Marketing and Promotion Campaign
Advertising & Promotion	363,600.00	Full DMO Advertising, promotion, public relations and research program
Bank Fees	300.00	Fees related
Contract Services	4,000.00	Digital Tour/GeoTour
Conference Fees	3,500.00	Staff professional development related to tourism
Dues & Subscriptions	2,000.00	State and regional organization partners
Event Funding Assistance	3,000.00	Spring Fling Media Event
Food, Beverage & Meals	3,500.00	Groups, Charmer Appreciation, Media, etc.
Mileage & Travel	4,000.00	Trade Shows, media travel, workshops, trainings, education travel
Postage & Freight	1,500.00	Bulk items sent to Visitor Centers, Travel Centers
Printing & Publication	6,000.00	Gen. Brochure, 100 TT, Bags, Visitor Maps
Prizes, Gifts & Awards	500.00	Basket Promotion Items, Promos, Awards, etc.
Rentals & Fees	1,000.00	Trade Show Booth Rentals, Meeting Planners
Supplies	4,500.00	Promotion items, Trade Show Banner with New Photos, etc.
Website Maintenance	8,000.00	Enhance site, New Updated Look
Total	**$489,000.00**	

Administrative Services to operate Visitor Center and Marketing and Promotion Campaign				
$500,000 Total Marketing Program	Rockport	Fulton	County	Total
	67.90%	26.57%	5.54%	20%*
Accounting	1,018.45	398.52	83.03	1,500.00
Equipment Lease - copier and postage machine	814.76	318.82	66.42	1,200.00
Insurance -	1,493.73	584.50	121.77	2,200.00
Payroll - Visitor Center, Marketing/Promotion, Fulfillment	33,948.34	13,284.13	2,767.53	50,000.00
Payroll related - SS, FICA,	4,752.77	1,859.78	387.45	7,000.00
Employee insurance	4,073.80	1,594.10	332.10	6,000.00
Employee IRA	339.48	132.84	27.68	500.00
Postage - Inquiries, packets, mailings	1,629.52	637.64	132.84	2,400.00
Printing - Envelopes, letterhead, business cards	950.55	371.96	77.49	1,400.00
Security System - Visitor Center	135.79	53.14	11.07	200.00
Supplies - copier paper, color copies, folders, packets, etc.	2,036.90	797.05	166.05	3,000.00
Telephone, Internet, Mobile	2,172.69	850.18	177.12	3,200.00
Utilities	1,833.21	717.34	149.45	2,700.00
Total	$ 55,200.00	$ 21,600.00	$ 4,500.00	$ 81,300.00

Media Selections

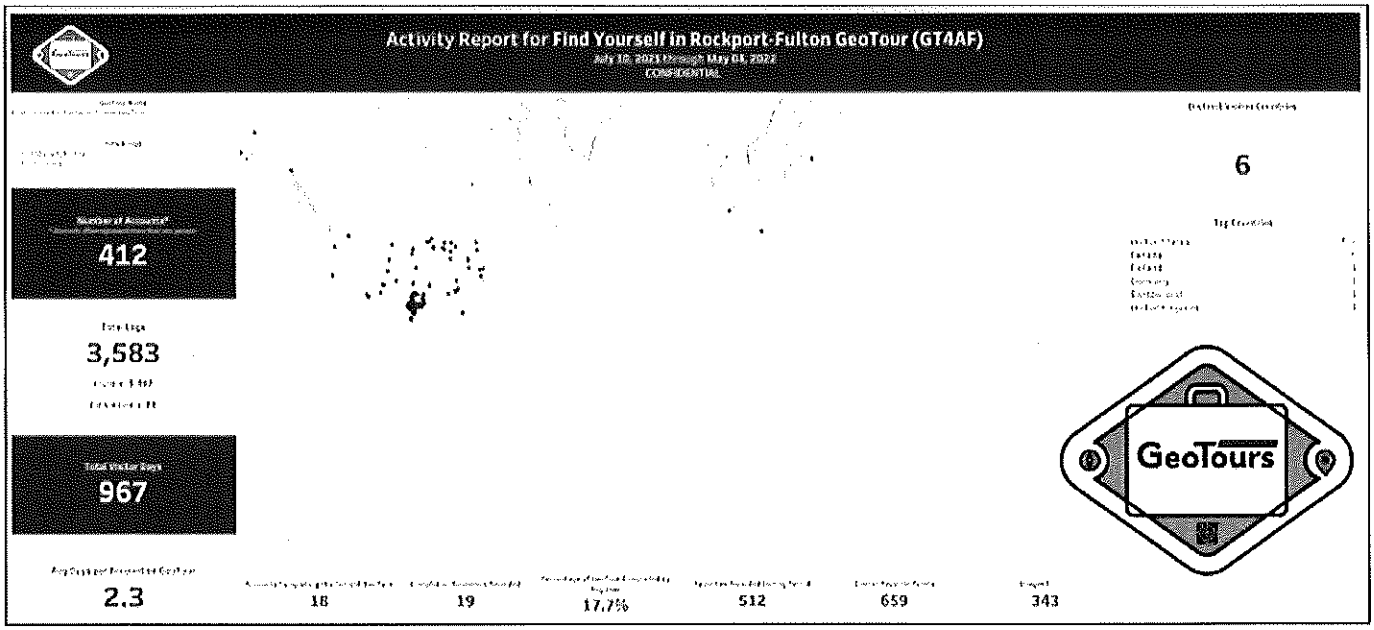
The media is selected with assistance from Chamber staff through the expert leadership from Helen Thompson Media Team.

A full report of the media selected and placement is a separate attachment or available upon request.

Evaluation and metrics

The tools used to measure the success of the marketing efforts are in the appendix section of this plan. Prost Marketing has provided excellent support to this organization since 2004. Although website analytics, visitor center numbers, inquiries, emails, reader responses, ad responses, surveys and others are used in the measurement process, the main areas of measurement for the 2021-22 year are:

- Venue Tax Collections
- Hotel & Lodging Data
- Google Analytics, Digital, Online, Facebook, Google My Business
- San Antonio Market Consumer Survey
- 5-Year Strategic Plan



GeoTour generates 3,583 logs in one year from those visiting from US, Canada, & Europe

The Rockport-Fulton GeoTour officially has 51 sites. The average days per user is 2.3. The tour has generated 659 favorite points compared to Beaumont's 299, Baytown's 594, Pearland's 299 and something to strive for with Conroe's 2,191.

A second year anniversary celebration is being planned for July 9 where an adventure lab will be added to the tour making it even more enticing. The special pathtag will be popular with attendees. A special thanks to the South Texas Geocaching Association for help in putting together this tour.

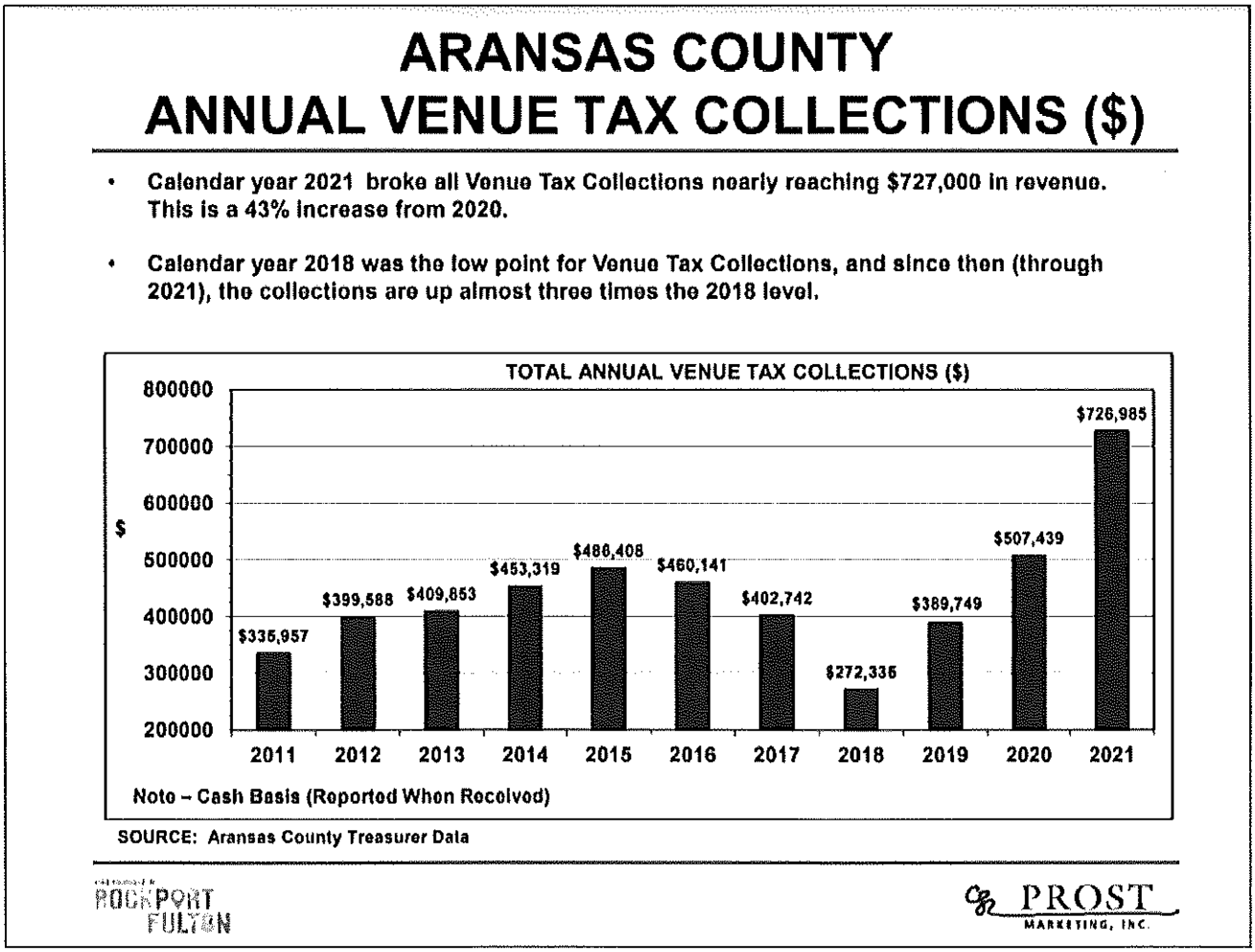
Appendix I – Venue Tax Collections

The Aransas County Venue Tax is the additional 2% on each overnight stay bringing the grand total of tax on a room to 15%.

As Short Term Rentals (STRs) exploded in bookings during the pandemic, total collections reached an all time high of $728,000. This is a 42% increase over the previous year.

The Venue Tax Collections have become a significant indicator of activity and measurement for the marketing plan. The Venue Tax funds the Aquarium Education Center and the Aransas Pathways Project.

**Source: Aransas County Treasurer. Tax collections are posted as they are received into the County as opposed to the month they are collected by the property.*



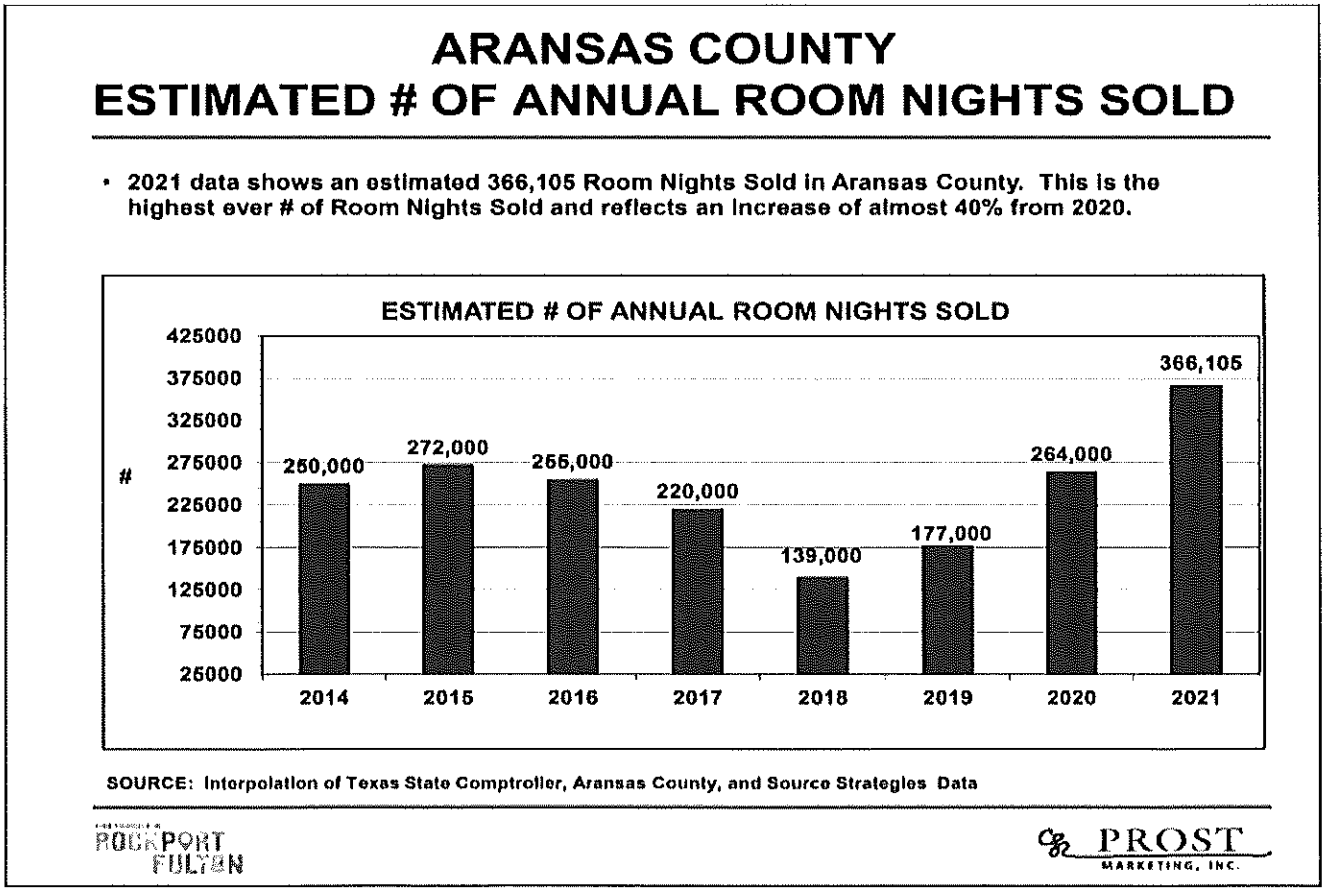
Appendix II– Hotel Annual Occupancy Percentage

Overnight Room Revenue in the Cities of Rockport and Fulton reached Bellwether level estimated at just over $34 Million in 2021. This calculates into a 43% in room Revenues in 2021 vs 2020

The estimated Room Nights Sold for 2021 shows a high of 340,077 rooms. The data reflects a 40%increase over 2020

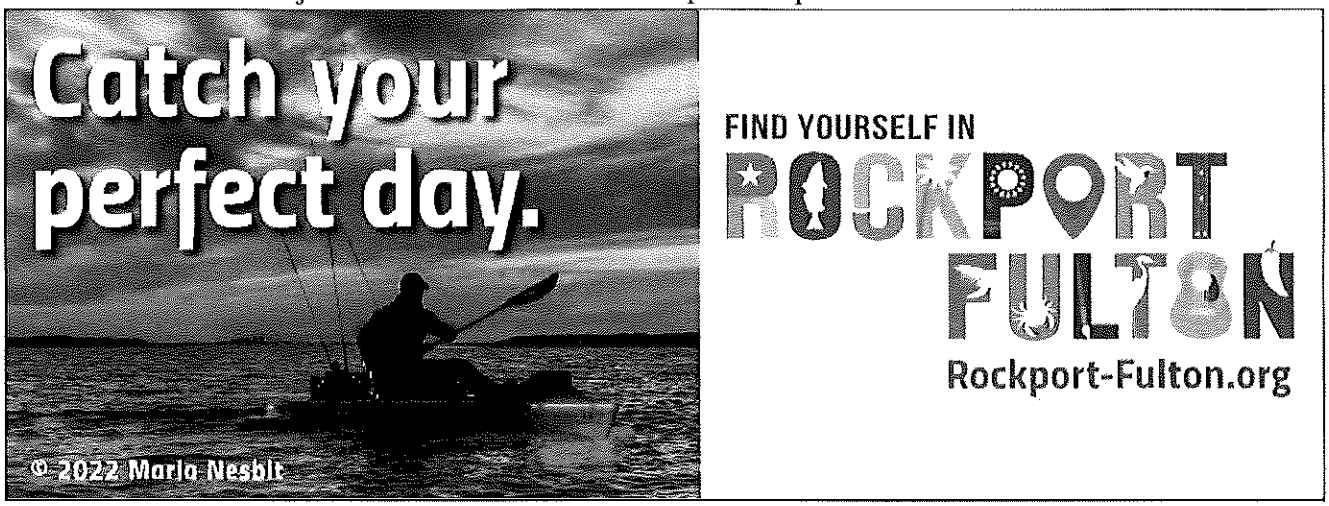
Room Revenues in Aransas County reached an even higher bellwether level in 2021 ($36 Million) after having topped out at the highest level ever ($25 Million) in 2020

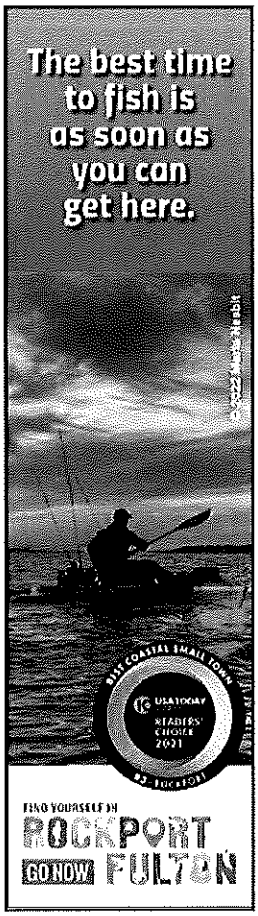
**Source: Interpolation of Aransas County Treasurer, Texas Comptroller and Source Strategies Data*



Appendix III – Sample Ads

Outdoor Boards - 7 in major locations across the state. A proof of performance is available.









Much time and effort went into the development of the creative material for the ads this year as our community is growing and changing.

Through the pro bono work of Jeff Hunt of Legend Labs a positioning statement was created. This positioning defined the identity of the Rockport-Fulton area and what it wants to be. This document is available upon request. A workshop will be held soon to review and further develop.

The photos, titles, colors all lead you to a solid look and feel of what the visitor is looking for while visiting the Rockport-Fulton area.

FIND YOURSELF IN
ROCKPORT FULTON

Rockport-Fulton Chamber of Commerce
319 Broadway
Rockport, TX 78382
361-729-6445
www.rockport-fulton.org
tourism@1rockport.org

Rockport Fulton
Chamber of Commerce

United States Chamber of Commerce
ACCREDITED

FIND YOURSELF IN

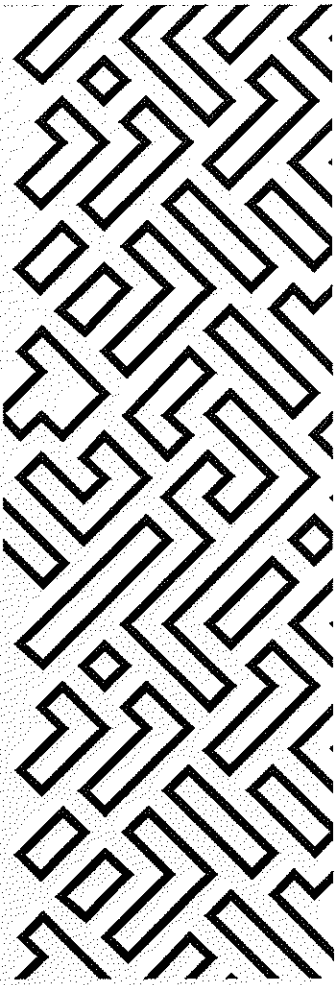
ROCKPORT FULTON

2023 Marketing Plan

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HTM Marketing Services:

- Determine goals & objectives
- Identify appropriate target audiences & geographies
- Allocate budgets by media, seasonality
- Review media proposals from all vendors
- Generate detailed plan with specific vendors to include: TV/Cable/Radio stations, OTT/CTV vendors, Print publications, Digital targeting/re-targeting, Outdoor locations, Social Media Influencers, Added Value



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BUILDING CONNECTION

Media Strategy/Rationale

Target Markets

- San Antonio focus, followed by the Hill County & Central Texas
- Austin, Houston and Dallas are secondary targets

Seasonality

- Bulk of 2023 Media is launching right now (March) and will continue through August.
- Digital and Social Media have a year-long presence so we are not completely dark at any given time.

HTM
BUILDING CONNECTION

Media Strategy/Rationale

- How are we going to reach our target?
  - Texas-focused Magazines
  - San Antonio Broadcast TV, Cable, Streaming TV
  - Hill Country/New Braunfels Radio
  - Targeted Digital Banner Display
  - Mobile banner Geo-targeting
  - Digital Video Pre-Roll
  - Travel eNewsletters
  - Outdoor billboards between Dallas, Austin, San Antonio, Houston, Corpus Christi
  - Social Media Ads and promoted posts

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Texas Magazines

Texas Highways Magazine

- Covers small towns, travel recommendations, road trips, food, Texas History and Culture, Events and more
- Total Circulation: 167,382

Texas Monthly

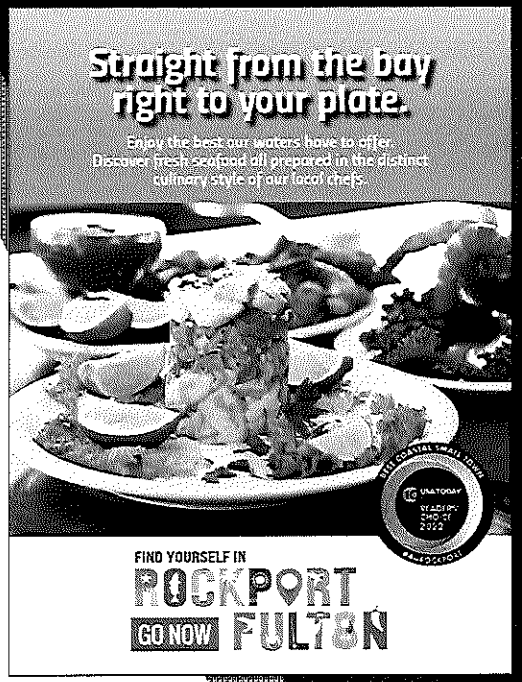
- Upscale magazine with over 2.5 million readers
- Advertise in March Spring Travel issue and June Texas Coast issue

Texas Parks & Wildlife Magazine

- Official Outdoor Magazine of Texas reaching avid outdoorsmen and women in Texas with readership of 435,000

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BUILDING CONNECTION

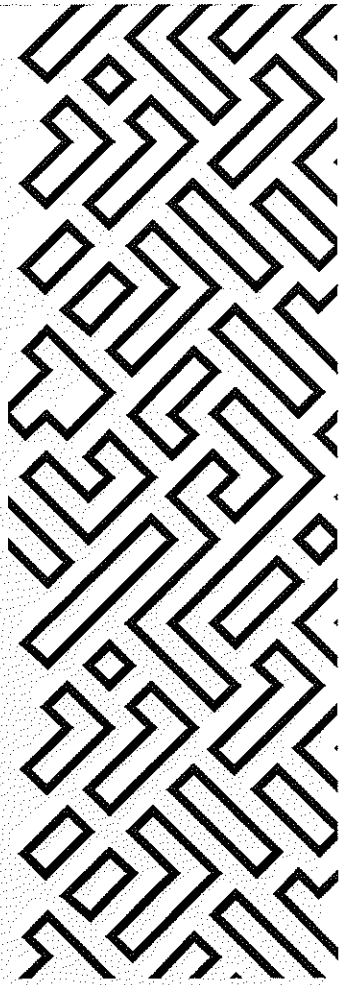
Print Creative





San Antonio Television

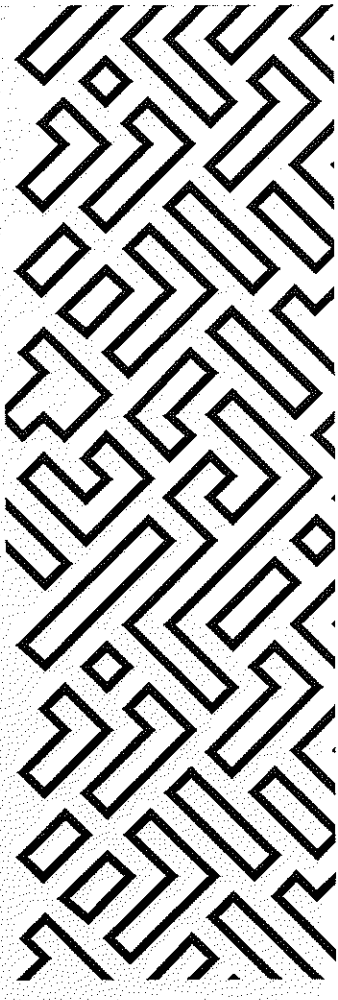
- Launch Broadcast TV & Cable in April
  - KENS (CBS), KSAT (ABC), WOAI (NBC) – 6,211,000 Imps
  - Spectrum Cable & AT&T U-verse Cable – 3,912,000 Imps
  - CTV/OTT Streaming TV – 520,832 Imps
- Early Morning, Mid-Day and Evening News programming
- Cable Networks: Spectrum Cable News Sponsorship, Fox News, ESPN, Food, Fox Sports, FX, Hallmark, HGTV, TBS, Golf, AMC, TNT, National Geographic



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New Braunfels/Hill Country Radio

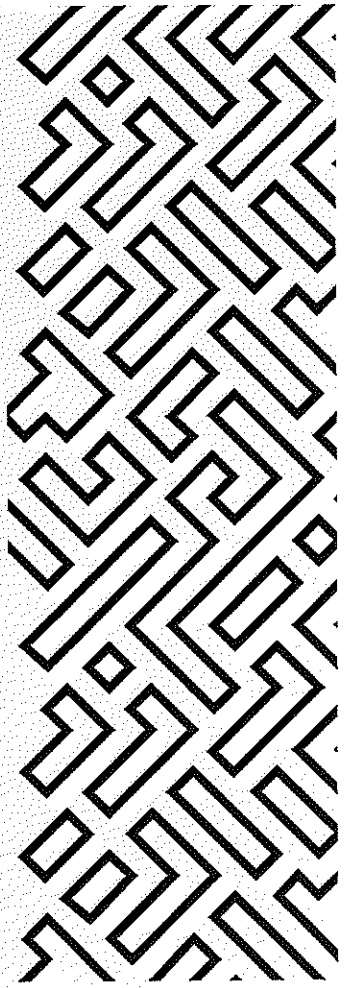
- New Braunfels population is growing, and the demographics are in line with our target visitor
  - KNBT-FM schedule + "What's Rockin' in Rockport-Fulton" weekly call-ins to run April - August
- Kerrville and the Hill Country demographics are also in line with our target visitor
  - KRNH-FM & The Patriot radio schedule to run April - August



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Digital Sponsorships + eBlasts

- Digital Sponsorship Pages
  - TourTexas.com Destination Page
    - https://www.tourtexas.com/destinations/rockport-fulton
  - Go-Texas.com Destination Page
    - https://www.go-texas.com/Rockport-Fulton-Area-Chamber-of-Commerce-TX-DMO/
  - TourTexas.com eBlasts
    - Texas Road Trips monthly eNewsletter to 100,000+ opted-in subscribers
  - SA Report Dedicated eBlast
    - San Antonio online news Blog with 12,750 subscribers



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Digital Display + Video – SA, Austin, Houston

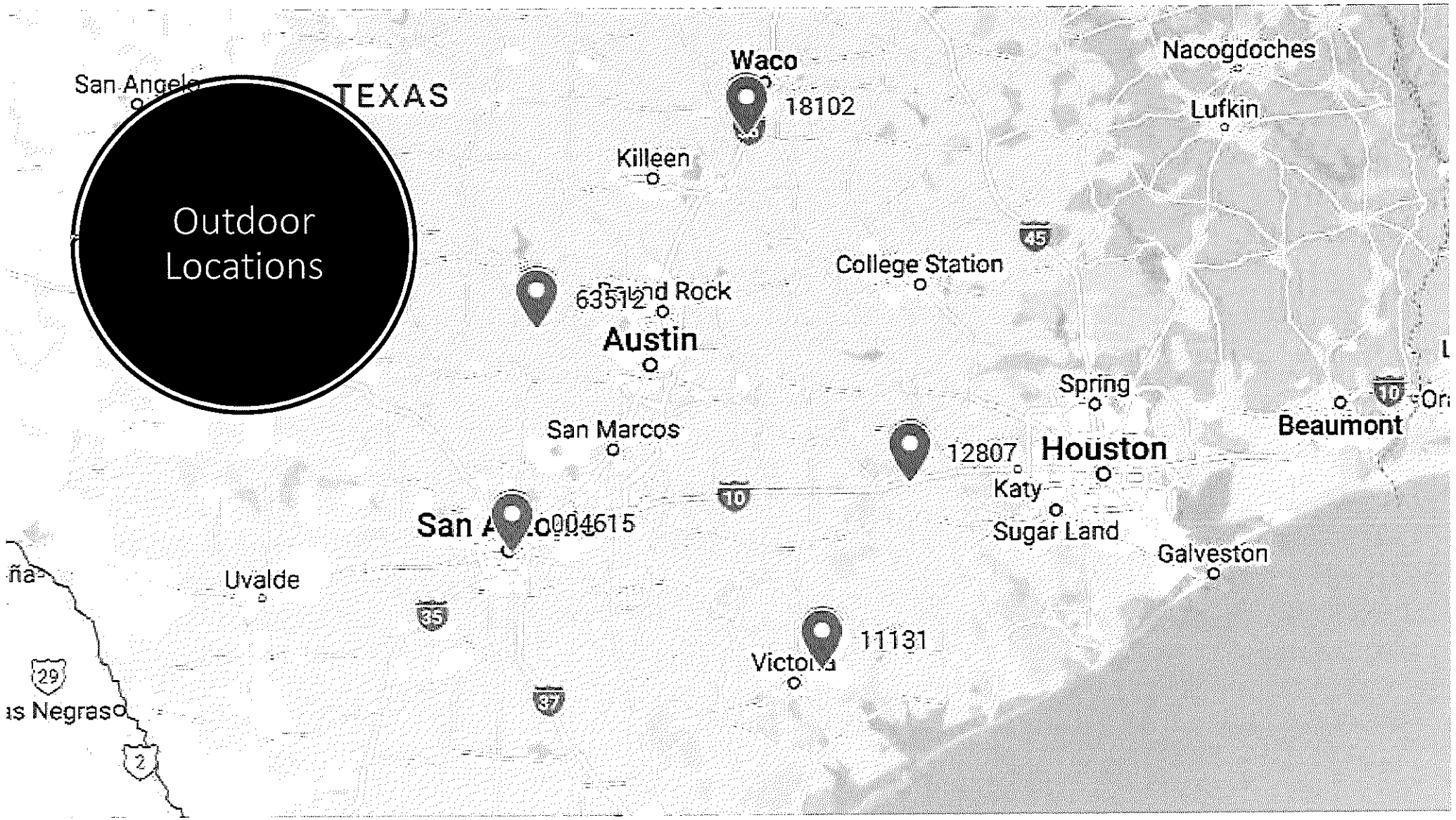
- Behavioral Targeting
  - Searches for: Travel, Beach, Fishing, etc.
- Mobile GeoTargeting
  - Target people based on places they go
  - GPS fence around location to follow visitors once they enter and leave (Corpus & Port Aransas hotels/motels, attractions)
- Site Conquesting
  - Targeting people who are actively visiting competitor or travel related websites
- Website Retargeting
- Social Marketing
  - Targeting people on social media platforms based on their behaviors and demographics
- Video Pre-Roll
- Total Impressions = 5,980,000

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Outdoor Billboards

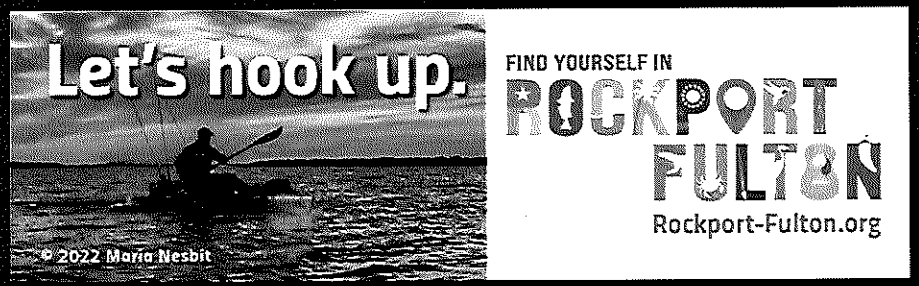
- 71% of people consciously look at Billboards while driving
- Americans spend close to 300 hours in their cars each year
- Ability to reach a large audience on a daily basis
- 5 locations across Texas, delivering 10,856,400 Impressions over 24 weeks

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Outdoor Locations
TEXAS
Waco
18102
Killeen
Nacogdoches
Lufkin
College Station
Austin
San Marcos
Spring
Beaumont
12807
Houston
Katy
Sugar Land
Galveston
Uvalde
11131
Victoria
35
10
45
29
2
37

Outdoor









HTM
BUILDING CONNECTION

Delivery

35,305,760 Impressions

2024 Wish List

- New TV spots and print/digital Creative
- Social Media Influencers
  - Pick influencers based on their following and the type of posting they do
- OTT/CTV
  - Add markets (Austin, Houston)
  - Add more Apps such as HULU, Peacock, Paramount+, etc.
- Increase Digital Spend – add markets, more impressions
- Add money to offset 3% to 5% increase in media costs year to year

HTM
BUILDING CONNECTION

HTM

BUILDING CONNECTION

Brandon Thompson

President/COO

Brandon@helentmedia.com

210-723-8995

Stacey Schneider

Vice President of Media

Stacey@helentmedia.com

210-289-6264

HOTEL AND LODGING DATA

HISTORICAL THROUGH 4Q 2022

COMPILED FOR

FIND YOURSELF IN

ROCKPORT FULTON

Prost Marketing, Inc.
4007 McCullough Ave #510
San Antonio, TX 78212

ARANSAS COUNTY VENUE TAX COLLECTIONS: 2011 – TODAY

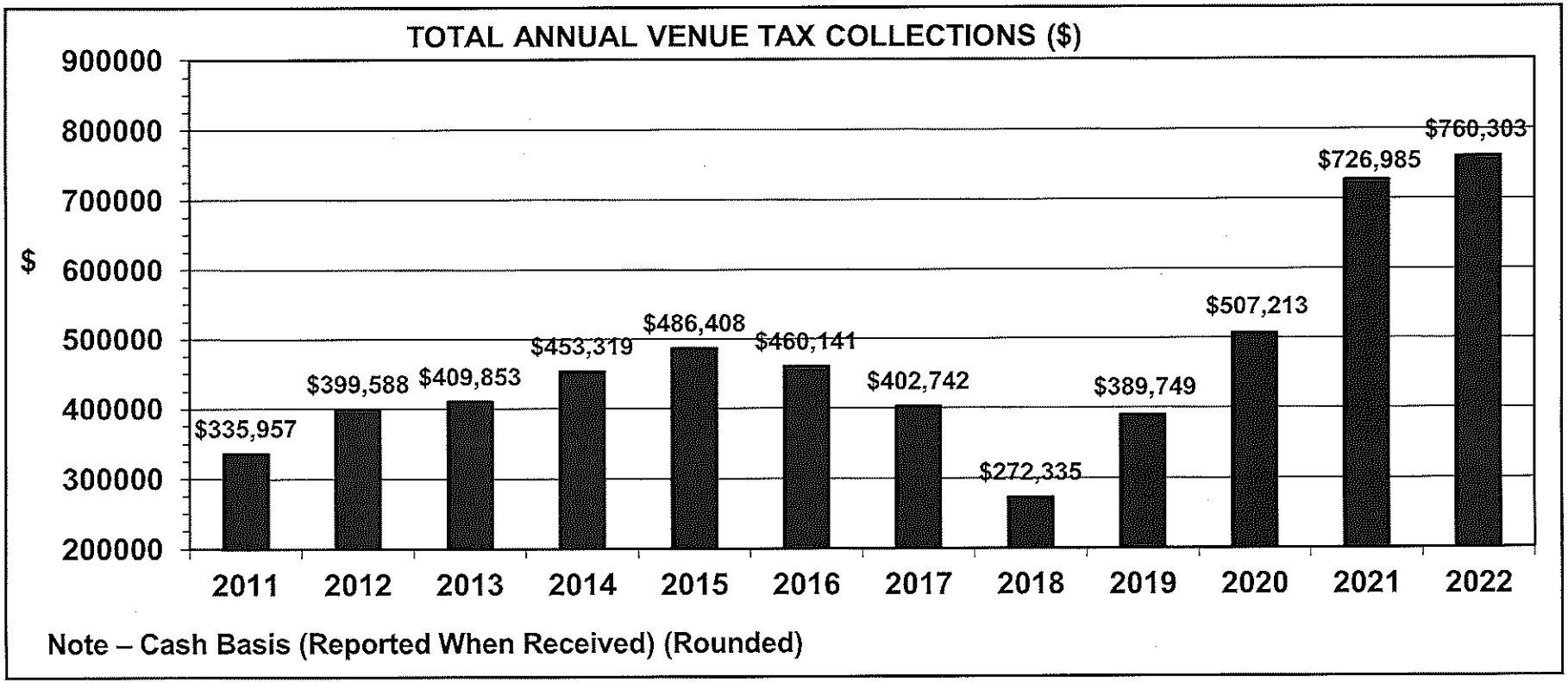
COMPILED FOR

FIND YOURSELF IN
ROCKPORT
FULTON

Prost Marketing, Inc.
4007 McCullough Ave #510
San Antonio, TX 78212

ARANSAS COUNTY
ANNUAL VENUE TAX COLLECTIONS ($)

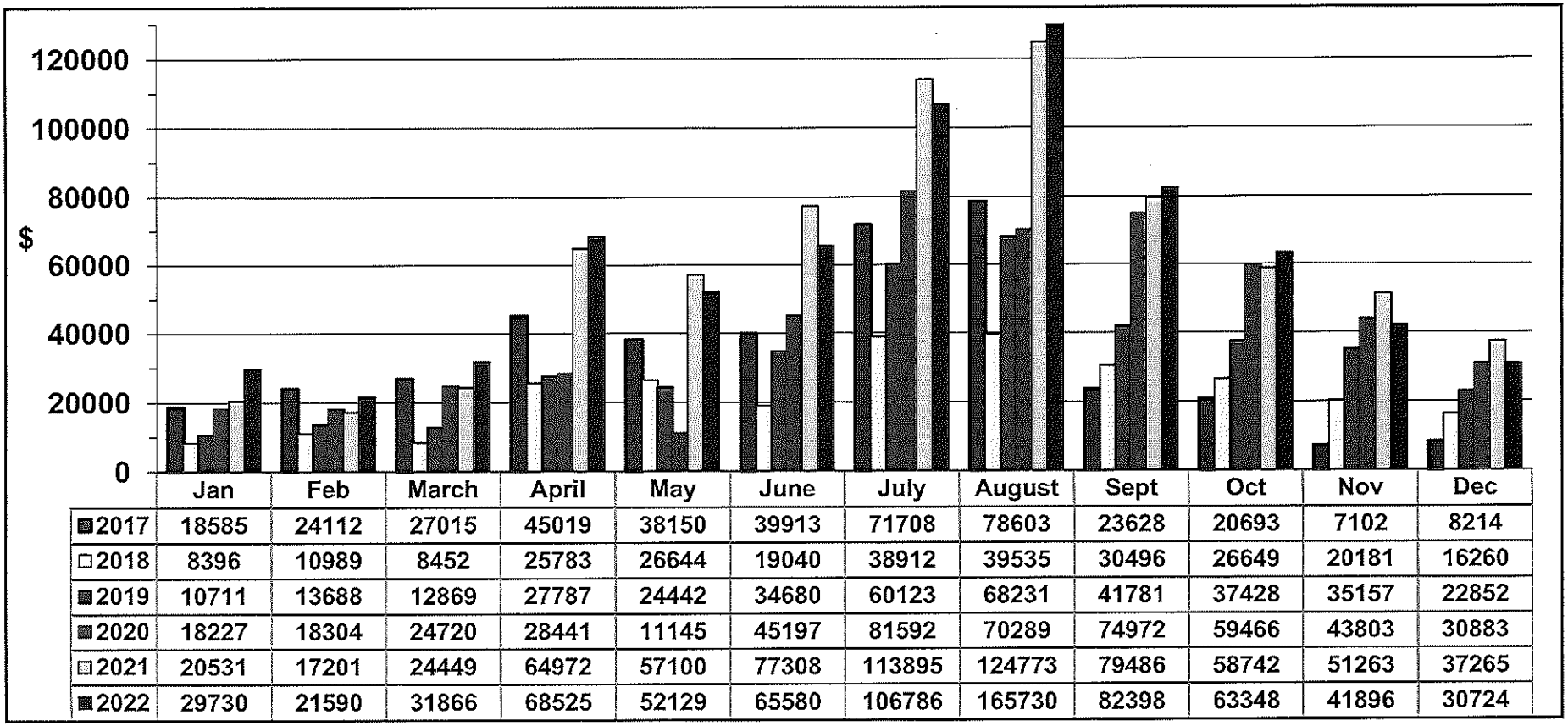
- At $760,303 for 2022, the Venue Tax is up about 4.5% over the banner year of 2021. Specifically, the continued Venue Tax increase in 2022 comes after the significant increase from just over $507K in 2020 to just almost $727K in 2021 (a 43% increase).
- Calendar year 2018 was the low point for Venue Tax Collections and since then (through 2022), the collections are up about three times the 2018 level.
- Overall, the annual Venue Tax collections are up 226% since tracking began in the base year of 2011.



SOURCE: Aransas County Treasurer Data

ARANSAS COUNTY
VENUE TAX COLLECTIONS ($) BY MONTH
FROM 2017 FORWARD

- After reporting the highest ever Venue Tax Collections during 2021, collections during the first four months of 2022, as well as August, September, and October continued with this positive trend and were higher than the comparable 2021 months. Data for the other months in 2022 was slightly below the 2021 data.



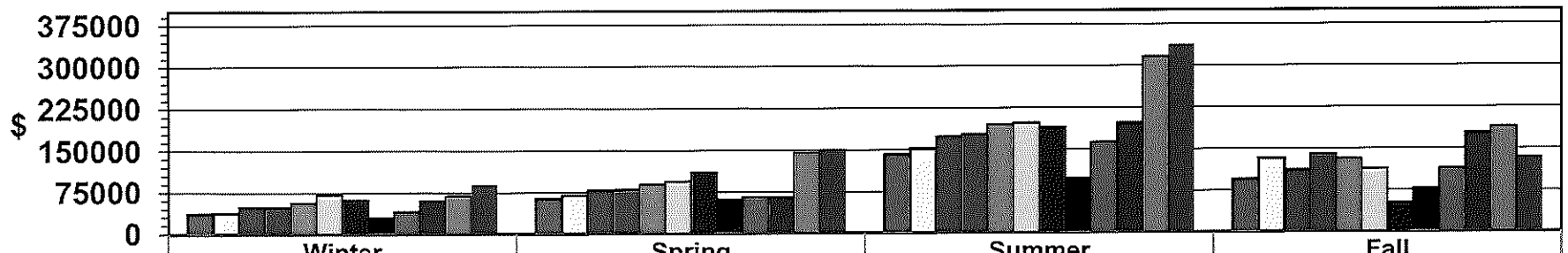
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
2017	18585	24112	27015	45019	38150	39913	71708	78603	23628	20693	7102	8214
2018	8396	10989	8452	25783	26644	19040	38912	39535	30496	26649	20181	16260
2019	10711	13688	12869	27787	24442	34680	60123	68231	41781	37428	35157	22852
2020	18227	18304	24720	28441	11145	45197	81592	70289	74972	59466	43803	30883
2021	20531	17201	24449	64972	57100	77308	113895	124773	79486	58742	51263	37265
2022	29730	21590	31866	68525	52129	65580	106786	165730	82398	63348	41896	30724

SOURCE: Aransas County Treasurer (Rounded Data)

ARANSAS COUNTY VENUE TAX REVENUE BY SEASON (SOURCE: ARANSAS COUNTY)

- When the Venue Tax data is aggregated by tourism seasons, there is linear seasonal growth over time – very significantly in Summer, significantly in Spring, and gradual in Winter. The Fall data is inconsistent over time.

- Summer, Spring, and Winter seasons have grown 144% since their respective baselines when tracking began in 2011. Growth in Fall has not been as robust as the other seasons but is still up 43% over time.



	Winter	Spring	Summer	Fall
2010-11	36296	63211	141905	94880
2011-12	37213	69393	152290	133017
2012-13	48603	78089	173972	112096
2013-14	47574	79409	176888	140473
2014-15	55985	88123	194635	131854
2015-16	70827	93908	198002	114526
2016-17	61021	110184	190224	51423
2017-18	28599	60879	97487	77316
2018-19	40659	65098	163034	114366
2019-20	59383	64306	197078	178241
2020-21	68615	146521	315976	189491
2021-22	88575	152520	338096	135968

Winter = December – January – February
Spring = March – April - May

Summer = June – July – August
Fall = September – October – November

RENTABLE ROOMS IN ARANSAS COUNTY

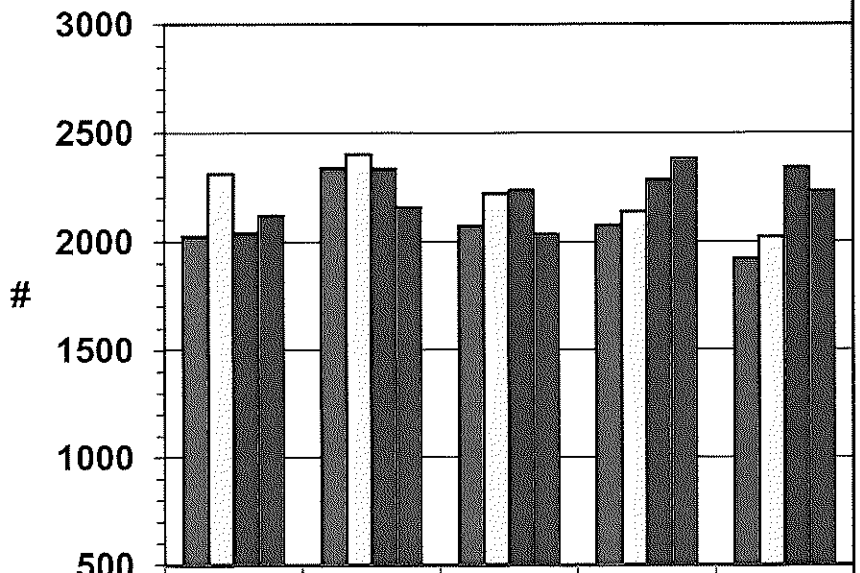
COMPTROLLER HOT DATABASE

Prost Marketing, Inc.
4007 McCullough Ave #510
San Antonio, TX 78212

NUMBER OF OVERNIGHT ROOMS ON COMPTROLLER HOTEL OCCUPANCY TAX BASE LIST

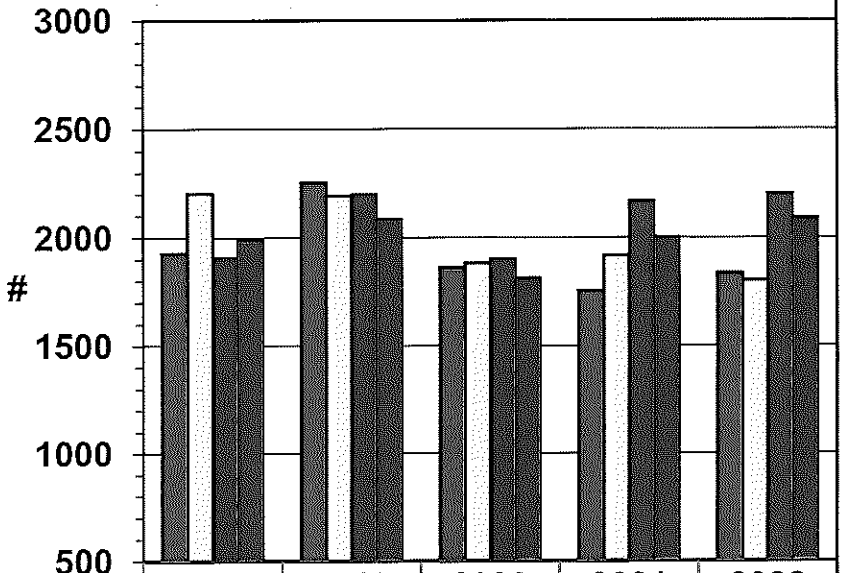
- The following are the number of "hotel rooms" contained within the Comptroller tax base (which collects/reports the Hotel Occupancy Tax.)
- (Note – the number of rooms reflects an average of the quarterly months, as the actual number of rooms reported fluctuate on a monthly basis.)

of Aransas County Rooms



	2018	2019	2020	2021	2022
1Q	2024	2341	2072	2075	1920
2Q	2312	2405	2221	2139	2021
3Q	2042	2339	2238	2287	2344
4Q	2123	2160	2034	2386	2233

Of Rockport – Fulton Rooms



	2018	2019	2020	2021	2022
1Q	1928	2256	1861	1755	1835
2Q	2204	2194	1883	1919	1802
3Q	1908	2201	1903	2169	2204
4Q	1988	2084	1814	2003	2092

ROCKPORT-FULTON: KEY FACILITIES 2022

# OF ROOMS REPORTED TO COMPTROLLER	
Rockport RV Resorts	314
VACASA LLC	314
TXRP (Individual Properties)	195
Rockport Escapes	137
Key Allegro Coastal/Condos/Homes	111
Fairfield Inn and Suites	87
Fulton Lodge	79
Surestay Rockport	79
Lighthouse Inn at Aransas Bay	78
Hampton Inn - Rockport	75
La Quinta	72
Key Allegro Real Estate	70
Holiday Inn Express	67
Quality Inn	62
Motel 6	49
Day's Inn By Wyndam	50
Sandollar Resort	49
Hunt's Castle	48
Inn at Fulton Harbor	44
Pelecan Inc	44
RAHI Motel & Cottages 1	40
RAHI Motel & Cottages II	40
Pelican Bay Resort Inc	30
Bayfront Cottages	29
Blue Wave Inn	28
Sea View Motel	26
Village Inn	26
Rockport Escapes	20
Sandra Bay Cottages	19
Port Aransas Escapes	19
The Drifters Resort	19
The Last Resort	18
Vacation Rental Management	16
Horizon Cottages	16
Rod & Reel Motel	12
Sunset Inn	12
Holiday Inn Motel	12
Shivan (Pelican) Reef Motel	11
Y Not Get Away	9
Allegro North Condos	9
Tweedy Cabins; Donell RV Park, Horizon	<10 Ea.

Note: From the Texas Comptroller Database. Not all entities report each month.
There are several hundred listings with less than 10 rooms, including individual listings.

CITIES OF ROCKPORT-FULTON

HOTEL AND LODGING

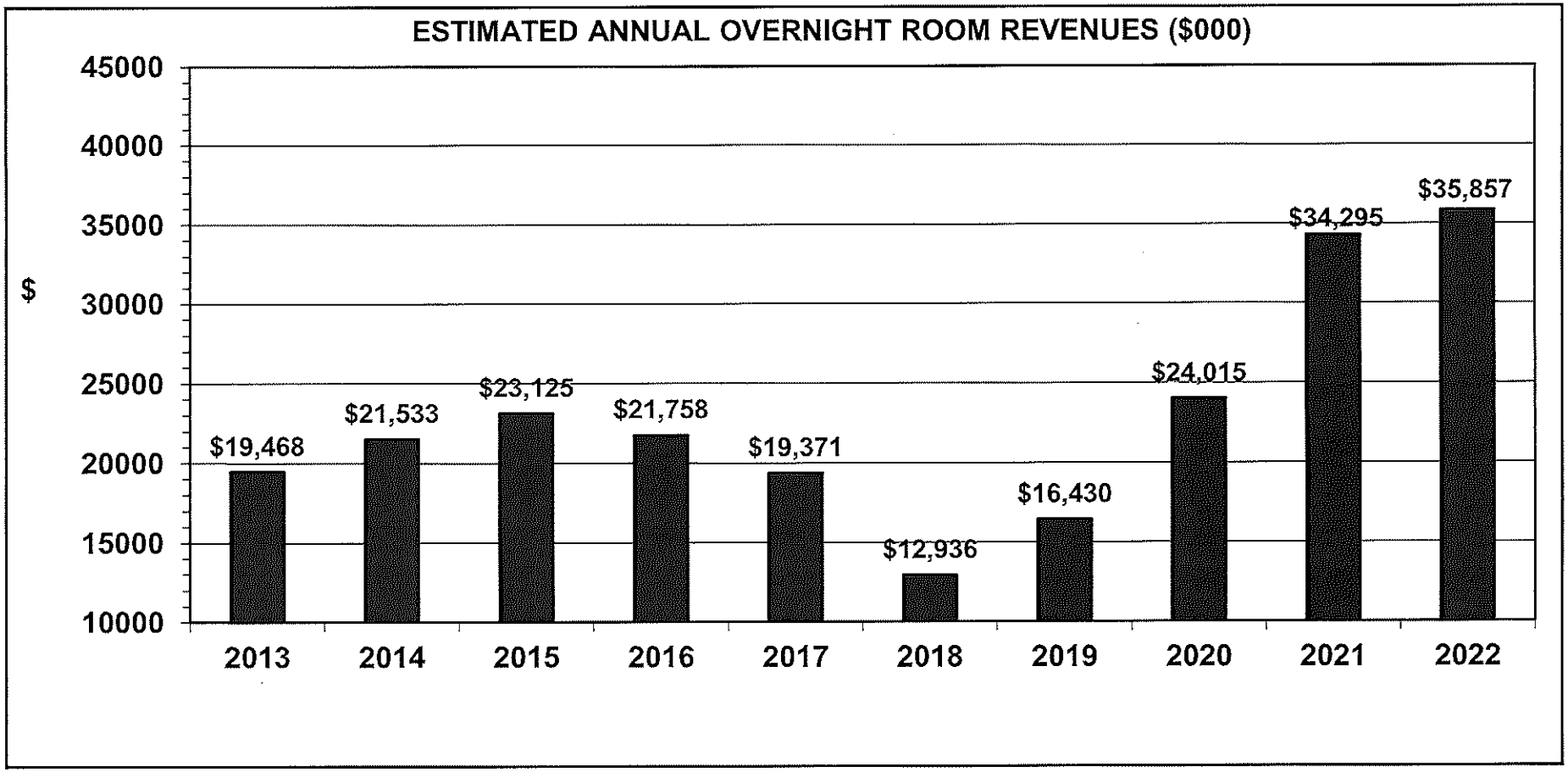
QUARTERLY AND ANNUAL

HISTORICAL THROUGH TODAY

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4007 McCullough Ave #510
San Antonio, TX 78212

CITIES OF ROCKPORT - FULTON
ESTIMATE ANNUAL OVERNIGHT ROOM REVENUES ($000)

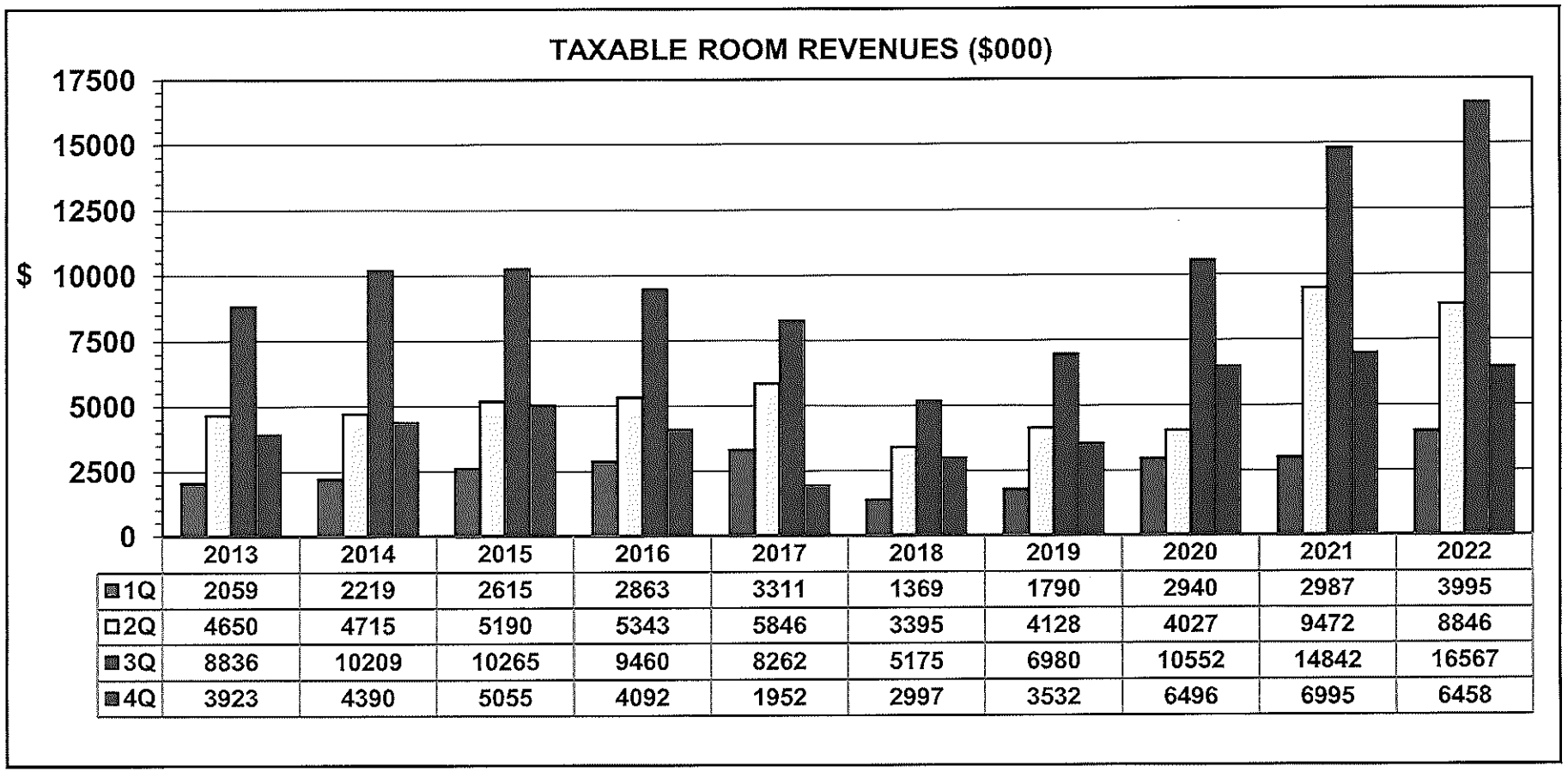
- Overnight Room Revenues in the Cities of Rockport and Fulton reached the bellwether level estimated at almost $36 Million in 2022. The calculates into about a 4.6% increase in Room Revenues versus 2021.



SOURCE: Interpolation of Aransas County Treasurer, Texas Comptroller, and Source Strategies Data

CITIES OF ROCKPORT-FULTON
ROOM REVENUES BY QUARTER ($000)

- When the annual Room Revenue data for the Cities of Rockport and Fulton is analyzed by quarter – 1st and 3rd quarterly data continued increasing versus 2021.
- 2Q and 4Q 2022 data was a little soft as compared to 2021.

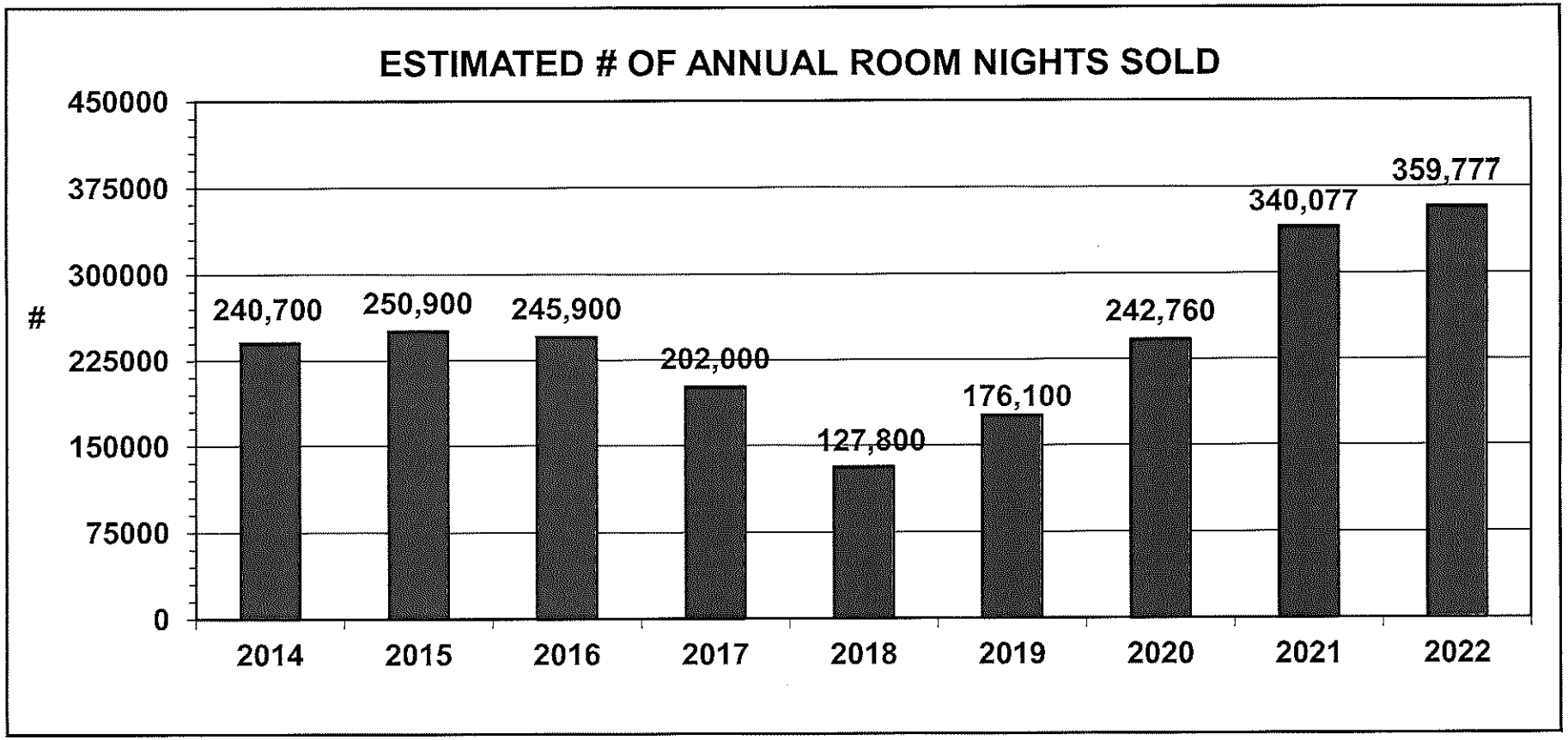


	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
1Q	2059	2219	2615	2863	3311	1369	1790	2940	2987	3995
2Q	4650	4715	5190	5343	5846	3395	4128	4027	9472	8846
3Q	8836	10209	10265	9460	8262	5175	6980	10552	14842	16567
4Q	3923	4390	5055	4092	1952	2997	3532	6496	6995	6458

Source: Interpolation of Texas State Comptroller, Aransas County, and Source Strategies Data

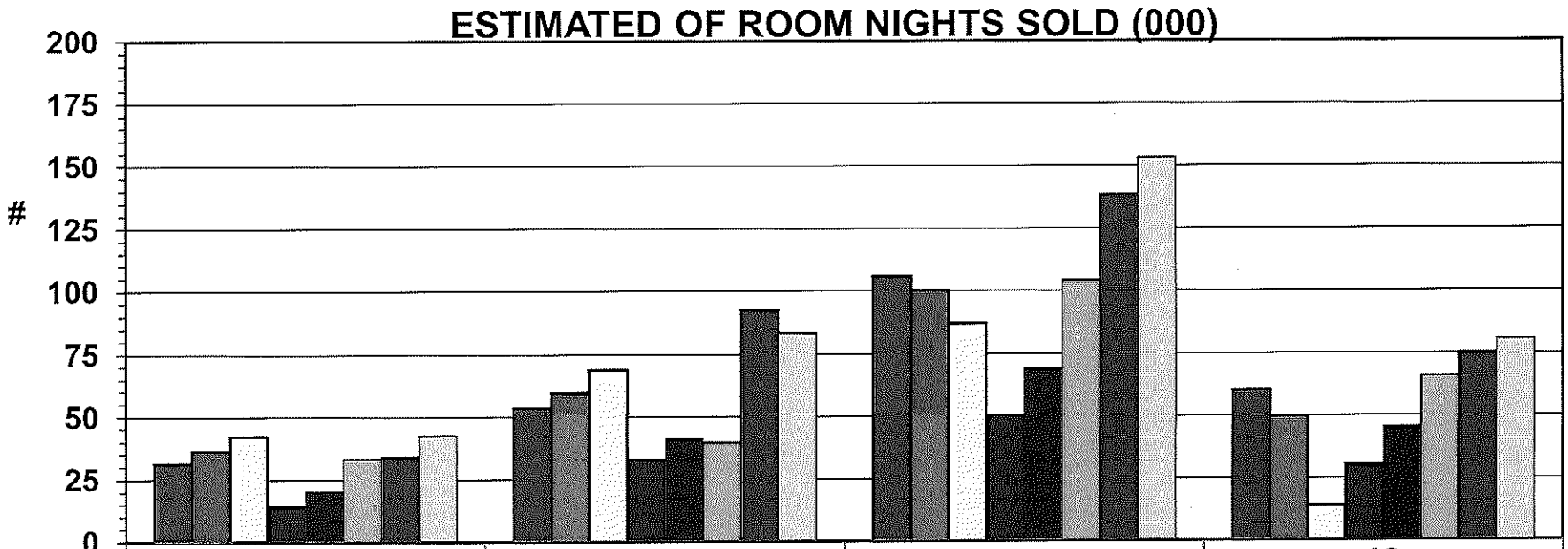
CITIES OF ROCKPORT-FULTON
ESTIMATED ANNUAL ROOM NIGHTS SOLD

- The estimated Room Nights Sold (RNS) for 2022 (359,777) shows nearly a 6% increase from the 2021 RNS of 340,077 rooms.



SOURCE: Interpolation of Texas State Comptroller, Aransas County, and Source Strategies Data

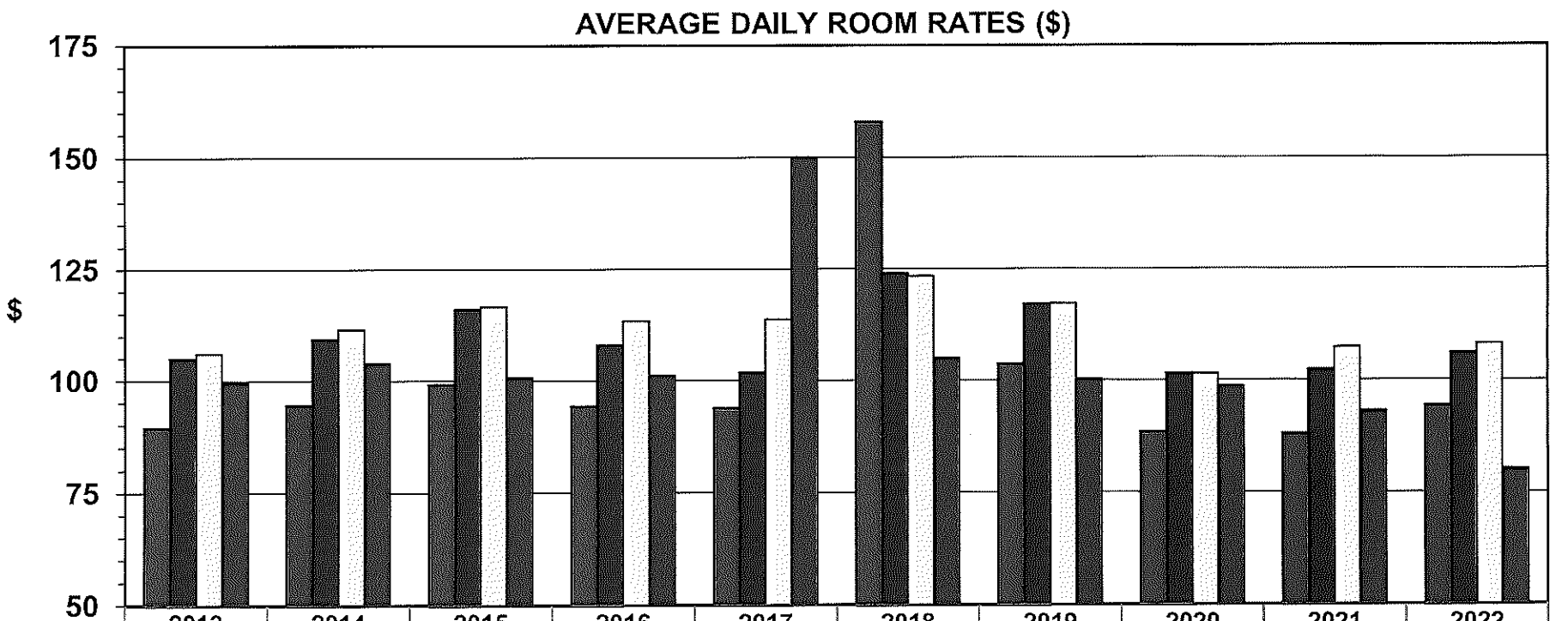
CITIES OF ROCKPORT-FULTON
ESTIMATED ROOM NIGHTS SOLD BY QUARTER (000)



	1Q	2Q	3Q	4Q
2015	31.6	53.5	105.6	60.2
2016	36.4	59.5	100.2	49.8
2017	42.3	68.9	87.1	13.7
2018	14.4	32.8	50.3	30.3
2019	20.5	41.4	69.5	45.7
2020	33.2	39.7	104.0	65.9
2021	34.0	92.6	138.3	75.2
2022	42.5	83.5	153.2	80.6

SOURCE: Interpolation of Texas State Comptroller, Aransas County, and Source Strategies Data

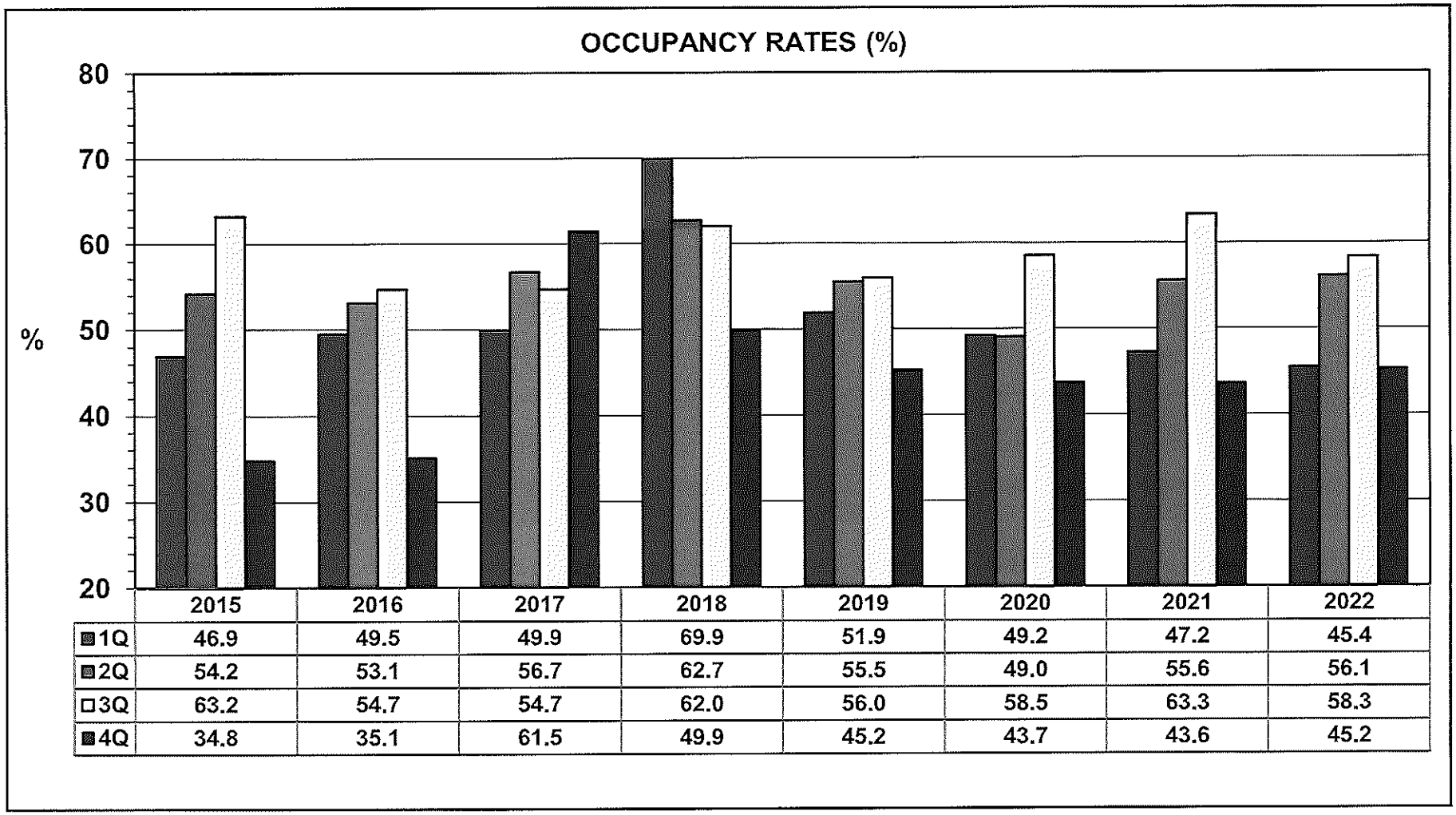
CITIES OF ROCKPORT-FULTON
AVERAGE DAILY ROOM RATES BY QUARTER
(BASED ON 800-1000 ROOMS IN LARGEST HOTEL/MOTELS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
1Q	89.46	94.49	99.15	94.27	93.83	157.81	103.65	88.33	87.91	94.08
2Q	104.89	109.32	115.95	107.85	101.81	124.03	117.14	101.45	102.31	105.95
3Q	106.05	111.58	116.65	113.33	113.76	123.41	117.28	101.50	107.29	108.09
4Q	99.57	103.93	100.72	101.08	150.06	104.92	100.28	98.58	93.03	80.09

SOURCE: Interpolation of Texas State Comptroller, Aransas County, and Source Strategies Data

CITIES OF ROCKPORT-FULTON
OCCUPANCY RATES BY QUARTER
(800-1000 ROOMS IN LARGEST PROPERTIES)



	2015	2016	2017	2018	2019	2020	2021	2022
1Q	46.9	49.5	49.9	69.9	51.9	49.2	47.2	45.4
2Q	54.2	53.1	56.7	62.7	55.5	49.0	55.6	56.1
3Q	63.2	54.7	54.7	62.0	56.0	58.5	63.3	58.3
4Q	34.8	35.1	61.5	49.9	45.2	43.7	43.6	45.2

SOURCE: Interpolation of Texas State Comptroller, Aransas County, and Source Strategies Data

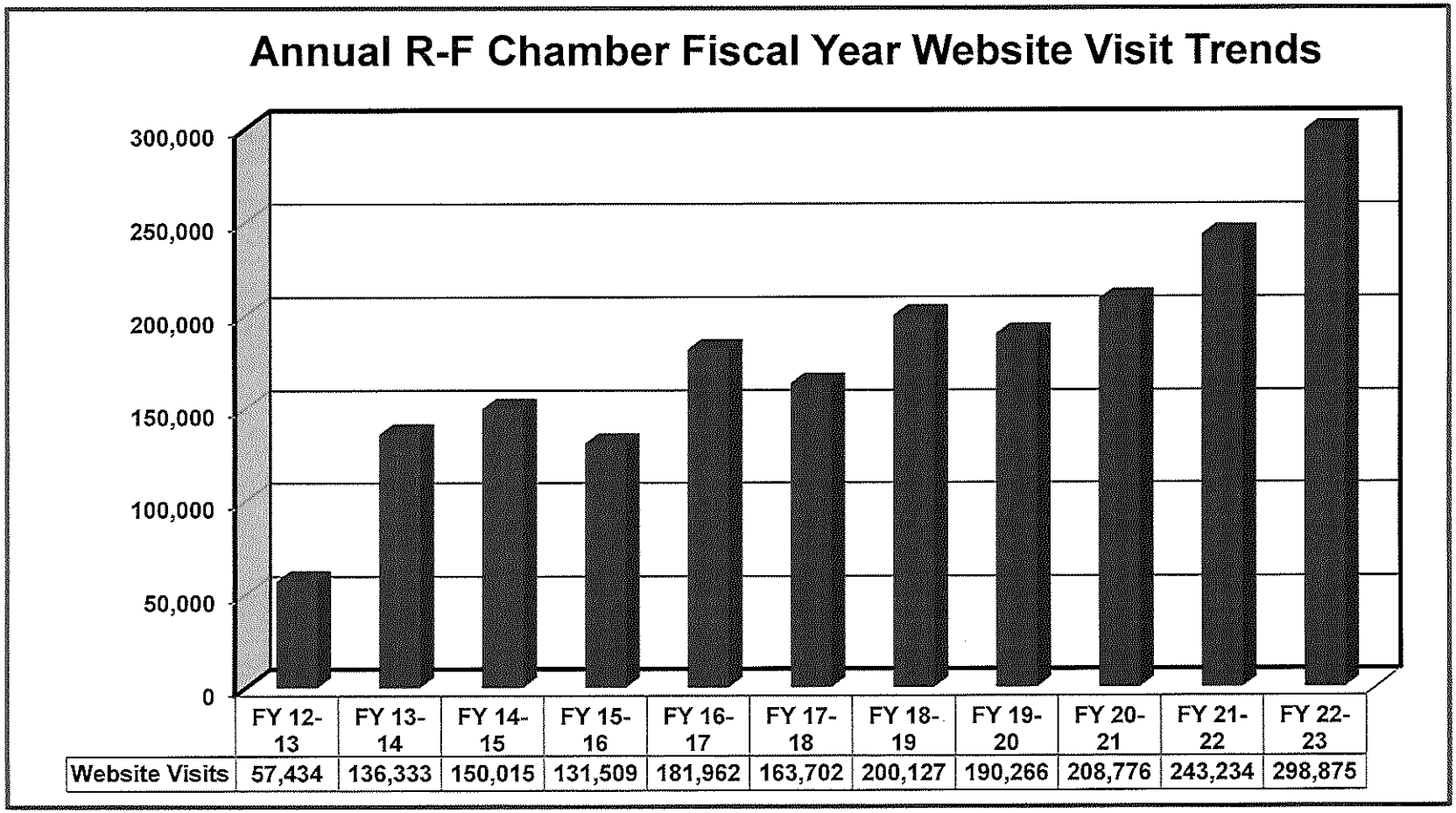
ANALYTICS, DIGITAL, ONLINE, FACEBOOK, GOOGLE MY BUSINESS 2022 REPORT

FIND YOURSELF IN ROCKPORT FULTON

PROST MARKETING INC
4007 McCULLOUGH AVE #510
SAN ANTONIO, TEXAS 78212
(210-415-0981)
debbie@prostmarketing.com

FY ANNUAL TRENDS
ROCKPORT – FULTON WEBSITE PAGE VISITS

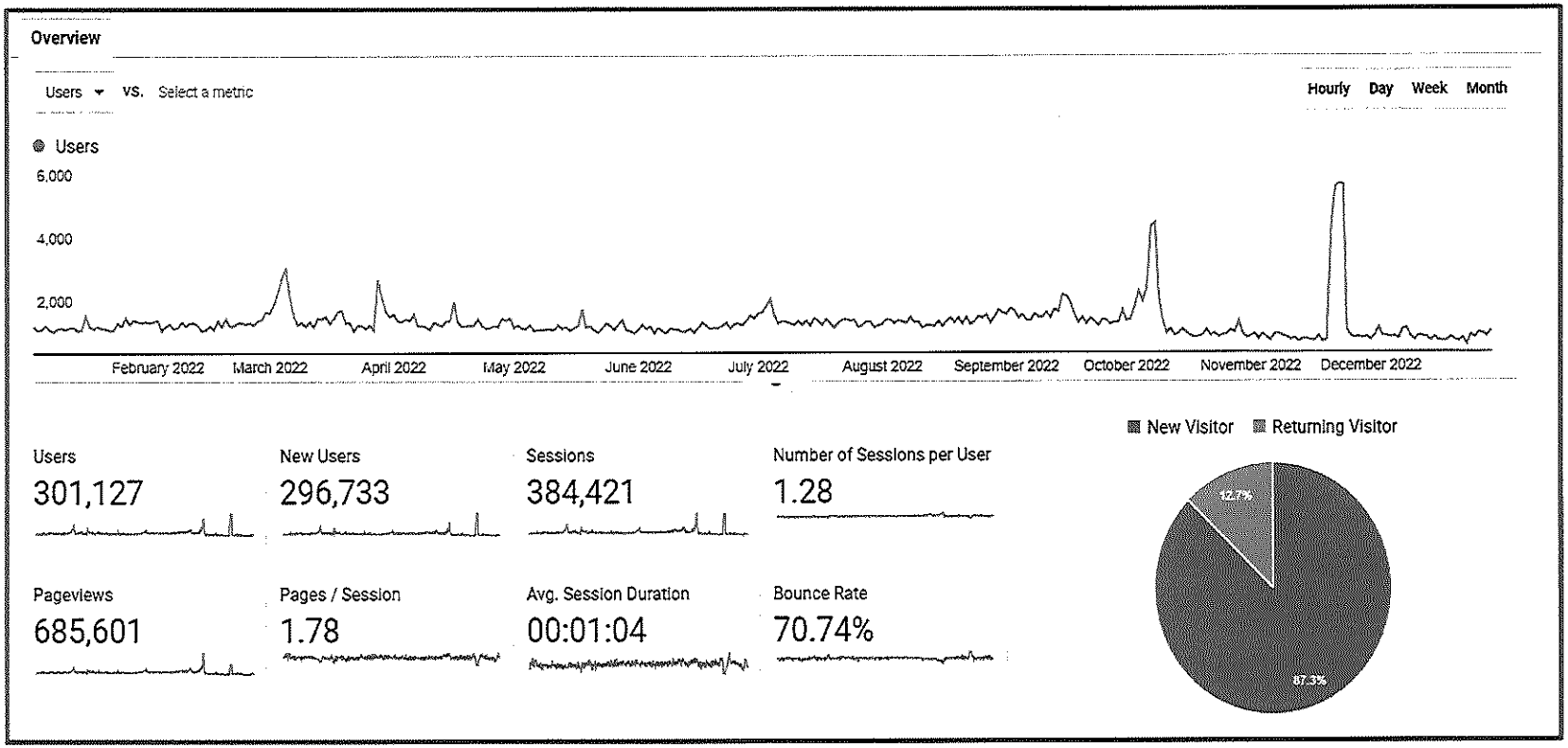
The graph below tracks annual visits to the Rockport – Fulton website. Website growth has continued an upward trajectory over time. FY 2022 page visits totaled at 298,875, a 23% increase from the previous Chamber Fiscal Year.



	FY 12-13	FY 13-14	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23
Website Visits	57,434	136,333	150,015	131,509	181,962	163,702	200,127	190,266	208,776	243,234	298,875

JANUARY 2022 – DECEMBER 2022
WEB USERS

For all of 2022, web visits are just over 301,000, about a 14% increase over 2021. New visitors continue to account for 88% of web visitation.

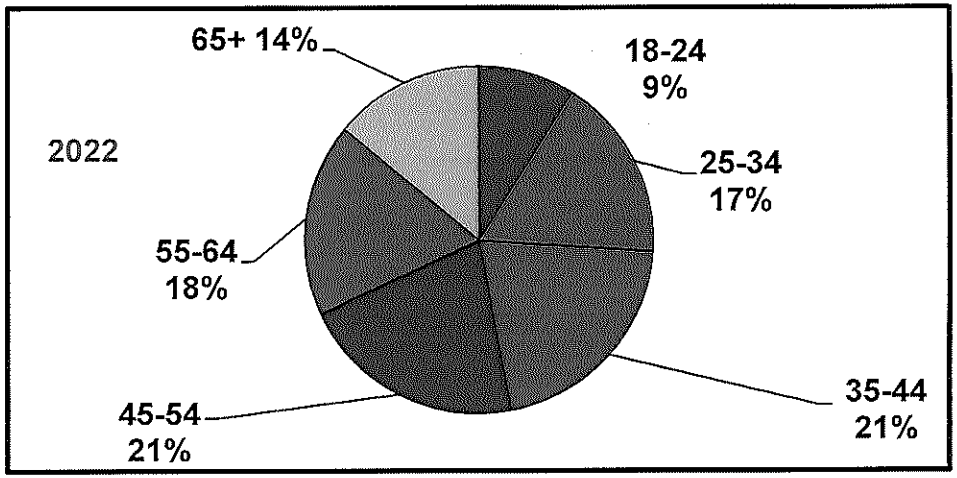


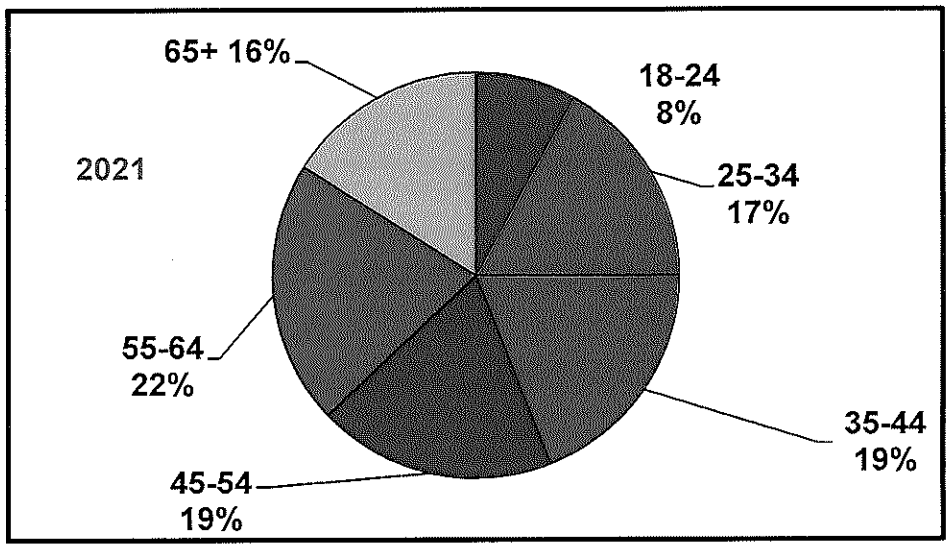
GOOGLE ANALYTICS: AGE COHORTS OF WEB VISITORS – 2021 & 2022

Age Demos are reported on over 21,000 web users during the first 6 months of 2022. The 35-54 cohorts segment continues to increase vs. 2021 and 2020.

AGE DISTRIBUTION - 2022:

- PRIMARY:
  - Cohorts Age 55-64 (18%)
  - Cohorts Age 45-54 (21%)
  - Cohorts Age 35-44 (21%)
- SECONDARY - 2022:
  - Cohorts Age 25-34 (17%)
  - Cohorts Age 65+ (14%)
- Aggregate Groups 2022 :
  - Age 55+ (32%)
  - Age 35-54 (42%)
  - Age 18-34 (25%)
- Aggregate Groups 2021:
  - Age 55+ (38%)
  - Age 35-54 (36%)
  - Age 18-34 (25%)





GOOGLE ANALYTICS
GENDER OF WEB VISITORS – 2021 & 2022

Gender Demos are reported on almost 25,000 combined users from Jan 2022 – June 2022.

GENDER DISTRIBUTION - 2022:

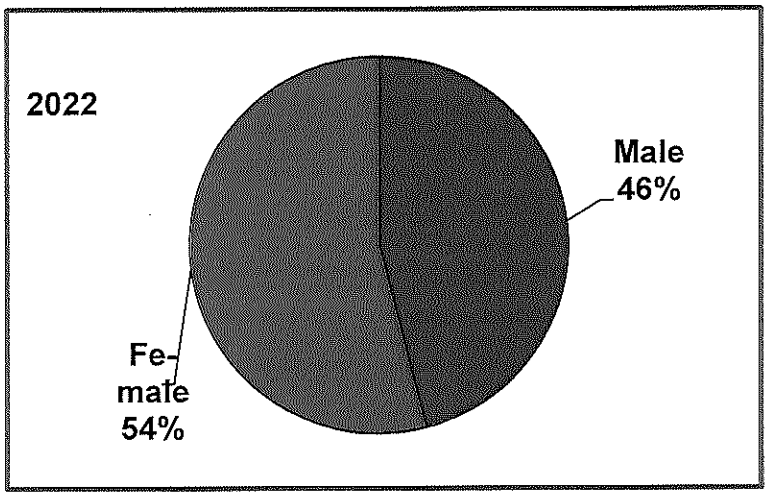
- PRIMARY: 54% Female
- SECONDARY: 46% Male

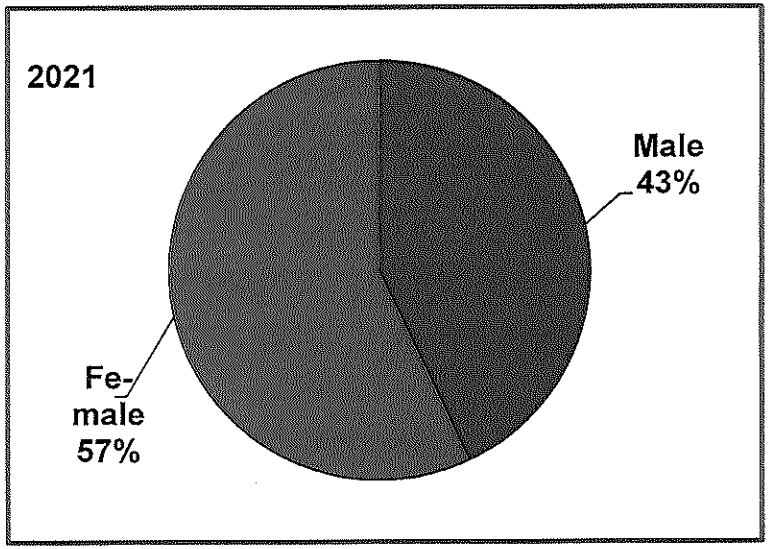
The gender ratio remained about the same in early 2022 vs. 2021.

GENDER DISTRIBUTION - 2021:

- PRIMARY: 57% Female
- SECONDARY: 43% Male

The percentage of females increased a few points from the previous year.





GOOGLE ANALYTICS – AFFINITY CATEGORIES
JAN 2022 – DEC 2022

Primary Interests

		49,561 % of Total: 16.46% (301,127)	
1.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	**30,524**	(4.22%)
2.	Lifestyles & Hobbies/Pet Lovers	**24,951**	(3.45%)
3.	Food & Dining/Fast Food Cravers	**22,451**	(3.10%)
4.	Shoppers/Value Shoppers	**21,440**	(2.96%)
5.	Banking & Finance/Avid Investors	**19,415**	(2.68%)
6.	Lifestyles & Hobbies/Business Professionals	**19,166**	(2.65%)
7.	Lifestyles & Hobbies/Outdoor Enthusiasts	**18,829**	(2.60%)
8.	Shoppers/Bargain Hunters	**18,741**	(2.59%)
9.	Home & Garden/Do-It-Yourselfers	**18,735**	(2.59%)
10.	Media & Entertainment/TV Lovers	**18,582**	(2.57%)
11.	News & Politics/Avid News Readers	**18,347**	(2.53%)

Secondary Interests

12.	Lifestyles & Hobbies/Family-Focused	**17,845**	(2.46%)
13.	Sports & Fitness/Sports Fans	**17,326**	(2.39%)
14.	Beauty & Wellness/Frequently Visits Salons	**16,788**	(2.32%)
15.	Travel/Travel Buffs	**16,604**	(2.29%)
16.	Media & Entertainment/Movie Lovers	**16,518**	(2.28%)
17.	Media & Entertainment/Book Lovers	**16,204**	(2.24%)
18.	Media & Entertainment/Music Lovers	**15,736**	(2.17%)
19.	Shoppers/Shopping Enthusiasts	**15,439**	(2.13%)
20.	Lifestyles & Hobbies/Shutterbugs	**15,321**	(2.12%)
21.	Food & Dining/Foodies	**14,165**	(1.96%)
22.	Beauty & Wellness/Beauty Mavens	**13,502**	(1.86%)
23.	Sports & Fitness/Health & Fitness Buffs	**13,415**	(1.85%)
24.	Vehicles & Transportation/Auto Enthusiasts	**13,092**	(1.81%)
25.	Technology/Technophiles	**12,755**	(1.76%)

GOOGLE ANALYTICS – GEOGRAPHY
JAN 2022 – DEC 2022 (BASE = 301,127 WEB VISITORS)

- 87% of the 2022 web visitors to the Rockport –Fulton website are the from US:
  - 54% are from Texas
  - The next highest states are Kansas, Maryland, Illinois, Virginia, California, North Carolina, Florida
  - Following those are NY, Ohio, Oklahoma, Penn, Missouri and Minnesota
- About 6% of web visitors originate from the UK, 2.5% from China and a little less than 2% from India.
- Less than about a half a percent originate from each of Canada, Japan, Mexico, Ireland, and the Netherlands

		258,972 % of Total: 86.00% (301,127)
1.	Texas	**145,857** (54.12%)
2.	Kansas	**14,899** (5.53%)
3.	Maryland	**10,167** (3.77%)
4.	Illinois	**9,916** (3.68%)
5.	Virginia	**7,991** (2.97%)
6.	California	**7,720** (2.86%)
7.	North Carolina	**7,417** (2.75%)
8.	Florida	**7,407** (2.75%)
9.	(not set)	**7,269** (2.70%)
10.	New York	**4,407** (1.64%)
11.	Ohio	**3,290** (1.22%)
12.	Oklahoma	**2,854** (1.06%)
13.	Pennsylvania	**2,422** (0.90%)
14.	Missouri	**2,316** (0.86%)
15.	Minnesota	**2,297** (0.85%)

GOOGLE ANALYTICS – TEXAS DRILL DOWN 2022 (145,857 WEB VISITORS)

		145,857 % of Total: 48.44% (301,127)
1.	Austin	**26,279** (17.01%)
2.	Houston	**20,891** (13.52%)
3.	Dallas	**18,699** (12.10%)
4.	Rockport	**17,000** (11.00%)
5.	San Antonio	**14,433** (9.34%)
6.	Corpus Christi	**7,510** (4.86%)
7.	Aransas Pass	**3,592** (2.32%)
8.	(not set)	**3,064** (1.98%)
9.	Portland	**2,602** (1.68%)
10.	Fort Worth	**1,000** (0.65%)
11.	New Braunfels	**986** (0.64%)
12.	Round Rock	**931** (0.60%)
13.	Victoria	**912** (0.59%)
14.	Georgetown	**875** (0.57%)
15.	Cypress	**812** (0.53%)

- **Website visitors primarily originate from Austin/Round Rock/Georgetown, Houston/Victoria, Dallas, the Rockport and San Antonio/New Braunfels areas**



JANUARY 2022 – DECEMBER 2022
TOP R-F WEBSITE SOURCES – MEDIUMS (301,127)

1.	(direct) / (none)	**104,034**	(33.08%)
2.	google / organic	**98,731**	(31.40%)
3.	eastads.simpli.fi / referral	**18,721**	(5.95%)
4.	adspreview.simpli.fi / referral	**17,588**	(5.59%)
5.	pdd_marin / social	**14,796**	(4.70%)
6.	members.rockport-fulton.org / referral	**11,217**	(3.57%)
7.	m.facebook.com / referral	**5,718**	(1.82%)
8.	westads.simpli.fi / referral	**5,004**	(1.59%)
9.	bs.serving-sys.com / referral	**4,635**	(1.47%)
10.	yahoo / organic	**3,944**	(1.25%)
11.	bing / organic	**3,909**	(1.24%)
12.	ads.simpli.fi / referral	**3,774**	(1.20%)
13.	l.facebook.com / referral	**3,288**	(1.05%)
14.	duckduckgo / organic	**2,240**	(0.71%)
15.	centralads.simpli.fi / referral	**2,137**	(0.68%)

- **The highest source/mediums providing traffic to the Rockport – Fulton website (after organic and search engines) are the social media and display campaigns**

DIGITAL CAMPAIGN ANALYTICS

DIGITAL/ONLINE REPORT
JANUARY 2022 – DECEMBER 2022

- Between Jan and August 2022, the digital/online campaign achieved over 11 million impressions; up from 8,000,000 the year before:
  - Clicks totaled 34,367 with a CTR of . 31%
  - There were about another nearly 7500 consumer actions resulting in an overall click/engagement rate of almost .40% over the course of the year

- Additionally, the campaign overdelivered on impressions by 66%, as 6.7 million impressions had been budgeted and about 11.08 million were achieved. This equates to about $30,000 in value-added exposure

	Jan 22	Feb 22	March 22	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Total 2022
Budget ($)	6,000	8,500	8,500	8,500	8,500	8,500	8,500	6,000	4500	4500	4500	4500	81,000
Impressions	1,338,931	1,123,738	1,276,315	1,174,939	969,456	870,722	932,352	798,474	582,495	607,238	716,573	690,753	11,082,006
Clicks	4850	3620	4707	3965	2806	2014	2362	920	1276	2,508	2729	2610	34,367
CTR (%)	.36	.32	.37	.34	.29	.23	.25	.12	.22	.41	.38	.38	.31
Consumer Actions	1522	1112	1387	1146	490	406	340	155	226	264	211	150	7,409
Estimated # Seeing Ad	117,967	99,088	112,451	103,519	85,415	76,716	82,146	70,350	48,541	50,603	59,214	57,563	963,573
Total Click Rate* (%)	.48	.42	.48	.44	.34	.28	.29	.13	.26	.46	.41	.40	.38

DISPLAY GEOGRAPHIC TRACKING
JANUARY 2022 – DECEMBER 2022

- Overall, in 2022, the display tactic achieved almost 12,000 clicks from San Antonio, 10,000 from Houston and 12,735 from Austin on just almost 9 million impressions.
- This equates into nearly a .4% Click Thru Rate. All three markets performed well.

	Jan 22	Feb 22	March 22	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Total 2022
San Antonio													
Impressions (000)	358.5	322.5	372.3	358.0	278.7	358.0	281.4	192.8	174.0	174.1	225.2	188.7	3,284.2
Clicks	1402	1137	1382	1273	913	1273	883	569	429	779	926	839	11,805
CTR (%)	.39	.35	.37	.36	.33	.36	.31	.30	.25	.45	.41	.44	.36
AUSTIN													
Impressions (000)	250.6	231.4	267.8	253.3	210.4	253.3	190.1	145.5	91.7	170.0	210.3	236.8	2,286.2
Clicks	1195	894	1180	972	754	972	482	565	261	788	813	798	9674
CTR (%)	.48	.39	.44	.38	.36	.38	.25	.39	.28	.46	.39	.34	.42
HOUSTON													
Impressions (000)	534.4	383.9	434.5	373.2	290.4	373.2	273.5	161.2	174.8	160.8	173.6	161.9	3,515.2
Clicks	1985	1331	1789	1439	847	1439	807	215	388	783	864	848	12,735
CTR(%)	.37	.35	.41	.39	.29	.39	.30	.13	.22	.49	.50	.52	.36

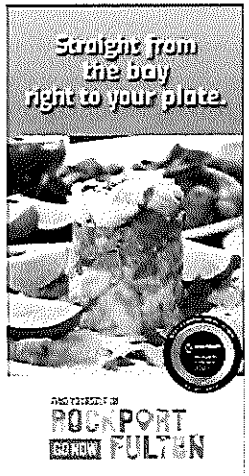
SOCIAL ENGAGEMENT
JANUARY 2022 – DECEMBER 2022

- Overall, the social campaign achieved 26,228 engagements during 2022. Almost 2 in 3 consumers clicked the link to find out more and/or engage.

- Among those clicking, 28% posted a reaction, and 17% of those made a comment (net to 5% of clicks).

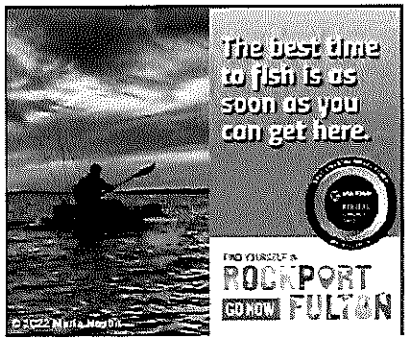
	Jan 22	Feb 22	March 22	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Total 2022
Engagements	5300	3700	4209	3554	1700	1388	1460	1400	844	1034	986	653	26,228
Link Clicks	4031	2746	3073	2606	1499	1191	1305	1285	756	813	823	564	17,092
Reactions	1145	780	916	781	243	165	125	129	77	200	140	77	4,778
Comments/Posts Saves/Etc.	206	115	175	167	35	26	25	19	11	21	23	12	835

AD PERFORMANCE IS EXCELLENT



People were most likely to engage in our 300x600 Seafood ad for the month of March.

March 2022



In the month of April, people engaged in our 320x50 Fishing ad the most.

April 2022

Creative Performance



June 2022

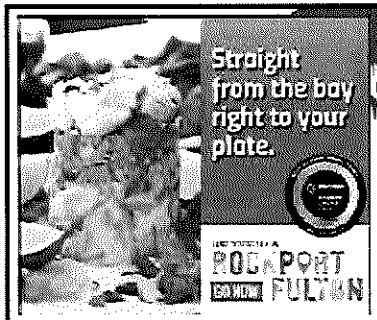
During our campaign, people were mostly likely to engage in our 320x50 ad size for the month of June.



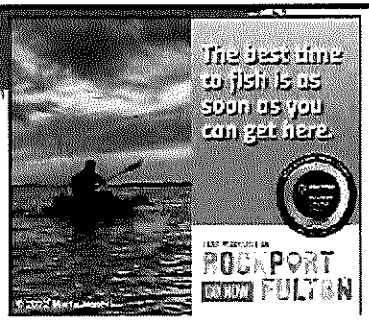
For the month of July, our large horizontal 728x90 ad size performed the best.

July 2022

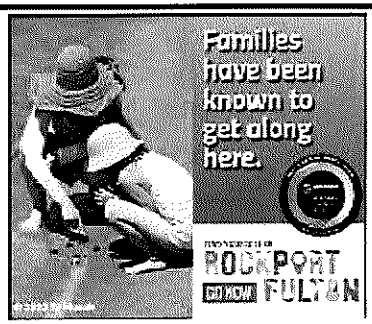
AD PERFORMANCE – HIGH CTRs



300x250 Sample
2.53 CTR

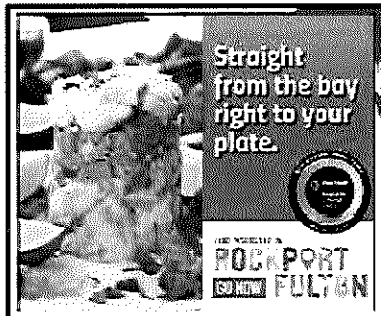


300x250 Sample
2.24 CTR

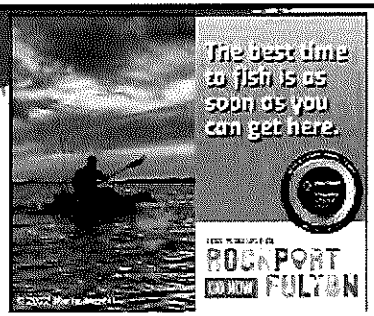


300x250 Sample
4.08 CTR

October and November 2022



300x250 Sample
6.74 CTR



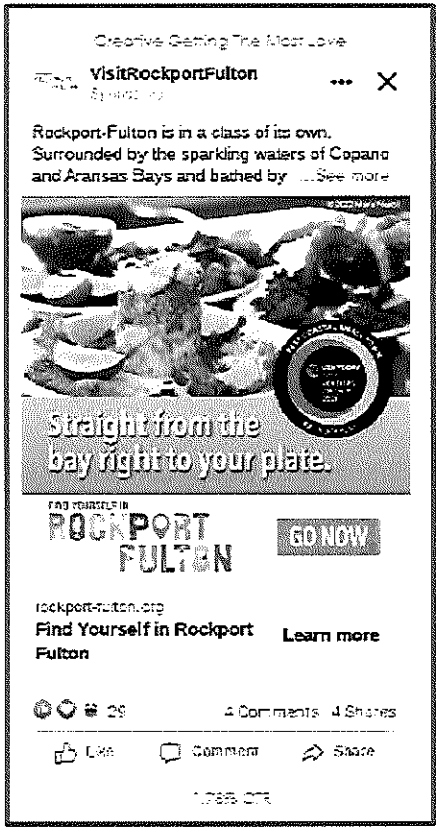
300x250 Sample
3.79 CTR



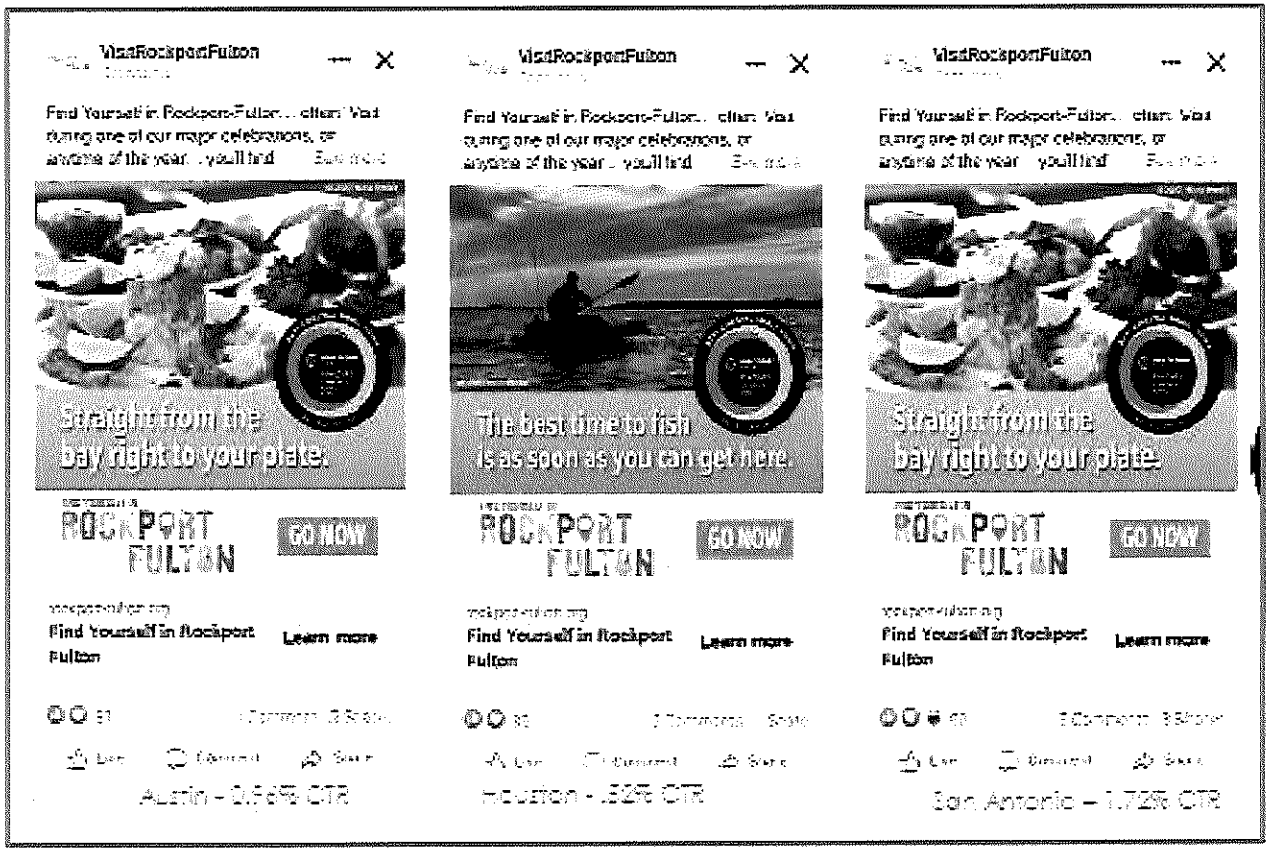
300x250 Sample
4.35 CTR

December 2022

SAMPLES OF SOCIAL ADS – HIGH CTRs

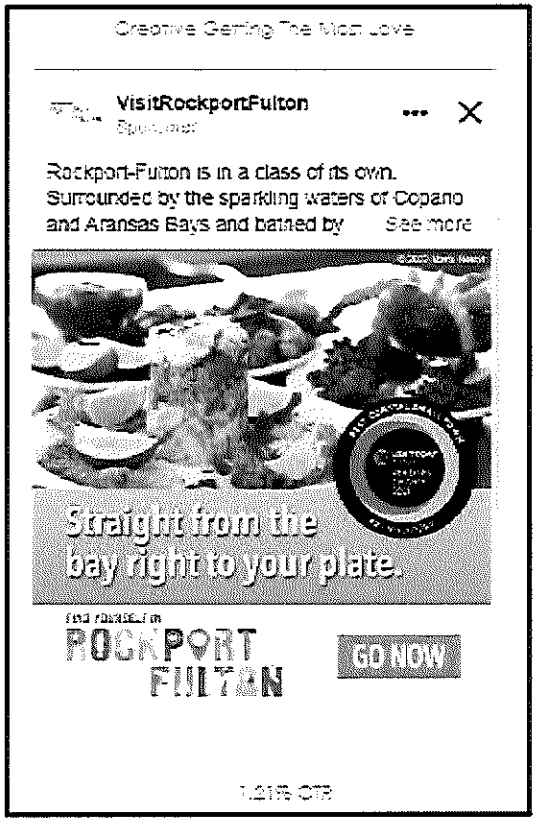


Summer 2022



September 2022

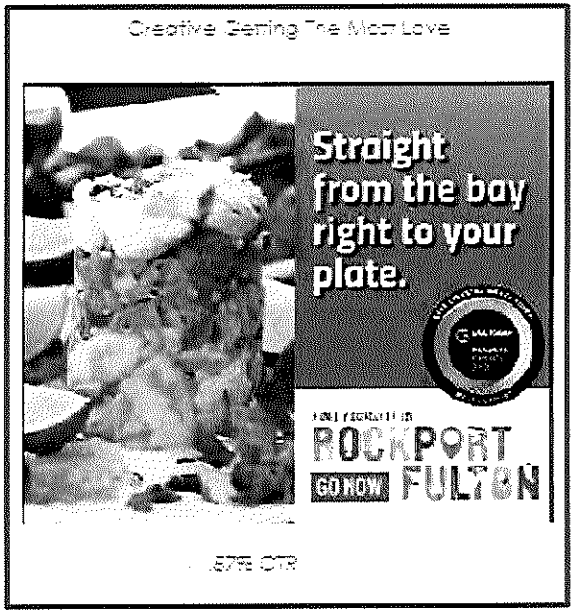
SAMPLES OF SOCIAL ADS – HIGH CTRs



October 2022



November 2022



December 2022

SAMPLE WEBSITES R-F ADS ARE SEEN ON

- People.com
- HGTV.com
- CVSNews.com
- FinanceBlvd.com
- CNN.com
- TheTravel.com
- MyRecipes.com
- Pandora App
- HBO.com
- Roku.com
- PetSmart.com
- ExpressNews.com
- Kayak.com
- FamilyMinded.com
- Bustle.com
- ABC13-Houston.com
- KHOU.com
- GreenGlobalTravel.com
- EatsDelightful.com
- CBSsports.com
- Expedia.com
- News4SanAntonio.com
- MySanAntonio.com
- Lyft.com
- Travelocity.com
- FoxSanAntonio.com
- KSAT.com
- Lowes.com
- USAToday.com
- ESPN.com
- KENS5.com
- TravelAwaits.com
- TheTravel.com
- FoodForTravel.com
- TheDailyMeal.com
- Travelocity.com
- Express-News.com
- HandLuggageOnly.com
- RealLifeDaily.com
- AccuWeather.com
- BuzzFeed.com
- Forbes.com
- Easyfamilyrecipies.com
- AustinChronicles.com
- CBSAustin.com
- Livingly.com
- EatingOnADime.com
- Tripdvisor.com
- Booking.com
- ExecutiveTraveler.com
- FamilyDestinationGuide.com
- PriceLine.com
- AirBnb.com
- TravelingLifestyle.com
- TravelDudes.com
- Weatherbug.com
- TravelandLeisure.com
- Fox7Austin.com
- News4Jax.com
- HGTV.com
- FamilyThis
- YouTube
- Quizlet
- Bustle
- Thrillist
- TravelCity

DEEPER DISCOVERIES – CONSUMER RESPONSE

- Other demographics/lifestyle data regarding responders to the digital campaign include:
  - The majority continue to be married and parents
  - Household income is typically >$60K with between 30% - 38% at $125K or above – consumer HH Income increases during summer and fall
  - Regarding lifestyle groups:
    - About one in three responders are usually Gen Xers (Age 40-54) and another one in three are Baby Boomers (Age 55+)
    - Millennials (Age 25-39) typically account for 16-19% of those responding to the ads
    - Gen Z (Age 18-24) typically account for between just under 10% of responders

- Interests of the responding consumers include:
  - Vacation Planners
  - Family-Focused (Family Travelers)
  - Outdoor Enthusiasts
  - Travel Buffs
  - Celebrity Gossip Cravers
  - Social Media Enthusiasts
  - Cooking Enthusiasts
  - Business Professionals
  - Water Sports Enthusiasts
  - Brides

GEOFENCE CONVERSION TRACKING
JANUARY 2022 – DECEMBER 2022

- About 800 consumer mobile device could be tracked to have shown up within the Rockport-Fulton area after seeing the Rockport – Fulton ad via the geofence tactic during 2022, with the vast majority (almost 60%), being "first time" visitors.

	Jan 22	Feb 22	March 22	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Total 2022
Impressions (000)	177.8	169.3	183.4	172.4	171.5	172.4	169.3	169.3	123.7	91.1	90.5	91.5	1,782.2
Clicks	228	204	302	224	236	224	176	207	170	136	115	114	2336
CTR	.13	.12	.16	.13	.14	.13	.10	.12	.14	.15	.13	.11	.13
Visited After Seeing Geofence Ad	62	59	59	62	79	55	23	71	98	85	75	72	800
New or First Time Visitors	37	41	41	49	56	40	16	47	32	42	29	28	458
Conversion	.27	.29	.20	.28	.33	.25	.13	.34	.57	.63	.65	.63	.34

FACEBOOK ANALYTICS
2022 REPORT

FIND YOURSELF IN

ROCKPORT
FULTON

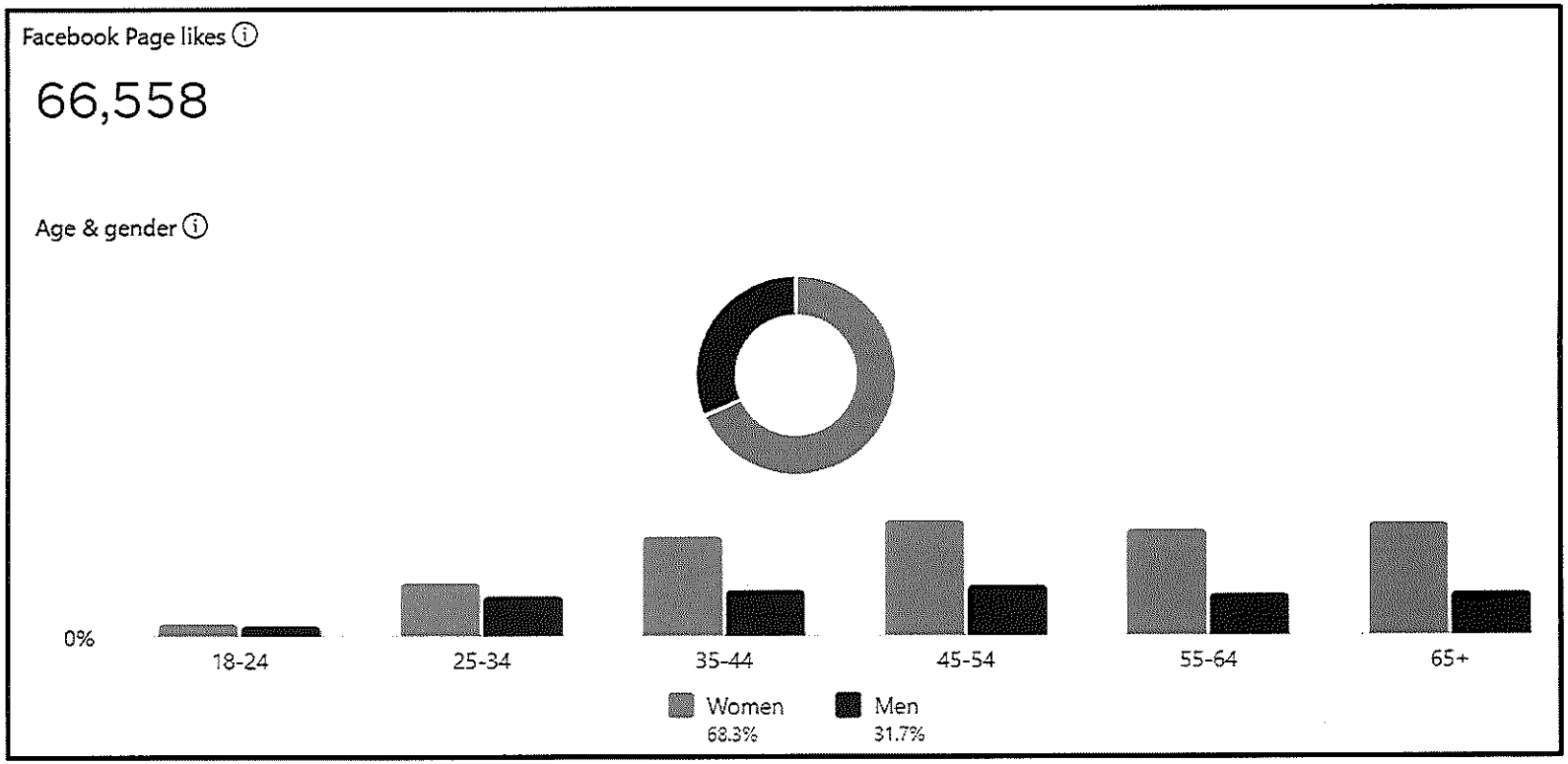
PROST MARKETING INC
4007 McCULLOUGH AVE #510
SAN ANTONIO, TEXAS 78212
(210-415-0981)

PROST
MARKETING, INC.

FACEBOOK DEMOGRAPHICS - 2022

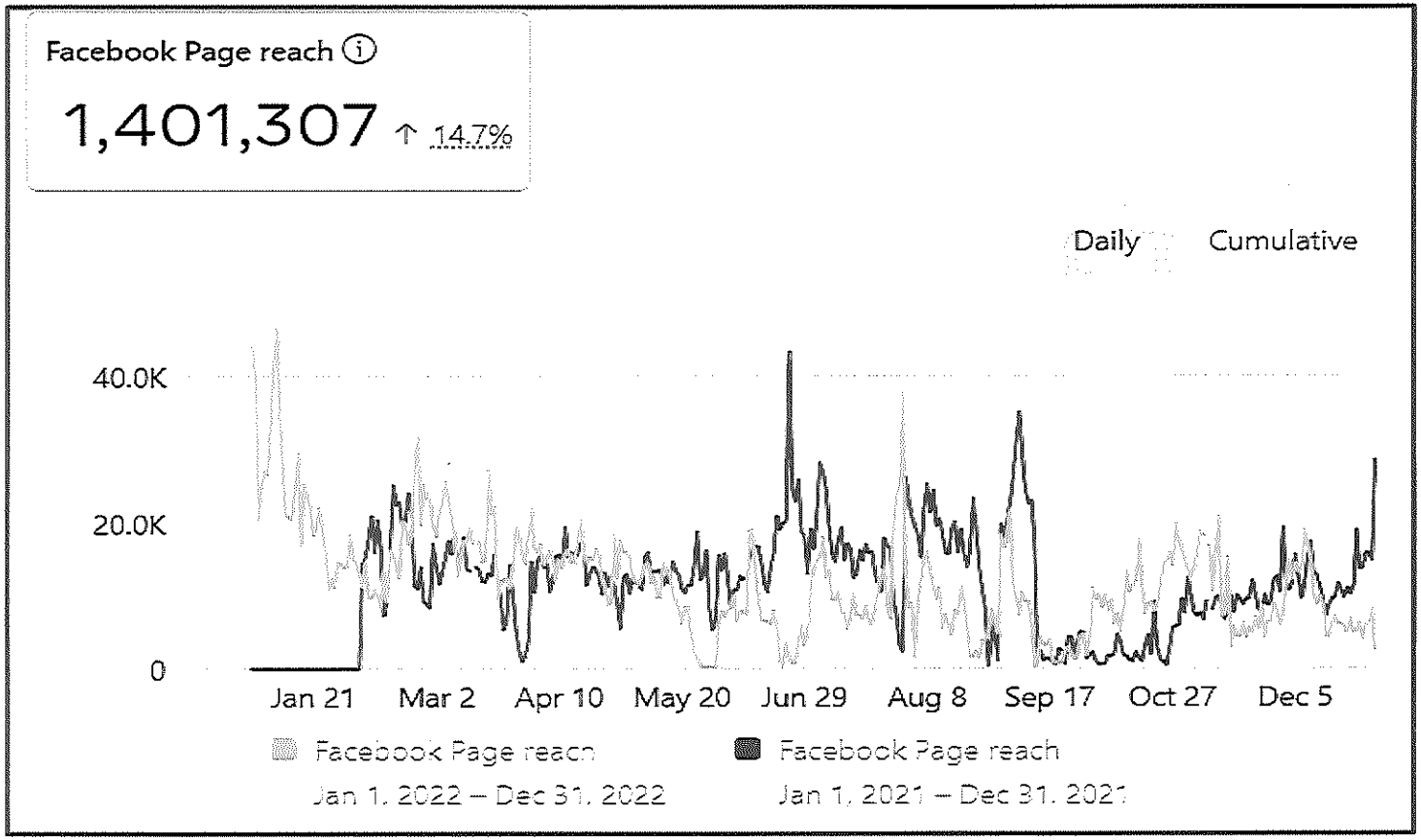
US Rockport – Fulton Fans: Data based on about fans totals nearly 67,000 (page likes). The page likes number has not changed significantly recently:

- Females (68%) out weight males (32%) as fans
- Key age segment is cohorts 35 to 64 years old; women are also 65+



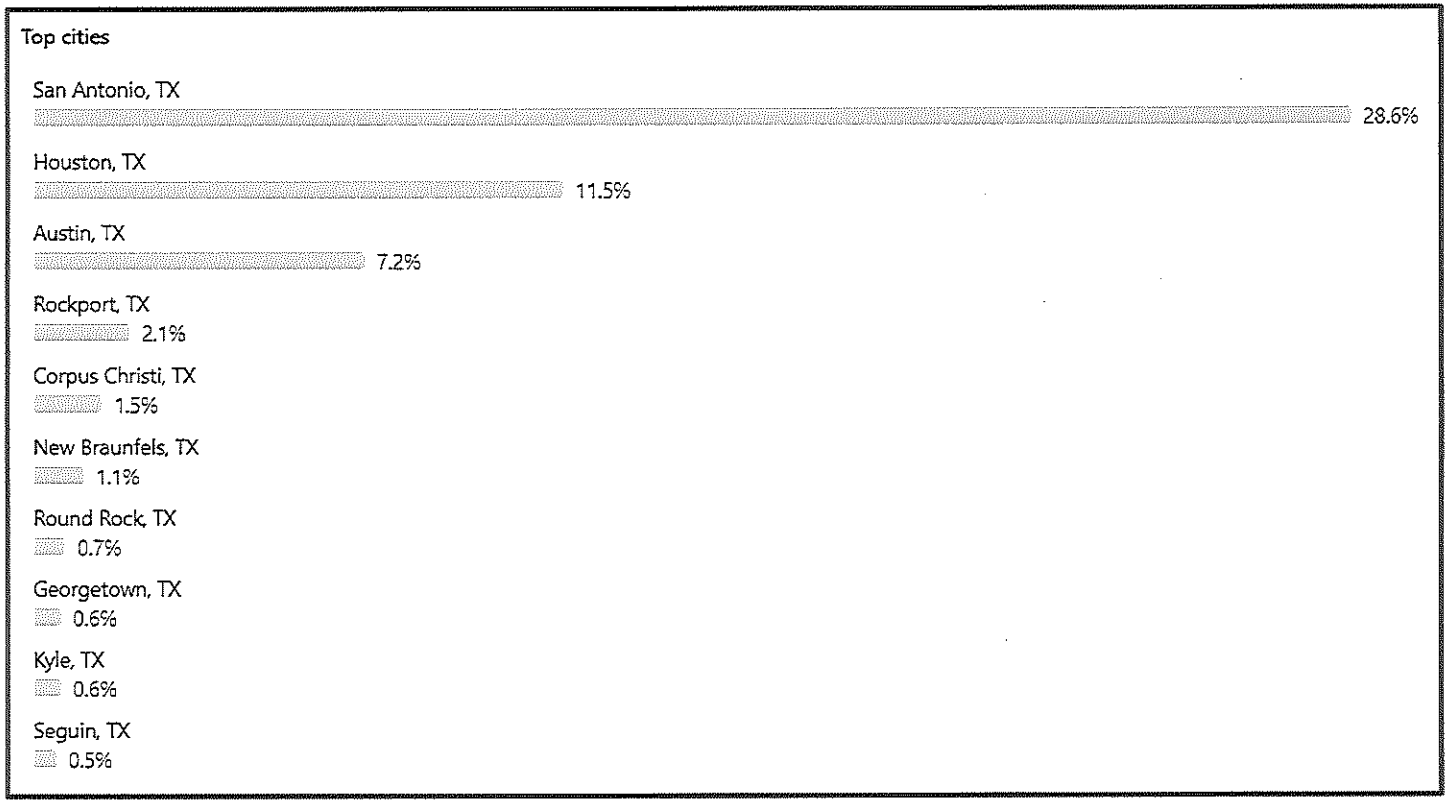
FACEBOOK REACH
(2022 vs 2021)

- FB campaigns reached over 1.4 million consumers during 2022. This was 15% higher than 2021.
- (See graph below)
- The campaign totaled 1.3 million for the entire year in 2021.



FACEBOOK LIKES:
GEOGRAPHIC POINTS OF ORIGIN DEC 2022

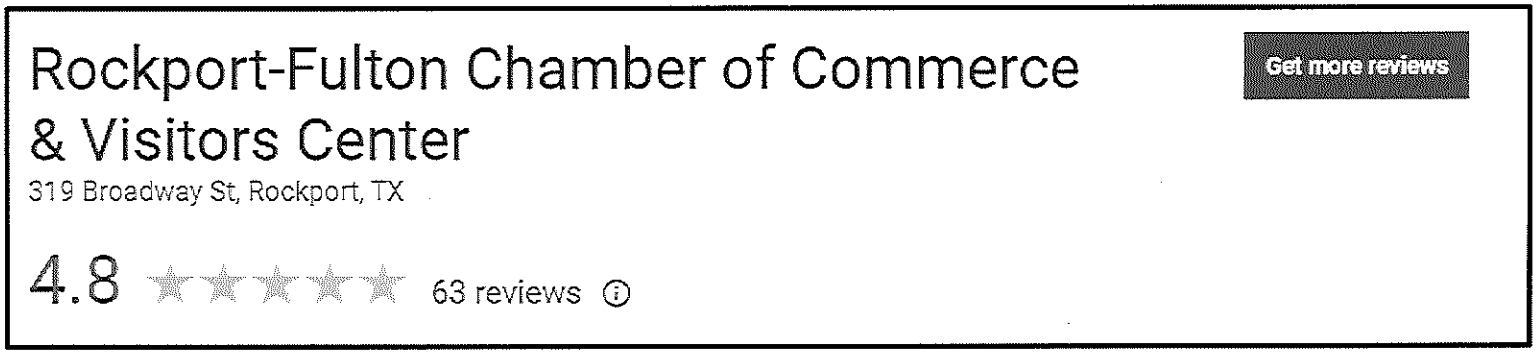
- **San Antonio area (~30%), Houston (12%), Austin/Round Rock (8%) and Rockport/Corpus Christi area (4%) are key geographic points of origin for Rockport – Fulton Facebook page users**



GOOGLE MY BUSINESS

GOOGLE MY BUSINESS
5-STAR REVIEWS

As of Dec 2022, Rockport – Fulton Chamber and Visitors Center has 63 reviews with an average score of 4.8 out of 5 stars.



SAN ANTONIO MARKET CONSUMER SURVEY CONDUCTED FOR

FIND YOURSELF IN ROCKPORT FULTON

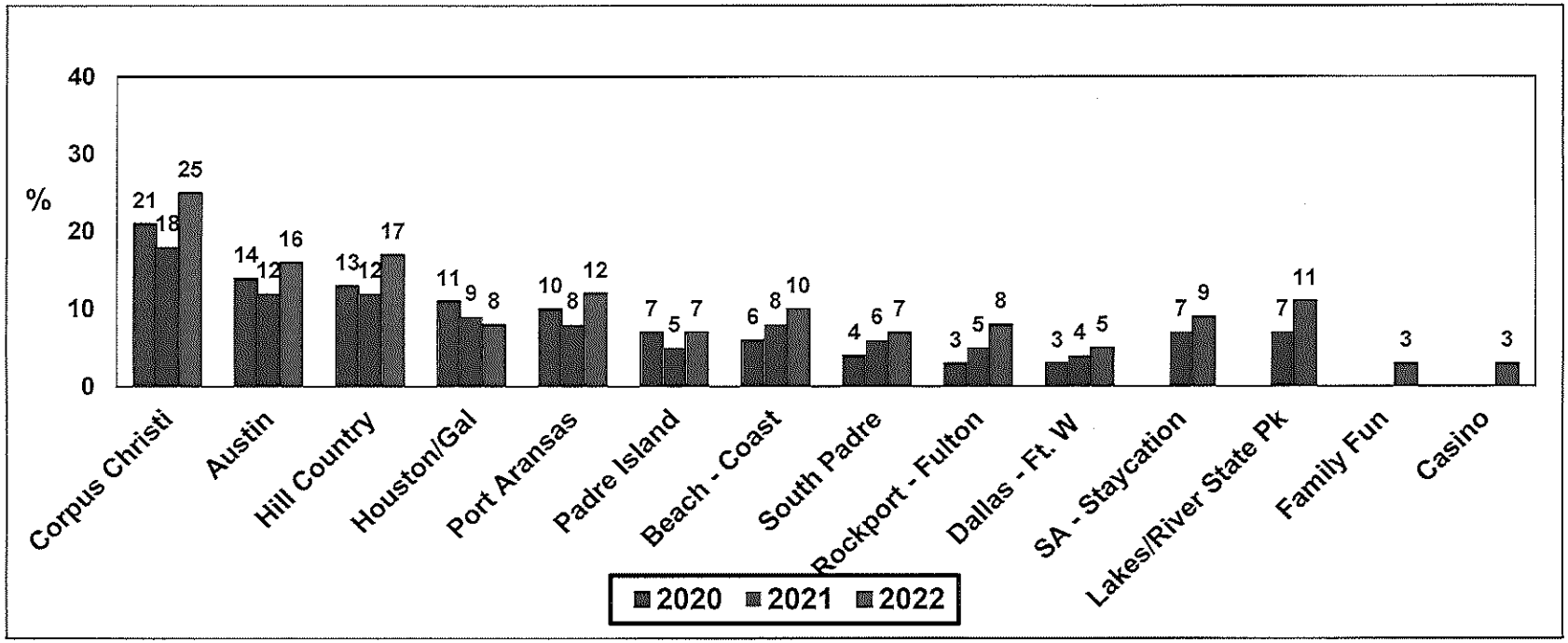
APRIL 2022

PROST MARKETING INC
4007 McCULLOUGH AVE #510
SAN ANTONIO, TEXAS 78212
(210-415-0981)

PROST
MARKETING, INC.

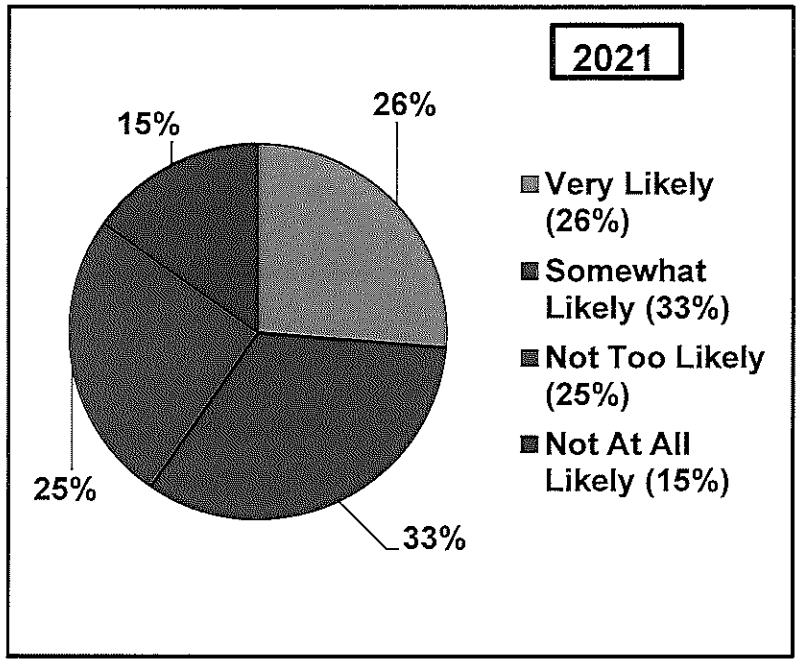
DESTINATIONS SAN ANTONIANS WOULD THINK TO TRAVEL TO WITHIN A 3-HOUR DRIVE OF SAN ANTONIO (UNAIDED)

- San Antonio consumers were asked to type in which leisure travel destination or location they might want to travel to for a getaway or family vacation within a 3-hour drive of San Antonio:
  - Beach destinations continue to dominate overall, with the percentages for these destinations increasing (Port Aransas, Padre Island, South Padre, Beach/Coast)
  - Rockport – Fulton has seen steady increases (from 3% to 8%) as a preferred destination over the past three years
  - References to the Hill Country is now up to 17% (from the 12%-13% range)
  - Staycation (in San Antonio) also increased from 7% to 9%
  - Going to area lakes, rivers, and State Parks is up from 7% to 11%
  - For the first time, there were also general references to family fun (3%) and going to a casino (3%)



LIKELIHOOD TO TRAVEL TO ROCKPORT – FULTON IN NEAR FUTURE - 2022

- When asked their likelihood to travel to Rockport – Fulton in the near future, almost 2/3s are positively predisposed to visit the Rockport area - with almost three in ten (28%) indicating they are "very likely" to consider traveling to Rockport – Fulton and another 37% "somewhat likely"
  - Last year 59% were predisposed to travel to Rockport – Fulton, with about one in four (26%) indicating they are "very likely" to consider traveling to Rockport – Fulton and another 33% "somewhat likely"



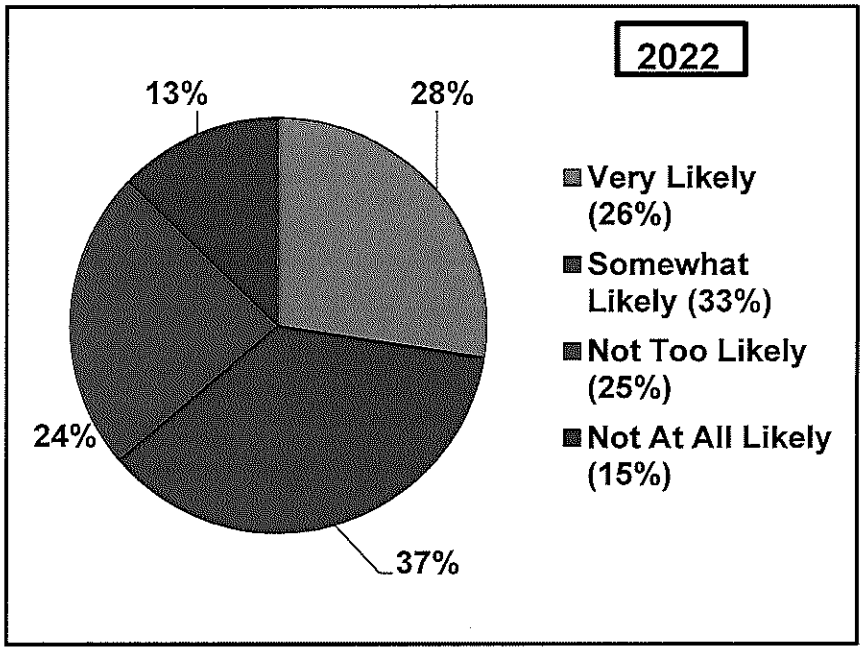
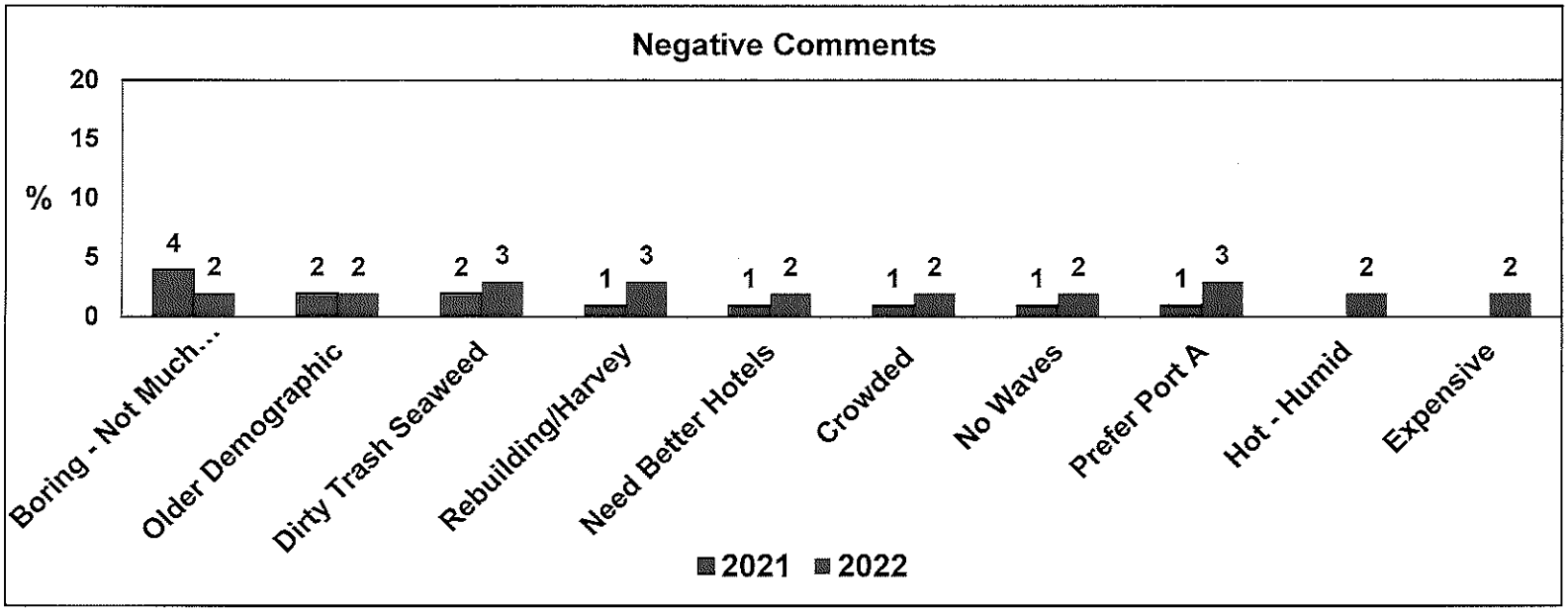


IMAGE OF ROCKPORT-FULTON AS A TEXAS COASTAL DESTINATION
WORD CLOUD (FULL VERBATIMS PROVIDED SEPARATELY)



IMAGE OF ROCKPORT – FULTON 2021 AND 2022 (UNAIDED)

- Consumers were asked to provide a description of their image of Rockport-Fulton as a Texas coastal travel and tourism destination.
  - Consumers provided a few negative responses (2% to 3% each):
    - Boring – not much to do
    - Appeals to an older demographic
    - Dirty – trash – seaweed
    - Still rebuilding from the storm
    - Crowded
    - Needs more hotels
    - No waves
    - Prefer Port Aransas
    - Hot – humid
    - Expensive



FIND YOURSELF IN

ROCKPORT FULTON

Prost Marketing, Inc.
4007 McCullough Ave #510
San Antonio, TX 78212

PROST
MARKETING, INC.

HEADS IN BEDS MODEL OVERVIEW

FIND YOURSELF IN

ROCKPORT FULTON

FEBRUARY 2023

PROST MARKETING INC
4007 McCULLOUGH AVE #510
SAN ANTONIO, TEXAS 78212
(210-415-0981)

PROST
MARKETING, INC.

MODEL USING # OF HOTEL ROOMS AS BASE - 4Q 2022

Base = Rockport - Fulton # of Hotel Rooms	4Q 2022
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	1975
2. Number of Nights in 4Q 2022 (Oct - Dec)	92
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	181,700
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	45.20%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	82,128
6. Number of Visitors in Each Room (Size of Party Assumption)	1.9
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	156,044
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	4
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	624,176

1. Start with Number of Hotel Rooms in Rockport – Fulton
2. Determine the number of Available Nights in 4Q 2022 (Oct – Dec) [92]
3. Calculate the Number of Available Room-nights to Sell in Rockport (Multiply #1 c #2)
4. Apply Occupancy Rate (Estimated by Source Strategies – State of Texas, Metro, hotels)
5. Calculate Room Nights Sold (Multiply #3 X #4)
6. Estimate the # of Visitors Staying in Each Room (Size of Party Assumption – Differs by Season)
7. Calculate the # of Hotel-Based Visitors (Multiply #5 by #6)
8. Estimate the Number of Nights a Visitor Spends in Rockport – Fulton (Differs by Season)
9. Multiply the # of Hotel-based Visitors by the # of Nights Visitor Spends in the Hotel

Texas Maritime Museum

FUNDING HISTORY						
FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	Requested FY 23-24
$ 75,000	$ 75,000	$ 75,000	$ 70,000	$ 65,000	$ 75,000	$100,000

TEXAS MARITIME MUSEUM

1202 Navigation Circle · Rockport, Texas 78382 · (210) 249-1800 · Fax (361) 729-9938 · (866) 729-AHOY · E-mail: jparkoff@texasmaritimemuseum.org

2022-2023
Board of Trustees
****

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Interim President

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Chad Lee

Cody Revel

Josh Nguyen

Veronica Medina

Scott McKay

May 22, 2023

Mayor Jayroe and Council Members
City of Rockport, Texas
2751 State Hwy 35 Bypass
Rockport, Texas 78382

RE: Hotel/Motel Occupancy Fund Application for 2023-2024

Dear Mayor and Council Members,

Please find attached to this letter, the requested Hotel/Motel Occupancy Fund Application for 2023-2024.

We are diligently working to process all of the collected zip codes and the number of heads to beds from the 2023 – 26th Annual Rockport Wine Festival that took place on May 27th. I look forward to sharing that information with you in my next quarterly report.

Thank you for your time.

Sincerely,

Justin Parkoff, PhD, RPA
Executive Director &
Marine Archaeologist

Hotel Occupancy Tax Funding Application 2023-2024

Date: May 20, 2023

Organization Information

Name of Organization: Texas Maritime Museum

Address: 1202 Navigation Circle

City, State, Zip: Rockport, TX 78382

Contact Name: Justin Parkoff, P.HD Contact Phone Number: 210-249-1800

HOT Contract Email: curator@texasmaritimemuseum.org

Web Site Address for Event or Sponsoring Organization: texasmaritimemuseum.org

Type of Organization: ____ Governmental ✓ Non-Profit ____ Private/ For-Profit

Tax ID #: 74-2097680 Organization's Creation Date: 1987, doors opened 1989

Purpose of Organization: The mission of the Texas Maritime Museum is to educate and excite the public about Maritime history and its importance to the development and current livelihood of our great state.

Event Information

Name of Event or Project: Texas Maritime Museum

Date of Event or Project: July 1, 2023 - June 30, 2024

Primary Location of Event or Project: 1202 Navigation circle, Rockport, TX 78382

Amount Requested: $ 100,000.00

How will the funds be used: Advertising, office supplies, website, salaries, and applicable operating expenses.

- Please see Exhibit A for proposed 2023-2024 budget.

Primary Purpose of Funded Activity/Facility:

The continued development of tourism and assistance with costs related to fundraising.

Percentage of Hotel Tax Support of Related Costs

33 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

31 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

36 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 75 %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category: Please see Exhibit B for 2023-2024 budget request.

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☑ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $ 33,000.00

☑ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ 36,000.00

☑ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $ 31,000.00

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $ —

How many individuals are expected to participate in the sporting related event? —

How many of the participants at the sporting related event are expected to be from another city or county? —

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

—

—

—

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $ —

What sites or attractions will tourists be taken to by this transportation? —

—

—

Will members of the general public (non-tourists) be riding on this transportation? —

What percentage of the ridership will be local citizens? —

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ —

What tourist attractions will be the subject of the signs?

—

—

—

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 34

2. Expected Attendance: 16,000 Prior year's attendance: 13,168
   18,000 + with wine festival

3. How many people attending the Event or Project will use City of Rockport hotels? 5,000 +

   Number of nights will they stay: N/A

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   No, the museum is one of many attractions that bring people into Rockport rather than a singular event.

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

   Please see Exhibit C for other hot funds.

Event Date	Assistance Amount			Number of Hotel Rooms Used
	City HOT Funds	Others (Aransas)	Fulton	
2020 - 2021	$ 71,400	$ 24,253	/5,000	N/A
2021 - 2022	$ 66,250	$ 30,595.77	↓	N/A
2022 - 2023	$ 70,000 to date	$ 30,059.38 to date	$5,000	1,922 ★

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   The museum collects zip codes, Hot Fund applicable locations, # of nights stayed on all admissions and special events. This data gives travel percentages from all regions.

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   Aransas County, HEB, Margaret Sue Rust Foundation, Nystrom Family Foundation, Ed Rachel Foundation, Castaways.

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   Admission is charged. We do not expect a net profit this year. If we do, it will be used for museum repairs and general operations.

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $ 2,000
   Radio: $ 0
   TV: $ 5,500
   Other Paid Advertising: $ 19,000

   Number of Press Releases to Media 7
   Number Direct Mailings to out-of-town recipients 0

   Other Promotions Digital newsletters and emails country wide.

9. Will you include a link to local hotels on your website for booking during this event?
   Local hotels will be posted on our website and Facebook.

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
    Only for special events such as Wine Festival or guest lectures.

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
    Continuing online ticket sales through Event Bright (sales up 16.7% since last year), new website with Google search ranking, increased social media platforms, diverse online Festival advertising selling, etc.

12. What geographic areas does your advertising and promotion reach?
    (1) Rio Grande Valley, Austin, San Antonio, Houston (Primary targets)
    (2) Winter Texans on email list, Dallas/Fort Worth (secondary)

13. How many individuals will your proposed marketing reach who are located in another city or county? 1 million +

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

    Expected Attendance Monthly/Annually: Monthly Avg. 1,333/16,000 yearly/18,500 with Wine Festival

    Percentage of those in attendance that are staying at area hotels/lodging facilities: 54 %

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

EXHIBIT A

July 2023 - June 2024

Proposed Budget for the Texas Maritime Museum

Income:	
Admissions	40,000.00
Contributions income	7,500.00
Cookbook Sales	500.00
Educational Events	6,500.00
Fundraiser Income	230,000.00
Grants	185,100.00
Hotel/Motel Tax Income	106,400.00
Interest Income	3,000.00
Membership Dues	15,000.00
Museum Store Transfer	6,000.00
Total	**600,000.00**
Expenses:	
Advertising/Promotions	25,000.00
Bank Service Charge	5,000.00
Collection Management	500.00
Contract Services (Serenity Allen $15K+Clean Sweep same)	21,000.00
Curatorial Exhibits	50,000.00
Dues	1,000.00
Educational Programs	40,000.00
Employee Health Insurance (Humana)	15,000.00
Fundraiser Expenses (3 events) less advertising	110,000.00
Legal Accounting (Review only/no audit)	3,000.00
Maintenance	100,000.00
Museum Development	5,000.00
Museum Insurance	26,000.00
Office Supplies	8,500.00
Payroll Expenses (see spreadsheet for information	165,000.00
Utilities	25,000.00
Total Projected Expenses	**600,000.00**
NET Income	**0.00**

EXHIBIT B

BUDGET REQUEST-TMM

CATEGORY	REQUESTED FOR YEAR 2023-2024	GRANTED
Advertising	$30,000.00	
Curatorial	$18,000.00	
Salaries	$35,000.00	
Education	$11,000.00	
Office Supplies	$3,000.00	
Website Maintenance	$3,000.00	
Total	**$100,000.00**	

EXHIBIT C

TEXAS MARTIME MUSEUM

LIST OF OTHER HOT FUNDS ACQUIRED FOR 3 YEARS

1. ARANSAS COUNTY:

2019/ 3rd quarter- July-Sept.	$4,471.29
2019/ 4th quarter- Oct.-Dec.	$5,854.00
2020/ 1st quarter- Jan.-March	$2,166.21
2020/ 2nd quarter- April-June	$1,072.45
	$13,563.95

2020/ 3rd quarter- July-Sept.	$2,873.92
2020/ 4th quarter- Oct.-Dec.	$9,476.58
2021/ 1st quarter- Jan.-March	$4,273.30
2021/ 2nd quarter- April-June	$7,630.01
	$24,253.81

2021/ 3rd quarter- July-Sept.	$12,860.68
2021/ 4th quarter- Oct.-Dec.	$6,372.60
2022/ 1st quarter- Jan.-March	$3,732.48
2022/ 2nd quarter- April-June	$6,935.24
	$29,901.00

2022/ 3rd quarter- July-Sept.	$14,373.84
2022/ 4th quarter- Oct.-Dec.	$5,833.30
2023/ 1st quarter- Jan.-March	$2,917.00
2023/ 2nd quarter- April-June	Pending
	$23,124.14

2. FULTON:

2020/ 3rd quarter- April-June	$0.00
2020/ 4th quarter- July-Sept.	$5,000.00
2021/ 1st quarter- Oct.-Dec.	$0.00
2021/ 2nd quarter- Jan.-March	$0.00
2023/ 3rd- April-June	$5,000.00
	$10,000.00

3. ROCKPORT:

2019-2020 (Full year, not quarterly)	$75,000.00
2020-2021 (Full year, not quarterly)	$73,800.00
2021-2022 (Full year, not quarterly)	$52,000.00
2022-2023 (Full year, not quarterly)	$75,000.00
	$275,800.00

TEXAS MARITIME MUSEUM

MARKETING PLAN PROPOSAL

2023-2024

Marketing requires an understanding of five basic principles to be most effective:

- Product
- Public
- Price
- Production
- Promotion

We know what we are selling, who we are trying to access, where it will be sold, and how it will be produced, which takes us to the step of promoting. The Texas Maritime Museum has established an effective marketing plan to further our mission of exciting and educating the tourists regarding Texas' maritime history and providing ample opportunities to promote tourism in Aransas County. For the upcoming fiscal year our marketing plan will be accomplished through the following goals established under key criteria for soliciting hotel occupancy funds:

I. Planning for the Future:

The Texas Maritime Museum initiated a new revitalization campaign in 2021 called "Full Ahead". This campaign includes a more concise mission statement and vision for the museum's future, enabling our organization to change its direction. The museum is moving forward by showcasing the broader story of the Texas Gulf Coast rather than just local maritime history. The importance that maritime culture has had upon Texas' history, development, and current economic prosperity cannot be understated. To achieve this expanded narrative, the museum is undergoing an extensive internal rehabilitation with expanded themes.

What does "Full Ahead" mean? Planning for the future through a revitalization campaign of the museum's exhibits. The intent of the Board of Trustees is to build upon the museum's successful thirty-three-year

foundation. Current exhibits are being updated to be more engaging. New significant exhibits are being added to broaden the maritime story of the full Texas Coast.

"Full Ahead" Goals:

1) Promote tourism to our community. Increase financial support of the Texas Maritime Museum through regular and repeat visitor attendance and membership.

2) Improve our educational impact by broadening the Texas maritime story by incorporating new significant exhibits into the museum.

3) Ensure future reaccreditation with the American Alliance of Museums by modifying existing exhibits to meet accessibility standards and incorporating cultural diversity in the maritime stories.

4) Embrace technology as a means of improving the experience of the museum visitor, frequently refreshing exhibits, and strengthening the story of "why" is maritime important to Texas.

II. Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel/Convention Industry:

Educational Events will begin with the assistance of other non-profit organizations and the Educator, Shelly Knostman. The executive director, Justin Parkoff, Ph.D., and Shelly continue to collaborate to provide innovative and interactive activities, summer camps, events, and exhibits for children/adult audiences.

The Texas Maritime Museum is continuing to work on a permanent exhibit on the second floor dedicated to the maritime battles in Texas during the American Civil War. This exhibit consists of numerous models, interactive displays, and historical artwork depicting these battles.

The Texas Maritime Museum's 27th Annual Mah- Jongg Tournament will be held in 2024 at the Rockport Country Club. This event continues to attract players from all over the state of Texas as well as, out of state.

The 27th Annual Rockport Wine Festival will be the largest fundraiser for the museum and continues to attract visitors from across the nation and on an international level. The detailed zip code report and Hot Fund participating locations requires accurate data to be collected and entered into an EXCEL spreadsheet at the conclusion of the festival Tickets may be purchased for the event on the Museum website prior to the event. A market plan to promote the event through digital media, television, radio, small print, and large-scale printing was created in March 2023 and will be expanded throughout 2024.

III. Promotion of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:

As stated in Section I, the Texas Maritime Museum is expanding our exhibits by working with a team of experts in the field of maritime research. This team includes marine archaeologists Dr. Justin Parkoff, Amy Borgens, Dr. Sam Cuellar, Professor Tom Oertling, and well-published historians Andrew Hall, Edward Cotham Jr., and Donald Frazier. The team includes the renowned marine artist Dr. Peter J. Rindlisbacher who has dedicated most of his career to carefully researching and accurately painting some of the most important events and periods in Texas' rich history. These encompass the numerous seas battles that took place along our coast during the Texas Navy Period and the Civil War Union's extensive blockade of Texas. The diversity also delves into other documented periods of Texas' history. This started with the early Native American Karankawa coastal trade, Spanish and American colonization, the western river steamboat cotton trade, the golden age of the Morgan steamers, and the massive offshore industries that dot our coastline.

A. The Texas Maritime Museum holds the original watercolors of the Texas Lighthouses painted by Mr. Harold Phenix in 1990. This exhibit has been a source of attraction since the opening of the Museum in 1989 and especially from the Hill Country and his former home sites. The entire oil painting collection, a total of 13 is award-winning and helps in perpetuity for Harold (deceased 2009) and his family. A true ambassador for the Museum and in-house artist forever. In addition to our original Phenix collection, two more paintings were donated by Joanie Phenix and are now on display. Paintings of the Smith House and the Fulton Mansion can be found in the Museum Library.

B. The original oil painting, Marion Meat Packing which is showcased in the Museum on the first floor depicts Rockport/Fulton in the 1880s. The history of exploration and development of the coastal region is told by this 4 x 6 life-size original.

IV. Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:

As the official accredited maritime museum of Texas, the Texas Maritime Museum is working closely on historic conservation and preservation projects tied to inland waterways and coastal projects. The museum works closely with the State Governor's Texas Historical Commission, the U.S. Naval History and Heritage Command, and other educational institutions such as the Center for Maritime Archaeology and Conservation at Texas A&M University and the Maritime Studies Program at Texas A&M Galveston. By working with these entities, the Texas Maritime Museum has become more involved in active maritime projects around the state which bring in numerous rotating exhibits that directly promote tourism. These exhibits are educational, but more importantly, interactive to both children and adults alike, offering a more fulfilling and engaging maritime experience that promotes equality and accessibility for a diverse audience.

TEXAS MARITIME MUSEUM

2023-2024 PROPOSED ADVERTISING/MARKETING

NEWSPAPER/PRINT MEDIA:

- Rockport Pilot
- Austin Community Impact Newspaper with Central Austin Edition over 1.5 million distributions to households in Austin
- Our Digital Logline – throughout Texas and various states
- Billboard 77 miles from Rockport (on route from San Antonio to Rockport)

TV:

- Streaming TV advertisements package using Tegna throughout the Rio Grande Valley, Austin, Houston, San Antonio, Dallas-Fort Worth. Non-Skippable ads before on-demand TV streams.
- KIII Channel live interviews during morning show from the museum week of the festival
- Domingo Live Interview for Wine Festival
- Maritime Gala Interview with KIII

WEB ADVERTISEMENT:

- Tegna banner and display advertisements across multiple news website properties around the state (focused on Houston, Austin, San Antonio, Dallas Fort Worth and the Rio Grande Valley)
- Facebook and Instagram – paid advertising campaigns reaching Austin, San Antonio, Houston, Dallas-Fort Worth, West Texas, Hill Country, and the Rio Grand Valley
- Tegna news – digital website ads
- Eventbrite
- YouTube – KIII Interview/Info about events
- Develop a new website with enhance Google search rankings for Texas Museums and other relevant search terms. Website will have enhanced data tracking for advertising, memberships, donors, and events

ANNUAL EDUCATION ACTIVITIES relating to funded events/projects

July 2023
SEA Camp
H2Odyssey Camp

August- 2023
Tiny Tots
Home School Days

September 2023
Pirate Day
Back 2 School Event
Tiny Tots

October 2023
Halloween Harbor Haunts
Pumpkin Decorating Contest
Tiny Tots

November 2023
Family Craft Day
Tiny Tots

December 2023
Family Craft Day
Tiny Tots
Christmas In the District
Tropical Christmas
Christmas in the Park (Goose Island)

January 2024
Maritime Lecture Series

February 2024
Maritime Lecture Series
STEAM Valentine's Day

March 2024
Maritime Lecture Series
Maritime Spring Break Camp

April 2024
Easter Event
Home School Days

May 2024
Field trips

Bay Education Center

FUNDING HISTORY						
FY 16-17	FY 17-18	FY 19-20	FY 20-21	FY 21-22	FY 22-23	Requested FY 23-24
$ 0	$ 0	$ 15,000	$ 15,000	$ 15,000	$ 15,000	$ 15,000

Hotel Occupancy Tax Funding Application 2023-2024

Date: 5/26/2023

Organization Information

Name of Organization: Bay Education Center

Address: 121 Sesabreeze Dr

City, State, Zip: Rockport, Texas 78383

Contact Name: Jace Tunnell Contact Phone Number: 361-244-8665

HOT Contract Email: jace.tunnell@austin.utexas.edu

Web Site Address for Event or Sponsoring Organization: http://missionaransas.org/

Type of Organization: X Governmental _____ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-6000203 Organization's Creation Date: 2006

Purpose of Organization: To enhance the public awareness and appreciation of the ecological and economic importance of the Mission/Aransas Watershed and surrounding bays.

Event Information

Name of Event or Project: Bay Education Center

Date of Event or Project: ongoing

Primary Location of Event or Project: 121 Seabreeze Dr., Rockport, TX 78383

Amount Requested: $15,000

How will the funds be used: Funds will be utilized to help programmatic and visitor operations that enable us to enhance visitors' experience. Our operation adds value to the visitor experience in downtown Rockport and the beach area.

Primary Purpose of Funded Activity/Facility:

Earth, Environmental and Marine Science Education

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

100 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☑ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $15,000

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ _____

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 8

2. Expected Attendance: approx. 8,000 Prior year's attendance: 6,252

3. How many people attending the Event or Project will use City of Rockport hotels? 3,000

   Number of nights will they stay: 1 or more nights

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   No.

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
2020-2021	$ 13,000	$	
2021-2022	$ 15,000	$	
2022-2023	$ 15,000	$	

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   We will work with the Chamber to provide data to them that captures out of town visitors.

   We also have a sign-in sheet that began Jan.2023 that collects hotel stay information.

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   The University of Texas Marine Science Institute/ Mission-Aransas NERR will provide the bulk of operational and support money.

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   No

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $_____
   Radio: $_____
   TV: $_____
   Other Paid Advertising: $_____

   Number of Press Releases to Media _____
   Number Direct Mailings to out-of-town recipients _____

   Other Promotions Social Media, News Releases and other Rockport Attraction facilities

9. Will you include a link to local hotels on your website for booking during this event?
   No

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
    No

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
    The Bay Education Center promotes the city of Rockport. All advertising done through social media and press releases mention the city of Rockport as the location of the event, program or activity.

12. What geographic areas does your advertising and promotion reach?
    Through social media the reach is to whoever is following our page. Otherwise, it is unknown of our actual reach.

13. How many individuals will your proposed marketing reach who are located in another city or county? Unknown

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

    Expected Attendance Monthly/Annually: approx. 8,000/year

    Percentage of those in attendance that are staying at area hotels/lodging facilities: 41 %

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

Friends of the Fulton Mansion

FUNDING HISTORY						
FY 17-18	**FY 18-19**	**FY 19-20**	**FY 20-21**	**FY 21-22**	**FY 22-23**	**Requested FY 23-24**
$25,000	$30,000	$30,000	$22,500	$22,500	$50,000	$50,000

Hotel Occupancy Tax Funding Application 2023-2024

Date: 5/31/2023

Organization Information

Name of Organization: Friends of Fulton Mansion

Address: 317 S Fulton Beach Road

City, State, Zip: Rockport, Tx 78382

Contact Name: Jen McCollough Contact Phone Number: 361-729-0386

HOT Contract Email: Jen.McCollough@thc.texas.gov

Web Site Address for Event or Sponsoring Organization: www.friendsoffultonmansion.org

Type of Organization: _____ Governmental __X__ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-2591329 Organization's Creation Date: 1998

Purpose of Organization:
Friends of Fulton Mansion is a 501(c)3 nonprofit organization dedicated to supporting the preservation of historic Fulton Mansion in Rockport, Texas.

Event Information

Name of Event or Project: Fulton Mansion Support Staff, Advertising & Garden Conservation

Date of Event or Project: 2023-2024

Primary Location of Event or Project: 317 Fulton Beach Road

Amount Requested: $ 50,000

How will the funds be used: HOT funds will be used to provide tour guides and customer service support to visitors throughout the year. We would like to request continued supporting funds for annual garden upkeep and its associated general maintenace. We also want to research and purchase a billboard in the San Antonio area that will attract visitors to Rockport.

Primary Purpose of Funded Activity/Facility:

Beautification of the Fulton Mansion State Historic Site to attract new and returning visitors while also allowing locals the opportunity to enjoy the manicured site on a daily basis.

Provide visitors with a quality educational experience.

Percentage of Hotel Tax Support of Related Costs

10 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

40 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

50 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 100 %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $ n/a

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $ n/a

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $ 5,000

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ 25,000

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $ 20,000

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $ n/a

How many individuals are expected to participate in the sporting related event? n/a

How many of the participants at the sporting related event are expected to be from another city or county? n/a

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

n/a

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $ n/a

What sites or attractions will tourists be taken to by this transportation? n/a

Will members of the general public (non-tourists) be riding on this transportation? n/a

What percentage of the ridership will be local citizens? n/a

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ n/a

What tourist attractions will be the subject of the signs?

n/a

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 10

2. Expected Attendance: 25,000 Prior year's attendance: 16,785

3. How many people attending the Event or Project will use City of Rockport hotels? 50%

   Number of nights will they stay: 2-3

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   n/a

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
2020	$ 30,000	$ 15,000	unknown
2021	$ 22,500	$ 15,000	6000
2022	$ 50,000	$ 30,000	8500

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   We collect this information in the POS system by asking visitors location and duration of stay.

   Fulton Mansion will be upgrading this system Fall 2023 to allow for more accurate information.

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   Aransas County, City of Fulton

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   The Friends of Fulton Mansion provides funding to ensure that all events are free and open to the public.

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $ 2000
   Radio: $
   TV: $
   Other Paid Advertising: $ 3000

   Number of Press Releases to Media 25
   Number Direct Mailings to out-of-town recipients (email) quarterly

   Other Promotions social media

9. Will you include a link to local hotels on your website for booking during this event?
   n/a

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
    yes. we will also offer free passes to the museum for hotel incentives and welcome packages.

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
    We will continue to utilize social media, local publications. We would like to use funds to secure a billboard on a high-traffic road in the San Antonio area.

12. What geographic areas does your advertising and promotion reach?
    central / South Texas. Social media reaches all locations.

13. How many individuals will your proposed marketing reach who are located in another city or county? 50,000 *billboard impressions up to 100k / week

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

    Expected Attendance Monthly/Annually: 20,000 annually

    Percentage of those in attendance that are staying at area hotels/lodging facilities: 50 %

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

Rockport Center for the Arts

FUNDING HISTORY						
FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	Requested FY 23-24
$138,000	$ 128,000	$ 128,000	$125,000	$ 250,000	$295,000	$ 250,000

The Rockport Conference Center

FUNDING HISTORY	
FY 22-23	Requested FY 23-24
0	$170,000

May 31, 2022

Honorable Mayor Tim Jayroe
City of Rockport
2751 State Highway 35 Bypass
Rockport, Texas 78383

Subject: Marketing Plan, 2023 – 2024

Dear Mayor Jayroe,

Please accept the attached application and marketing proposal from Rockport Center for the Arts (RCA) and The Rockport Conference Center (The ROCC) which includes both highlights of activities and tourism data for the 2022-2023 fiscal year, as well as a documentation for our financial request for the upcoming fiscal year, 2023-2024.

As per the Texas Tax Code, Chapter 351, you will see in the required application a tourism budget for the Promotion of the Arts and a budget for the promotion of the Tourism and Hotel and Convention Industry with a focus on activities since we opened our 1.2-acre campus last Fall. The new facilities have had a substantial impact on tourism.

The state-of-the-art facilities comprise 22,000 sf of space and a 16,000 sf sculpture park that will unify our properties at the intersection of S. Austin St. and North St. in the heart of our City.

An expansion of space for existing and new programs has been the goal since strategic planning sessions began in 2014, to *Imagine* a capital project valued at $12.6M. These facilities are fully paid for and are generating a substantial increase in tourism as the multiplicity of new programs are promoted statewide.

For the past 54 years, we have set the bar high in providing authentic and compelling cultural programming for our community and visitors from across the United States. Since receiving training from Texans for the Arts and the Texas Hotel and Lodging Association, we have placed more thoughtful analysis into the synthesis of zip code and visitor data that comprise our quarterly statistical reports to the City of Rockport. We have added more experts to our marketing team, which has impacted on our promotional strategies. We have used collected visitor data to craft marketing campaigns that bring demographics to the forefront in consideration of our cultural tourist and the business traveler. We have invested in human capital and consultants with national renown to achieve our goals. We are also partnering with local hotel properties to promote our events.

Tourism remains Rockport's most important industry and we are cognizant of the integral role it plays in the quality of life for our community.

We at Rockport Center for the Arts and The ROCC are very grateful for the financial support the City of Rockport provides annually through the Hotel Occupancy Tax Grant. Please accept our proposal for consideration for the upcoming fiscal year budget.

Thank you,

Luis Purón
Executive Director

Hotel Occupancy Tax Funding Application

Date: 5/31/23

Organization Information

Name of Organization: Rockport Center for the Arts

Address: 204 S Austin St

City, State, Zip: Rockport, TX 78382

Contact Name: Luis Puron Contact Phone Number: 361-729-5519

HOT Contract Email: luis@rockportartcenter.com

Web Site Address for Event or Sponsoring Organization: www.rockportartcenter.com, www.the-rocc.com

Type of Organization: _____ Governmental _X_ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-1652612 Organization's Creation Date: 5/20/1969

Purpose of Organization: Rockport Center for the Arts' mission is to be the catalyst and epicenter to explore the creative arts.

Event Information

Name of Event or Project: Promotion of the Arts

Date of Event or Project: 10/1/2023 - 9/30/2024

Primary Location of Event or 106 S Austin Street

Project: Amount Requested: $ 250,000

How will the funds be used: Promotion of the Arts - $250,000

A detailed budget is attached in the Marketing Proposal.

Primary Purpose of Funded Activity/Facility:

Arts: Annual Calendar of Multidisciplinary Arts Programming including Rockport Art Festival,

Rockport Film Festival, Spring Art Fair, Exhibitions, Workshops & Classes, and Sculpture Garden

Percentage of Hotel Tax Support of Related Costs

67% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0% Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

0% Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities n/a %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category:$ _____

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ $250,000

A detailed budget of category 4 is included in the Marketing Proposal

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 54 Years

2. Expected Attendance: 55,000-60,000 Prior year's attendance: 34,156

3. How many people attending the Event or Project will use City of Rockport hotels? 15,000-16,000

   Number of nights will they stay: 91,000-92,000

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   For major events and programs, blocks of rooms are reserved at Intrepid Hotels properties.

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
FY 2023	$ 145,000	$ $356,350	thousands
FY 2022	$ 132,000	$ $300,000	thousands
FY 2021	$ 125,000	$ 288,543	thousands

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   Please refer to our data collection plan on page 6 and 7 of the Marketing Plan.

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   Aransas County, Texas Commission on the Arts, National Endowment for the Arts,

   The Margaret Sue Rust Foundation, Coastal Bend Community Foundation, Private Donors

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   Admission is charged at ticketed and gated events. End of year surpluses for our

   programs are expended at the discretion of the Board of Directors.

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Total proposed advertising budget $153,000. Please refer to pages 10 thru 17 of the Media Plan and Buy section of the Marketing Proposal.

Newspaper: $_____
Radio: $_____
TV: $_____
Other Paid Advertising: $_____

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

9. Will you include a link to local hotels on your website for booking during this event?
Yes. Nine major local properties are listed in the Rockport Conference Center website.

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
Yes.

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
Promotion of the new facility which opened in Fall 2022 and was designed to attract Hotel and Convention Industry activity.

12. What geographic areas does your advertising and promotion reach?
Statewide

13. How many individuals will your proposed marketing reach who are located in another city or county? 10.5+ Million Impressions

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):
Expected Attendance Monthly/Annually: 55,000-60,000

Percentage of those in attendance that are staying at area hotels/lodging facilities: 28 %

Please Submit to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

Hotel Occupancy Tax Funding Application

Date: 5/27/22

Organization Information

Name of Organization: Rockport Center for the Arts DBA The ROCC (The Rockport Conference Center)

Address: 106 S Market St

City, State, Zip: Rockport, TX 78382

Contact Name: Luis Puron Contact Phone Number: 361-729-5519

HOT Contract Email: luis@rockportartcenter.com

Web Site Address for Event or Sponsoring Organization: www.rockportartcenter.com, www.the-rocc.com

Type of Organization: _____ Governmental _X_ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-1652612 Organization's Creation Date: 5/20/1969

Purpose of Organization: The Rockport Conference Center is a rental venue that focuses on increasing tourism and economic development through meetings, trade shows and other activities. Other activities include support space for RCA interdisciplinary programs.

Event Information

Name of Event or Project: Promotion of the Hotel and Convention Industry

Date of Event or Project: 10/1/2023 - 9/30/2024

Primary Location of Event or 106 S Austin Street

Project: Amount Requested: $ 170,000

How will the funds be used: Promotion of the Hotel and Convention Industry - $170,000

A detailed budget is attached in the Marketing Proposal.

Primary Purpose of Funded Activity/Facility:

Hotel & Convention Industry: Operation, Advertising and Promotion of the Rockport Conference Center

Percentage of Hotel Tax Support of Related Costs

49% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0% Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

100% Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 100 %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $85,000

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: _____

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $85,000

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ _____

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 1 Year

2. Expected Attendance: 2,500-3,500 Prior year's attendance: 774, opened late November

3. How many people attending the Event or Project will use City of Rockport hotels? 1,700-1,800

   Number of nights will they stay: 2,000-2,250

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   For the Rockport Conference Center we are partnering with 9 local hotel properties, creating custom packages for each conference.

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
FY 2023	$ 150,000	$ $0	584
FY 2022	$ 118,000	$ $0	n/a
	$	$	

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   Please refer to our data collection plan on page 6 and 7 of the Marketing Plan.

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   N/A

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   Any end of year surplus would be expended at the discretion of the Board of Directors.

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Total proposed Advertising Budget $85,000. Please refer to pages 18-25 of the Media Plan and Buy section of the Marketing Proposal.

Newspaper: $_____
Radio: $_____
TV: $_____
Other Paid Advertising: $_____

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

9. Will you include a link to local hotels on your website for booking during this event?
Yes. Nine major local properties are listed in the Rockport Conference Center website.

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
Yes.

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
Promotion of a new facility which opened in November 2022 designed to attract Hotel and Convention Industry activity.

12. What geographic areas does your advertising and promotion reach?
Statewide

13. How many individuals will your proposed marketing reach who are located in another city or county? 7+ Million impressions

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

Expected Attendance Monthly/Annually: 2,500-3,500

Percentage of those in attendance that are staying at area hotels/lodging facilities: 49 %

Please Submit to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

Marketing Plan
2023 – 2024

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Category 4 - Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry

j. The ROCC Marketing Budget

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k. Administrative Expenses

l. About Rockport Center for the Arts and The ROCC

Appendices

Hotel Occupancy Tax Application for Rockport Center for the Arts

Hotel Occupancy Tax Application for The Rockport Conference Center

a. Executive Summary

Our Mission

Rockport Center for the Arts' mission is to be the catalyst and epicenter for opportunities to explore the creative arts.

The Rockport Conference Center's mission is to provide a rental venue for business meetings that will draw tourism to Rockport during the mid-week timeframe.

Our Caption

Explore. Discover. Express.

Our Vision

Rockport Center for the Arts (RCA) continues its legacy as one of the top ten coastal art colonies in the United States, expanding during its next fifty years with an iconic, architecturally significant space and innovative cultural programs and initiatives that engage, teach, and inspire students, artists, residents, and visitors while spurring economic development.

Our Organization's History and Existing Programs

Established in 1969 by a group of artists as an Art Guild, Rockport Center for the Arts is host to nationally recognized and well-funded programming, drawing visitors to the Texas coast to engage in visual, culinary, and performing arts, and art education. RCA partners with artists from around the world to engage with the local community through a variety of well-funded and endowed programs:

1. *Arts Education for Youth, Families, Adults and Seniors*
2. *Promotion of the Arts as a Career through Scholarships and Awards for Higher Education*
3. *Visual Arts Exhibition Program*
4. *Artists in Residence Program*
5. *Performing Arts*
6. *Culinary Arts*
7. *Visiting Artists Lecture Series*
8. *Public Art Program*
9. *Major Annual Events that Promote Tourism and Economic Development*

Our Program Performance by the Numbers

*Art Education for Youth, Families and Adults Programs**

Program Name	***History (Years)***	***Served Annually***	***Funding***	***Other***
ArtSpace Summer Art Camp	*25*	*500*	*Fully funded*	*Affiliate: SW School of Art, Texas A&M Corpus Christi*

Free Family Saturdays	*8*	*3,000*	*Fully funded*	*Affiliate: Other Local Attractions*
Art Educator Days	*21*	*60*	*Tuition-funded*	*CEUs provided to 20 ISD in TX*
The Penny Redmon Fund	*8*	*120*	*Fully funded, Endowed*	*Adult Workshops*
Workshops and Classes	*54*	*1,400*	*Tuition funded*	*Multi-disciplinary*
Young Chefs	*New in 2023*	*200*	*Fully funded*	*Culinary program for underserved youth*
Ballet Dance Camp	*New in 2023*	*40*	*Fully funded*	*Affiliate: ACE Afterschool Program*

**All programs contract working artists.*

Visual Arts Program

Program Name	***History (Yr)***	***Served Annually***	***Funding***	***Other***
Art Exhibitions	*54*	*36,000*	*Exhibit sales, sponsorships and grants*	*36 exhibits per year in 4 galleries*

Public Art Program

Program Name	***History (Years)***	***Served Annually***	***Funding***	***Other***
Public Art	*24*	*Thousands*	*Fully funded*	*20 Sculptures in Public Spaces*

Our Signature Events*

Every year RCA energizes local economic development with six signature events designed to bring tourism to the Texas coast:

Event Name	***Time of the Year***	***Tradition***	***Attendance***
Rockport Clay Expo*	*February*	*20 years*	*800*
Spring Art Fair	*March*	*32 years*	*1,300*
Rockport Art Festival	*July*	*55 years*	*10,000*
Silver Meltdown	*October*	*6 years*	*400*
Guy Clark Festival	*November*	*1 year*	*1,000*
Rockport Film Festival***	*November*	*17 years*	*1,300*
Performing Arts Series	*Year-round*	*New in 2023*	*1,600*

**The Art Fair, Art Festival and Film Festival are 3–4-day weekend events with media buy budgets.*
***A partnership with the Aransas County Council on Aging, Meals on Wheel Program.*
****A partnership with the Rotary Club of Rockport.*

Our Greatest Asset

At RCA and the ROCC, we believe that individuals- staff, board member, visiting artist, volunteer, contractor, consultant, local guest, and out-of-town visitors are our greatest asset. People that interact with RCA in a significant way are our most effective brand ambassadors and will have a direct impact on the organization's revenue potential.

Our Annual Budget, Our Endowment
$1.9M *$560,000*

Our Competitive Advantage

Our competitive advantage can be encapsulated with 5 concepts: History, Innovation, Leadership, Resilience, and Thinking-Outside-the-Box.

As a leader in the Arts in the State of Texas, Rockport Center for the Arts has been transforming lives for over 54 years. In 2014, RCA started addressing growth through strategic planning. In 2016, we invested in land to build a new facility and expand programming. In 2017, Hurricane Harvey accelerated plans to build a new facility. In 2018, we launched a major gift campaign that allowed us to break ground in 2021 on an ambitious 1.2-acre campus with 22,000 sf of new space in downtown Rockport. A partnership with the City of Rockport allowed us to obtain a $5M grant from the Economic Development Administration (EDA) in March 2019. In March 2021 the Kline's Cafe Building was relocated to make way for construction. Construction started April 6, 2021 and was completed December 10, 2022. The new $12.6M campus added new programs and revenue centers that will make the added space financially viable. Award winning architects, David and Elizabeth Chu Richter of Richter Architects were the lead designers on the project. Teal Construction Company was the contractor. The brick-and-mortar project had a guaranteed maximum price of $9.2M. GrantWorks helped RCA manage the EDA grant.

Our New Programs, Launched in 2023

Performing Arts
Media Arts
Culinary Arts
Literary Arts

Our New Tourism Target – The Hotel and Convention Industry

Small Conventions
Business and Association Conferences
Sales Meetings
Trade Shows
Expos
Travel Summit

Destination Management
Symposiums

Our Websites

RockportArtCenter.com
The-ROCC.com

Our Conference Center Meeting Promotion and Planning Platforms

Eventective – a lead referral service for conferences, conventions and meeting rooms only.
Cvent – the major lead generator for hotels and corporate businesses for conferences and hotels.
Social Tables – marketing tool for meetings rooms, conventions, and conference centers to show clients in real time venue set-up options, final room diagrams to move forward to the completion of a contract.

Our Local Hotel Partners

Fairfield Inn and Suites, by Marriott
Hampton Inn and Suites
La Quinta Inn and Suites
Holiday Inn Express and Suites
Quality Inn on Aransas Bay
The Inn at Fulton Harbor
Pelican Bay Resorts
Days Inn Rockport
The Lighthouse Inn at Aransas Bay

Our Target Geographic DMA

Target DMAs in order of importance for direct advertising and marketing:

1. *San Antonio*
2. *Houston*
3. *Austin*
4. *The Hill Country*
5. *Dallas, Ft. Worth*
6. *Victoria*
7. *Rio Grande Valley*

Our Data Collection Plan to Determine Accurate Overnight Lodging Activity

TEXANS FOR THE ARTS

Every visitor and guest are asked three questions:

1. *What is your zip code?*
2. *Are you staying in an area lodging facility?*
3. *If so, how many nights?*

The data is tabulated by our statistician to generate reports, maps and data dashboards that can be found in sections f and g of this marketing plan and in quarterly reports to the City Council.

Our Brands

Austin Street Art Walk
ArtSpace
Free Family Saturdays
Guy Clark Festival
Rockport Art Festival
Rockport Film Festival
Silver Meltdown
Spring Art Fair
Spring Film Workshop
Young Chefs

b. Facilities

Building 1: Rockport Center for the Arts
Height: Two-story Building
Size: 14,000-sf
Purpose: Art Education, Visual Arts, Administration
Main Features: 5 classroom spaces including a standalone fully equipped clay studio, 4 galleries, gift shop, elevator, restrooms on both floors, an administration suite, roof top terrace, connectivity through porches, state of the art audiovisual, loading dock

Building 2: The Rockport Conference Center (The ROCC)
Height: One-story Building
Size: 8,000-sf
Purpose: Business Conferences, Trade Shows, Expos, Performing Arts, Media Arts, Culinary Arts, Literary Arts, the Home of the Clay Expo, Film Festival, Silver meltdown, Guy Clark Music Festival
Main Features: a 1,200-sf foyer, a 4,500 ballroom, restrooms, a fully equipped catering and culinary arts kitchen, storage bay, partitions to break ballroom into 4 spaces, state of the art audiovisual, loading dock

Sculpture Garden: Exterior Green Spaces with Sculptural Works from the Art Center's Permanent Collection **Size:** 16,000-sf **Purpose:** Connectivity between the Building 1 and 2, access to 70 parking spaces on Austin and Water St. **Main Features:** Green spaces, water features, exterior performing arts space, extension of the visual arts program through the display of sculptural work by artists of regional, national and international renown, state of the art audio
Onsite Parking: 33 spaces **Austin Street Parking:** 37 spaces **Offsite Parking:** 60 spaces located one-block away from the campus at the intersection of Magnolia and North St.
State of the Art Facilities: Other Campus Features • Dedicated fiber optic cable line for high-speed internet solely dedicated and provided for the campus. • Services from Network Cabling Services of Houston, Texas and Layer One Networks of Corpus Christi for telephone, audio visual, structured cabling, Wi-Fi integration, and campus-wide security monitoring. • Underground electrical utilities. • Resilient concrete and steel construction, elevated above FEMA requirements.

c. Marketing Campaign and Creative Partnerships

A Global Campaign

Up until 2022, Rockport Center for the Arts advertising and publicity campaign was designed around the Art Festival and the Visual Arts Program, the largest direct advertising buys in the calendar year. Art Festival dollars were used to leverage a media buy for the rest of the calendar year.

Starting in 2023, RCA became the first multi-disciplinary arts organization in Coastal Bend. New program avenues and marketing for The ROCC have created additional dollars to market the new programs created since the building opened in December 2022.

Team Approach

Award winning public relations team with results oriented towards tourism:

Brand Positioning:	*Legend Labs*
Design Creatives:	*Snyder + Associates*
Media Market Analysis:	*BucketWorks*
Media Buyer:	*BucketWorks*
Public Relations:	*Winfrey Media Relations & Prokell Publicity, Inc.*
Videographer:	*Enlightened Images, MiSA, Ty Husak Photography*

Spokesperson:	*Kimmi Norvelle Moake*
Media Partners TV:	*KRIS-TV*
Media Partners Radio:	*KEDT 90.3 FM Corpus Christi and the Rio Grande Valley*
	KVRT 90.7 FM Victoria
	KMFA 89.5 Austin
	KSTX 89.1 FM San Antonio and the Hill Country
Media Partners Online:	*Glasstire, Art Houston*
Media Partners Print:	*The Bend Magazine, Art Houston*
Statistician:	*Kathleen Clark*

d. RCA Media Buy

(Budget is presented to the Board October 2023)

*FY2023 Advertising Budget **$113,400***

*FY2024 Advertising Projection: **35%** increase vs. FY2023*

BUCKET WORKS

Rockport Center for the Arts
2023-2024
Media Buy Overview

711 N. Carancahua, Suite 1603
Corpus Christi, TX 78401
Telephone (361) 884-2992
www.bucketworksadvertising.com

DEMOGRAPHICS

AGE

- TV, CABLE, RADIO: 35+
- Social Media: 25-64

DMAs

- Alice
- Austin
- Beeville
- Bishop
- Corpus Christi
- Cuero
- Dripping Springs
- Fredericksburg
- Houston
- Johnson City
- Kingsville
- Kyle
- Luling
- Marble Falls
- Mathis
- New Braunfels
- Nixon
- Odem
- Orange Grove
- Pleasanton
- Port Aransas
- Portland
- Premont
- Refugio
- Rio Grande Valley
- Robstown
- Rockport
- Round Rock
- San Antonio
- San Diego
- San Marcos
- Seguin
- Sinton
- Skidmore
- Victoria
- Wimberley
- Woodsboro

INTERESTS

- Arts & Culture
- Travel
- Supporter of public broadcasting
- News

BUCKET WORKS

MEDIA PLATFORMS PER MARKET

- **Coastal Bend**
  - TV: KIII TV, KRISTV, MeTV, Fox 38, Spectrum (Fox News, TV Land, HGTV, HLN, ID, Animal Planet, OXYG, Fox Business, Nat Geo, CMT, OWN, DIY, GOLF, BBCA, TRU, ESPN2, CCTV, CNBC, TWC, Paramount)
  - Radio: KEDT, 93.9FM
  - Billboard: Lamar
  - Social Media: KRISTV
- **San Antonio Area**
  - TV (Fox 29, NBC 4)
  - Digital Ads: KRISTV
  - Billboard: Sign Ad
  - Social Media: Fox 29, NBC 4
- **Austin Area**
  - Radio: KMFA, Sun Radio
  - Digital Ads: KRISTV
  - Web ads: KMFA
  - Billboard: Vibe
  - Social Media: KMFA
- **Houston Area**
  - Digital Ads: KRISTV
  - Billboard: Media Choice
- **Victoria Area**
  - TV: ABC 25, Fox 19, Spectrum (Fox News, TV Land, HGTV, HLN, ID, Animal Planet, OXYG, Fox Business, Nat Geo, CMT, OWN, DIY, GOLF, BBCA, TRU, ESPN2, CCTV, CNBC, TWC, Paramount)
- **Rio Grande Valley**
  - Radio: KEDT
  - Billboard: Media Choice

BUCKET WORKS

KRISTV PARTNERSHIP

- **Investment**
  - $3,500 Trade for Patron Sponsorship
  - $6,750 Cash

- **KRISTV Deliverables**
  - All production elements for a PSA and placed into rotation into open PSA airtime across our stations KRIS, KZTV, the CW & KDF.
  - A customized campaign to promote the event airing across our stations, digital platforms and social media.
  - A trade schedule of 36 spots to promote the event airing on KZTV in exchange for Patron Sponsorship.
  - A custom landing page on KRISTV.com and KZTV10.com with information and links to your site.
  - Feature Host segments (3) with Clarissa Serna on our Coastal Living Lifestyle Show leading up to the festival at the Rockport Center for the Arts. Dates to be determined.
  - Coastal Living FB Post/Boost 3X (1 for each segment)
  - Coastal Living Facebook LIVE post/boost
  - Our news teams KRIS 6 News, KZTV Action 10 News will be provided all information and contacts regarding the event for set up of any news coverage or interviews.

- **RCA Deliverables**
  - List KRISTV as Patron Sponsor and provide all benefits
  - Provide ticket packs for Coastal Living Segment giveaways

BUCKET WORKS

DIGITAL ADVERTISING STRATEGIES FOR SAN ANTONIO, AUSTIN, AND HOUSTON MARKETS

- **Behavioral Targeting**
  - Art enthusiasts
  - Travel enthusiasts
  - Retirees

- **Brand Targeting (targeting specific brand/retail within a specific time frame)**
  - RV retailers
  - Boat and marine retailers
  - Home decorating and improvement retailers
  - Luxury retailers (BMW, Neiman Marcus, etc.)

- **Proximity Targeting**
  - Museums (Art, History, and Interactive)
    - Art Museum of Corpus Christi
    - K Space
    - San Antonio Museum of Art
    - McNay Art Museum (San Antonio)
    - Briscoe Western Art Museum (San Antonio)
    - Hopscotch (San Antonio)
    - Blanton Museum of Art (Austin)
    - Bob Bullock Texas State History Museum (Austin)
    - The Contemporary Austin (Jones Center & Laguna Gloria)
    - Mexic-Arte Museum (Austin)
    - Museum of Fine Arts, Houston
    - The Menil Collection (Houston)
    - Color Factory (Houston)
    - Contemporary Arts Museum Houston
    - Seismique (Houston)
  - Events
    - Cuero Art Month on Main Street (June)
    - Round Rock PopUp Art Show (June 24)
    - Memorial Day River Walk Artisan Show (May 26-29)
    - ArtRageous by Art Museum of South Texas (June 8)
    - ArtWalk and Mural Fest by Downtown Corpus Christi (June 2-3)

BUCKET WORKS

TOTAL MEDIA BUY: $41,531.53 GROSS | $36,588.92 NET

MEDIA (GROSS)

- TV: $18,264.70 (includes $3,500 in trade)
- Radio: $10,200
- Digital: $5,387.50
- Outdoor: $6,185.75

Includes commission on commissionable media.

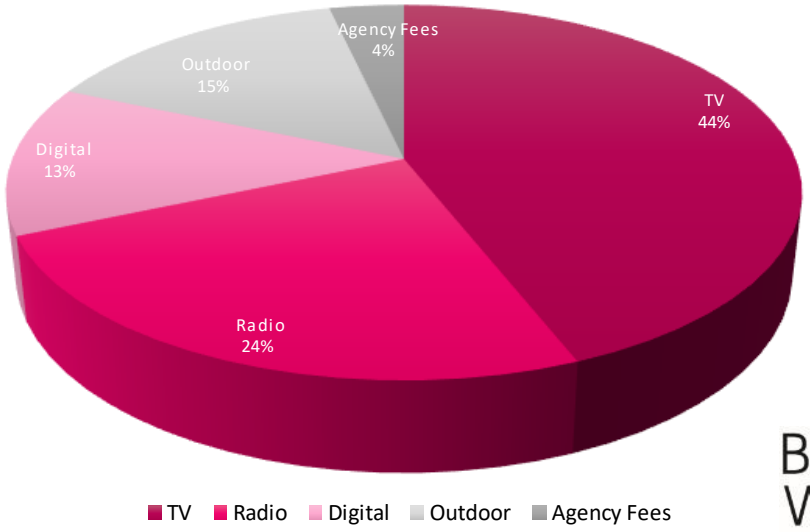
AGENCY FEES

- 10% Commission: $1,118.58 (earned on non -commissionable media)
- Service Fee: $375

Includes hours spent on coordination and scripting for Coastal Living segments.

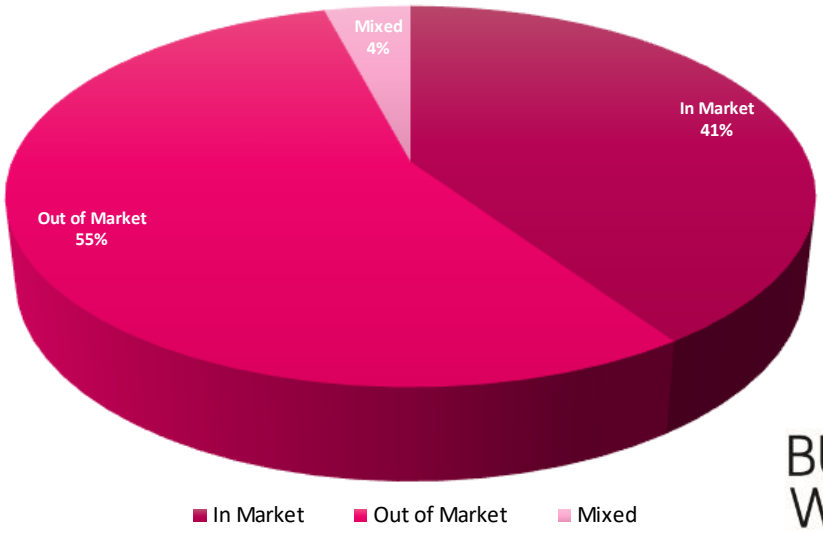
BUCKET WORKS

MEDIA OUTLET ALLOCATION



Includes trade.

DOLLARS PLACED IN AND OUT OF MARKET



Does not include trade. Only cash spent is represented.

KRIS COMMUNICATIONS// 2023 RECOMMENDATIONS

ROCKPORT CENTER FOR THE ARTS



"Rockport: where new ideas emerge at the crossroads of culture, cuisine, and commerce."

KRIS COMMUNICATIONS

SENIOR ACCOUNT STRATEGIST // SHEILA.NELLIS@KRISTV.COM// 361.533.2910
SENIOR DIGITAL STRATEGIST // CHIP.CROSSLEY@KRISTV.COM// 361.446.0412

ROCKPORT CENTER FOR THE ARTS

SUMMARY / BUSINESS OBJECTIVES AND OPPORTUNITY

FOCUS

- Promote Rockport Center for the Arts to regional areas in Texas with information on the new Art Center, raising awareness for the new facility to those interested in the Arts and programs available at the center, increasing visitors to the center and Rockport.
- Emphasis on the beauty, unique location and amenities of the Rockport Center for the Arts, it's history and many cultural offerings as the focal point for art related activities in the community.
- Utilize Google Display Network and Google AdWords to reach a large number of people, specific to audiences who are interested in art museums, architecture, music and theatre, educational opportunities in art, culinary, art lectures, etc.

TARGET AREAS

- San Antonio, Houston, and Austin ages 18+, with defined audience targets specific to those interested in the Arts.
- Targeting, keywords, and messaging will be specific to audience goals with the ability to adjust as the season or as the strategy of the campaign requires.

ONE SOURCE - MULTIPLE PLATFORMS

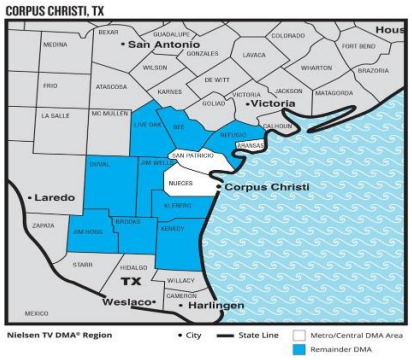
KRIS 6 News reaches more affluent homes.
KRIS 6 News
•*Sunday Night NFL Football*
•*Today Show* • *The Voice*
• *Law & Order* • *Chicago Med*

KZTV – CBS #1 station for daytime and primetime viewers!
•*NCIS* • *60 Minutes*
Local advocacy station. Kitchen Cops, Troubleshooters
Top Sports coverage with March Madness, SEC Football, The Masters coverage, & Houston Texans football

CW – Nation's #1 network for People aged 35-49.
The Hottest network with shows like:
•*Riverdale* • *The Flash* •*Walker* •6News at 9P

KDF – Your OFFICIAL Court Show Station!
Official station of the
•*Court Shows*
•*Situation Comedies*
•*Classic Programming*

KAJA – Spanish language programming
Novelas, News & Sports including Wrestling, Soccer & Boxing on Telemundo.
•*Al Rojo Vivo* • *Soccer*
•*The only local Spanish newscast in Corpus Christi*



KRIS Communications is committed to Local News, Weather, Sports & Community Involvement.

KRIS Communications offers ***FIVE*** powerful and unique television stations to a diverse audience to include all income levels, demos, and viewing habits and ***Three*** highly visited websites.

GDN – GOOGLE DISPLAY NETWORK/

GOOGLE DISPLAY NETWORK IS ALL ABOUT THE CLICK TO DRIVE CONVERSIONS

- Reach a Massive Scale
- Low Cost per Click (CPC) Model
- Target based on Consumer Behavior
- Increase Awareness
- Transparent Reporting
- Influence Consideration & Drive Conversions



HIGHLIGHTS:
- Over 2 million websites, apps, blogs and videos
- Reach 90% of internet users

Creative changes on ads based on campaign focus and is *included* **in monthly cost.**

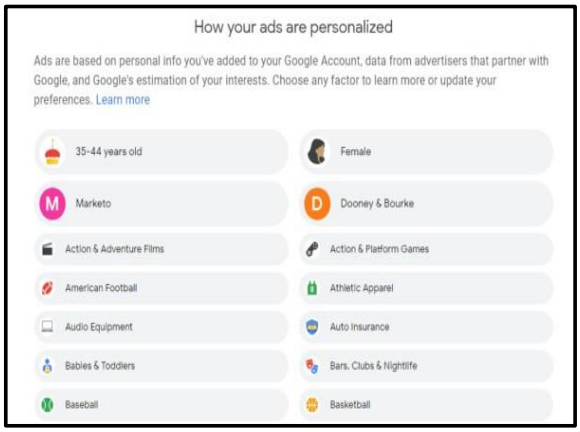
Brand Safe Websites such as NBC, ESPN, HGTV, Food Network, etc.

KRIS COMMUNICATIONS // 2023 RECOMMENDATIONS

GDN – GOOGLE DISPLAY NETWORK /

GOOGLE DISPLAY NETWORK – Targeting Options

TARGETING	
	GEOGRAPHY – Target by state, DMA, city, county, zip code or radius. (Geofencing cannot be done via GDN)
	DEMO – Target by age, gender, parental status, or household income.
	IN-MARKET AUDIENCES – In-market audience targeting shows an ad to potential customers whose search and internet browsing behavior indicates that they may be "in-market" for a certain product or service.
	CUSTOM INTENT AUDIENCE – Allows advertisers to target a highly tailored audience based on potential customer's recent web activity.
	TOPIC TARGETING – Allows your client's ads to appear on any pages on the Google Display Network that display relevant content to the topic selected. (ex. Sports, Health, Travel, etc.)
	AFFINITY AUDIENCES – Similar to interest targeting, but it matches ads to users who habitually visit sites of the same topic.
	KEYWORD TARGETING – Reach potential customers who have recently conducted searches for relevant product or are aligned with the
	REMARKETING – Google Display remarketing allows you to serve ads to previous website visitors as they browse the web, keeping your clients' products and brand top of mind, even after leaving the website.



KRIS COMMUNICATIONS // 2023 RECOMMENDATIONS

DIGITAL CAMPAIGN SUMMARY / PLAN 1 – FOR 2 MARKETS

Product	Product Details	Impressions Per Month	Price Per Month
Google Display Network Rockport Center for the Arts	Audience: Arts & Entertainment Contextual & Category: Arts & Entertainment Keywords: *Art Museum, Architecture, Music & Arts, Art Gallery, Sculpture, Art,…* Geo Targeting **San Antonio Market**	200 – 600 Estimated clicks per month	$1,000
Google Display Network Rockport Center for the Arts	Audience: Arts & Entertainment Contextual & Category: Arts & Entertainment Keywords: *Art Museum, Architecture, Music & Arts, Art Gallery, Sculpture, Art,…* Geo Targeting **Houston Market**	200 - 700 Estimated clicks per month	$1,000

MONTHLY NET INVESTMENT: $2,000 / mo

OCTOBER 2023– SEPTEMBER 2024

Signature _____ Date _____

We agree to a partnership with KRIS Communications I understand this is a no cancellation commitment for 2023. No charge production included in this contract does not include hard costs associated with outsourced voiceovers, specialty requested graphics or footage and other costs incurred on your behalf by the station. These costs will be billed to you under the same terms noted above. Commercials produced at no charge remain the property of KRIS. Advertiser will be assessed the value of production costs if this contract is cancelled before the date noted above or client ever wants a copy to air on competitive media

KRIS COMMUNICATIONS // 2023 RECOMMENDATIONS

DIGITAL CAMPAIGN SUMMARY / PLAN 2 - FOR 3 MARKETS

Product	Product Details	Impressions Per Month	Price Per Month
Google Display Network Rockport Center for the Arts	Audience: Arts & Entertainment Contextual & Category: Arts & Entertainment Keywords: *Art Museum, Architecture, Music & Arts, Art Gallery, Sculpture, Art,...* Geo Targeting **San Antonio Market**	200 – 600 Estimated clicks per month	$1,000
Google Display Network Rockport Center for the Arts	Audience: Arts & Entertainment Contextual & Category: Arts & Entertainment Keywords: *Art Museum, Architecture, Music & Arts, Art Gallery, Sculpture, Art,...* Geo Targeting **Houston Market**	200 - 700 Estimated clicks per month	$1,000
Google Display Network Rockport Center for the Arts	Audience: Arts & Entertainment Contextual & Category: Arts & Entertainment Keywords: *Art Museum, Architecture, Music & Arts, Art Gallery, Sculpture, Art,...* Geo Targeting **Austin Market**	200 - 680 Estimated clicks per month	$1,000

MONTHLY NET INVESTMENT: $3,000 / mo

OCTOBER 2023– SEPTEMBER 2024

Signature _____ Date _____

We agree to a partnership with KRIS Communications I understand this is a two month cancellation commitment for 2023. No charge production included in this contract does not include hard costs associated with outsourced voiceovers, specialty requested graphics or footage and other costs incurred on your behalf by the station. These costs will be billed to you under the same terms noted above. Commercials produced at no charge remain the property of KRIS. Advertiser will be assessed the value of production costs if this contract is cancelled before the date noted above or client ever wants a copy to air on competitive media

KRIS COMMUNICATIONS // 2023 RECOMMENDATIONS

DIGITAL CAMPAIGN SUMMARY / PLAN 3 - FOR 3 MARKETS

Product	Product Details	Impressions Per Month	Price Per Month
Google Display Network Rockport Center for the Arts	Audience: Arts & Entertainment Contextual & Category: Arts & Entertainment Keywords: *Art Museum, Architecture, Music & Arts, Art Gallery, Sculpture, Art,...* Geo Targeting **San Antonio Market**	400 – 1,200 Estimated clicks per month	$2,000
Google Display Network Rockport Center for the Arts	Audience: Arts & Entertainment Contextual & Category: Arts & Entertainment Keywords: *Art Museum, Architecture, Music & Arts, Art Gallery, Sculpture, Art,...* Geo Targeting **Houston Market**	200 - 700 Estimated clicks per month	$1,000
Google Display Network Rockport Center for the Arts	Audience: Arts & Entertainment Contextual & Category: Arts & Entertainment Keywords: *Art Museum, Architecture, Music & Arts, Art Gallery, Sculpture, Art,...* Geo Targeting **Austin Market**	200 - 680 Estimated clicks per month	$1,000

MONTHLY NET INVESTMENT: $4,000 / mo

OCTOBER 2023– SEPTEMBER 2024

Signature _____ Date _____

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e. **<u>The ROCC Media Buy</u>**
<u>(Budget is presented to the Board October 2023)</u>
FY2023 Advertising Budget ***$50,000***
FY2024 Advertising Projection: ***70% increase*** *vs. FY2023*



TSAE Advertising Investment **$10,000 per annum**
Digital and Print Campaign
Campaign Launched March 2023

Call to Action Ad Being Served to Mobile Devices:



KRIS COMMUNICATIONS // 2023 RECOMMENDATIONS

THE ROCC – ROCKPORT CONFERENCE CENTER



"Rockport: where new ideas emerge at the crossroads of culture, cuisine, and commerce"

SHEILA NELLIS // SHEILA.NELLIS@KRISTV.COM // 361.533.2910

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

KRIS COMMUNICATIONS

THE ROCC ROCKPORT CONFERENCE CENTER

KRIS COMMUNICATIONS // 2023 RECOMMENDATIONS

GDN – GOOGLE DISPLAY NETWORK

Google Partner

GOOGLE DISPLAY NETWORK IS ALL ABOUT THE CLICK TO DRIVE CONVERSIONS

- Reach a Massive Scale
- Low Cost per Click (CPC) Model
- Target based on Consumer Behavior
- Increase Awareness
- Transparent Reporting
- Influence Consideration & Drive Conversions



HIGHLIGHTS:
- Over 2 million websites, apps, blogs and videos
- Reach 90% of internet users

Brand Safe Websites such as NBC, ESPN, HGTV, Food Network, etc.

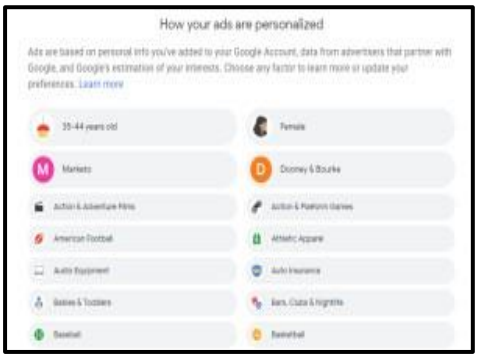
KRIS COMMUNICATIONS // 2023 RECOMMENDATIONS

GDN – GOOGLE DISPLAY NETWORK

Google Partner

GOOGLE DISPLAY NETWORK – Targeting Options

TARGETING
GEOGRAPHY– Target by state, DMA, city, county, zip code or radius. (Geofencing cannot be done via GDN)
DEMO– Target by agegender,parental status, or household income.
IN-MARKET AUDIENCES– In-marketaudience targeting shows an ad to potentialcustomers whosesearchand internetbrowsingbehavior indicates thatthey maybe "in-market"for a certain productor service.
CUSTOM INTENT AUDIENCE- Allows advertisersto targeta highly tailored audiencebasedon potentialcustomer's recent web activity.
TOPIC TARGETING– Allows your client's adsto appear on any pageson the GoogleDisplayNetwork that display relevant content to the topic selected. (ex. Sports, Health, Travel, etc.)
AFFINITY AUDIENCES– Similarto interest targeting, but itmatches adsto userswho habitually visitsitesof the sametopic.
KEYWORD TARGETING- Reachpotentialcustomers who have recently conducted searchesfor relevantproductor arealigned with
REMARKETING- Google Display remarketing allowsyou to serveads to previouswebsitevisitors asthey browse theweb, keeping your clients productsand brandtop of mind, even after leavingthe website.



KRIS COMMUNICATIONS // 2023 RECOMMENDATIONS

Search Engine Marketing

Google Partner

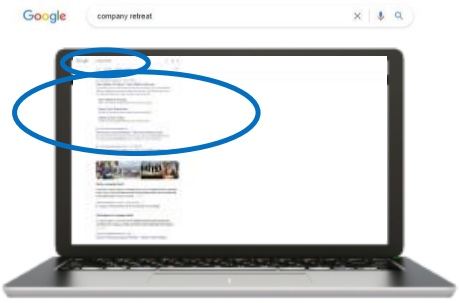
SEM INCREASES YOUR WEBSITE TRAFFIC FROM POTENTIAL CUSTOMERS WHO ARE ACTIVELY SEARCHING FOR YOUR PRODUCTS AND SERVICES

Search Engine Marketing Benefits

- Cost-Per-Click – Only pay when your ads are clicked on
- SEM can generate revenue quickly
- SEM reaches your exact customer group
- Conversion/ Phone Call Tracking & Reporting

Why Scripps SEM?

Our team of SEM analysts have years of experience building and optimizing SEM campaigns, giving you the opportunity for an immediate campaign boost with low costs -per-click and strong website placement on Google.



Company Retreat, Corporate Conference, Corporate Retreat, Corporate Team Building, Team Building Experience, etc.

Approximately 8,400 searches per month In the San Antonio DMA.

KRIS COMMUNICATIONS // 2023 RECOMMENDATIONS

DIGITAL CAMPAIGN SUMMARY

Product	Product Details	Impressions Per Month	Price Per Month
Google Ad Words ROCC – Meetings & Events San Antonio Market	Keywords: Corporate Events Out of Town, Corporate Meeting Venues, Corporate Retreats, Corporate Team Building, etc.	100 - 170 Estimated clicks per month	$1,000
Google Display Network ROCC – Meetings & Events Austin Market	Audience: Human Resources, Business Managers & Event Planners Topics: Corporate Events Out of Town, Corporate Meetings, Corporate Retreats, Corporate Team Building, etc.	2,500 – 4,000 Clicks per month	$1,000
Google Ad Words ROCC – Meetings & Events San Antonio Market	Keywords: Corporate Events Out of Town, Corporate Meeting Venues, Corporate Retreats, Corporate Team Building, etc.	100 - 170 Estimated clicks per month	$1,000
Google Display Network ROCC – Meetings & Events Austin Market	Audience: Human Resources, Business Managers & Event Planners Topics: Corporate Events Out of Town, Corporate Meetings, Corporate Retreats, Corporate Team Building, etc.	2,500 – 4,000 Clicks per month	$1,000

MONTHLY NET INVESTMENT: $4,000

JANUARY 2023 – JUNE 2023

Signature _____ Date _____

We agree to a partnership with KRIS Communications I understand this is a twoweek cancellation commitmentfor 2023 ** No charge production included in this contract does not include hard costs associated with outsourced voiceovers, specialty requested graphics or footage and otherosts incurred on your behalf by the station. These costs will be invoiced to you under the same terms noted above. Commercials produced at nocharge remain the property of KRIS. Advertiser will be assessed the value of production costs if this contract is cancelled before expiration date noted above or client ever wantsopy to air on competitive media

KRIS COMMUNICATIONS /2023 RECOMMENDATIONS

THE ROCC- ROCKPORT CONFERENCE CENTER
January – May 2023 DIGITAL REPORTING

SHEILA NELLIS // SHEILA.NELLIS@KRISTV.COM// 361.533.2910

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

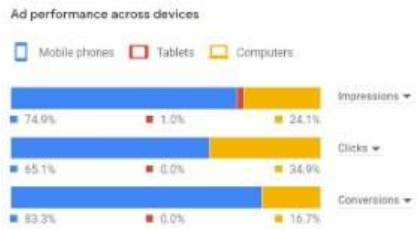
THE ROCC ROCKPORT CONFERENCE CENTER

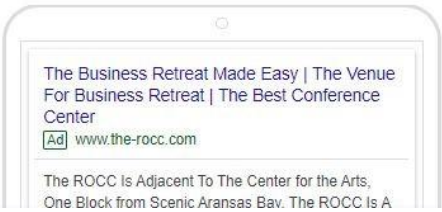
KRIS COMMUNICATIONS / 2023 RECOMMENDATIONS

Google SEM SUMMARY / San Antonio / January–May2023

THE CAMPAIGN GENERATED:

- **24,581** potential customers viewed your SEM ad and **936** clicked through to your website generating **2.60%** Click Thru Rate, well above the 2% National avg.
- **28 click to calls** were tracked from the ad. **22 clicks on the Booking Inquiry button** were tracked on the website.
- **29%** of the search impression in the San Antonio market.
- **83%** of ad have shown up in the top search ad positions on Google. **48% in 1st spot.**
- **Top performing keywords:** Corporate Event Texas, Event Planning & Management, Corporate Retreat…



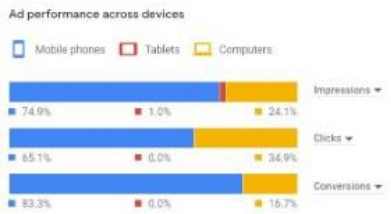


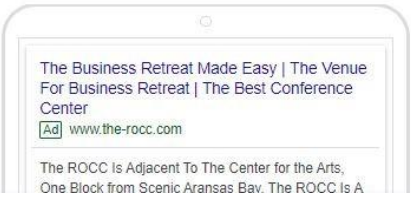
KRIS COMMUNICATIONS / 2023 RECOMMENDATIONS

Google SEM SUMMARY / Austin/ April- May 2023

THE CAMPAIGN GENERATED:

- **5,709** potential customers viewed your SEM ad and **245** clicked through to your website generating **2.93%** Click Thru Rate, well above the 2% National avg.
- **8 click to calls** were tracked from the ad. **11 clicks on the Booking Inquiry button** were tracked on the website.
- **22%** of the search impression in the Austin market.
- **87%** of ad have shown up in the top search ad positions on Google. **52% in 1st spot.**
- **Top performing keywords:** Work Team Building, Event Planning & Management, Event Organizer Companies…



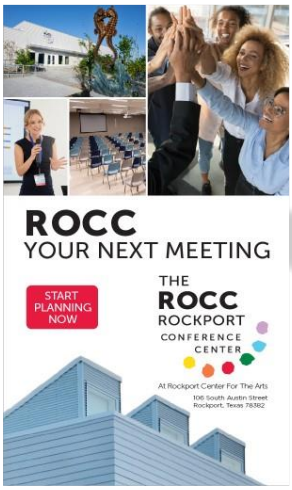


KRIS 6 //202 TRACKING AND REPORTING

Google Display Network Digital Banners / Austin / January- May 2023

FROM THIS CAMPAIGN STRATEGY:

- **7,212,623 digital banner impressions delivered on the Google Display Network.**
- **41,303 visits to your website from the digital banner ads. 0.57% Click Through Rate. 0.05% CTR is average.**
- **172 Clicks on the Booking Inquiry Button.**



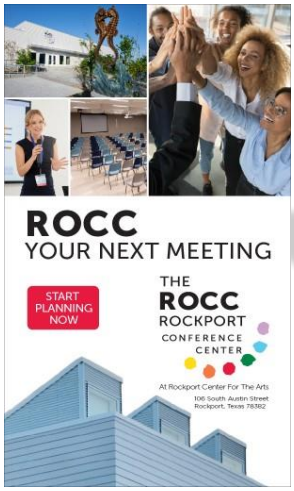


KRIS 6 //202 TRACKING AND REPORTING

Google Display Network Digital Banners San Antonio / April-May 2023

FROM THIS CAMPAIGN STRATEGY:

- **933,599 digital banner impressions delivered on the Google Display Network.**
- **6,139 visits to your website from the digital banner ads. 0.66% Click Through Rate. 0.05% CTR is average.**
- **70 Clicks on the Booking Inquiry Button.**







Call to Action Video Being Served to Mobile Devices and PCs:

ROCC YOUR NEXT EVENT



f. RCA Tourism and Economic Development Impact

This page was left blank intentionally. Please refer to the report on page 27-28.

PROGRAMMING IMPACT | DECEMBER 2022 - MAY 2023

Youth Education

2,451
Free Family Saturday Participants

32
Young Chefs Graduates from 4 Sessions

310
ArtSpace Summer Camp Students Enrolled

72
Culinary & Ballet Summer Camp Students Enrolled

30 Camp Dates & 3 Unique Offerings

600+
School Field Trip Attendees

Adult Education & Programs

47
Art & Culinary Classes YTD

4
Concerts with 400+ Attendees

Membership

1,028
Active Memberships

Public Art Program

20
Total Sculptural Assets on View to the Public

36
Yearly Exhibitions, 12 YTD

36,000+
Yearly Gallery Visitors

1,440
Visitors for Gallery Talks, Receptions, & Tours YTD

Rockport Center for the Arts

TOURISM & VISITOR IMPACT | DECEMBER 2022 – MAY 2023

Gallery & Art Center Visitation

17,016

Total visitors since December 10, 2022

51.8%

Of ZIP Codes collected are from beyond 75 miles

19,410

Nights in area lodging facilities

RCA Event Visitation

3,842

Total event guests since November 2022

43.2%

Of ZIP Codes collected are beyond 75 miles

1,515

Nights in area lodging facilities

Digital Impact

1,650

Unique online transactions

$145,533 spent through e-commerce platform YTD

43,340

Website visitors

33% increase over FY 2022

119,141

Social media reach

57% increase over FY 2022

Top tourism markets beyond 75 miles

1. Out of State
2. Rural Tourism > 75 miles
3. San Antonio, TX
4. Houston, TX
5. Austin, TX

20,858

Year to date total attendance impact

57,716

Projected annual visitors in 2023

92% increase over FY 2022

g. Meetings at The ROCC

- *From November 10, 2022 to the present the following groups have held meetings at The ROCC:*

Group:	*Org. Based in:*
A. Foundation	*Midland, Odessa*
American Institute of Architects	*Corpus Christi*
Author Diana Garcia Book Signing	*Corpus Christi*
Aransas County ISD Statewide Conference	*Rockport-Fulton*
Aransas County Lion's Club Shopping Tournament	*Rockport*
Aransas County Partnership – Economic Development Council	*Rockport*
Ball on the Bay	*Rockport*
Friends of Scouting South Texas	*Corpus Christi*
International Crane Foundation	*Baraboo, Wisconsin*
PNC Bank	*San Antonio, Laredo*
National Tropical Weather Conference	*San Antonio*
Rockport Center for the Arts Board Retreat and Annual Meeting	*Rockport*
Rockport Fulton Chamber of Commerce HummerBird Celebration	*Rockport*
Texas Historical Society	*Austin*
Texas Women on the Arts	*Austin*
The Rockport Group at Morgan Stanley	*Rockport*
Social Events	*Statewide*

- *RCA is using the space for several tourism activities:*

Rockport Clay Expo
Rockport Film Festival
Silver Meltdown
Spring Art Fair
Performing Arts Series
Culinary Art Series
Young Chefs: Where Food Science Meets the Culinary Arts

h. <u>The ROCC Tourism and Economic Development Impact</u>

This page was left blank intentionally. Please refer to the report on page 31.

TOURISM & VISITOR IMPACT | NOVEMBER 2022 – MAY 2023

The ROCC Booked Events

774

Total event attendees since November 2022

10

Total events since November 2022

49.3%

Of ZIP Codes collected are beyond 75 miles

584

Nights in area lodging facilities

2,542

Projected annual visitors in 2023

22 booked events in FY2023

i. **RCA Marketing Budget**

Category 4 - Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry

Budget Class	Activity: Category 4 - Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry		Promotion of the Arts
1	*Advertising*		85,000
2	*Exhibitions*		70,000
3	*Rockport Art Festival*		45,000
4	*Rockport Film Festival*		5,000
5	*Sculpture Garden*		15,000
6	*Spring Art Fair*		10,000
7	*Workshops and Classes*		20,000
	Total Request		**250,000**

- **The amount Requested in HOT Category 4, is 18% of actual City of Rockport HOT collections between May 2022 – April 2023.**

j. **The ROCC Marketing Budget**

Category 1 - Convention Centers
Category 3 – Advertising and Promotions that Directly Promote Tourism and the Hotel Convention Industry

Hot Category	Activities		Promotion of Hotel and Convention Industry
1	*Convention Centers*		85,000
3	*Advertising Solicitation and Promotions that Directly Promote Tourism and the Hotel Convention Industry*		85,000
	Total Request		**170,000**

- **The amount requested in HOT Categories 1 and 3, is 13% of actual City of Rockport HOT collections between May 2022 – April 2023.**
- **In 2023, RCA and the City of Rockport entered into an agreement for the co-management of The ROCC.**

Support through Hotel Occupancy Tax Funding allows Rockport Center for the Arts and The ROCC to promote authentic programming that is a boon for tourism and economic development to the City of Rockport.

Thank you for your support.

k. Administrative Expenses

Except for general Advertising, ***Rockport Center for the Arts does not budget for Administrative Expenses paid for with HOT funds*** *from any government entity. For FY2024, $2,000 in general Advertising is projected.*

l. About Rockport Center for the Arts and The ROCC

The new 1.2-acre Rockport Center for the Arts is located a block away from Aransas Bay in the heart of the Rockport Cultural Arts District. Designed by the award-winning team at Richter Architects, the state-of-the-art campus features a two-story, 14,000-square-foot, visual arts and education building with four galleries and five classrooms (204 S. Austin St.); a one-story, 8,000-square-foot conference and event center, known as The ROCC, including a 4,400-square-foot ballroom and culinary arts kitchen (106 S. Austin St.); with a 16,000-square-foot Sculpture Garden serving as a visually inspiring transition space between the two buildings. The hours of operation for the showroom, galleries, and gift shop are Tuesday–Saturday from 10 a.m.–5 p.m., and Sunday from noon–4 p.m. Admission is always free. For general information and to become a member, visit rockportartcenter.com, follow RCA on Facebook, or call (361) 729-5519. For information on event space, or to book an event, contact Paulette Kluge at (361) 960-2090.

##

Aransas County Council on Aging

FUNDING HISTORY							
FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	Requested FY 23-24
$ 1,500	$ 2,000	$ 2,000	$1,500	$1,200	$1,200	$5,000	$5,000

ARANSAS COUNTY COUNCIL ON AGING
912 S. CHURCH ST.
ROCKPORT, TEXAS 78382

May 19, 2023

Teresa Valdez, City Secretary

City of Rockport, Texas

application

I am attaching the report for the Bountiful Bowl. The event was success and we are looking forward to an even better Pottery Show next year. Please note that I will be leaving Rockport for the summer and will be unable to attend any meetings in person after June 15th. If you have any questions I will be checking my e-mail periodically until my return in the fall. Debbie Thompson will be able to get in touch with me if you contact her at the Senior Services Center 729-5352.

Thank you for your assistance.

Very truly yours,

Mary Ellen Nies

Mary Ellen Nies, Executive Director

Hotel Occupancy Tax Funding Application 2023-2024

Date: 5/15/23

Organization Information

Name of Organization: ARANSAS COUNTY COUNCIL ON AGING

Address: 912 S. CHURCH ST.

City, State, Zip: ROCKPORT TX 78382

Contact Name: MARY ELLEN NIES Contact Phone Number: 361 729 5352

HOT Contract Email: men46@yahoo.com

Web Site Address for Event or Sponsoring Organization: seniorservicescenter.org

Type of Organization: ____ Governmental X Non-Profit ____ Private/ For-Profit

Tax ID #: 74-1796095 Organization's Creation Date: 1977

Purpose of Organization: TO IMPROVE THE LIVES OF THOSE OVER 60 IN ARANSAS COUNTY.

Event Information

Name of Event or Project: BOUNTIFUL BOWL POTTERY FAIR

Date of Event or Project: FEB. 10-11, 2024

Primary Location of Event or Project: THE ROCC ROCKPORT CONFERENCE CENTER

Amount Requested: $ 5000

How will the funds be used: TO PAY FOR MARKETING TO INCLUDE THE FOLLOWING: REBUILD & UPGRADE WEBSITE; TV & RADIO SPOTS; MARKETING CONSULTANT; PRESS RELEASES

Primary Purpose of Funded Activity/Facility:

TO PROMOTE POTTERY SALES AND RAISE MONEY FOR MEALS FOR THE FRAIL ELDERLY OF ARANSAS COUNTY

Percentage of Hotel Tax Support of Related Costs

81% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

0 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☒ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ 5000

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? ____, ____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 21

2. Expected Attendance: 800 Prior year's attendance: _____

3. How many people attending the Event or Project will use City of Rockport hotels? 50 %

   Number of nights will they stay: 2

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   TBA

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
2022	$ 1200	$	
2021	$ 1200	$	
2020	$ 1500	$	

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   ROOM BLOCK USAGE SURVEY

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   ROCKPORT CENTER FOR THE ARTS, TOWN OF FULTON WELL-MED, RISK RESOURCES, GULF POINTE PLAZA, LYDIA ANN CHANNEL FLEET, HOOKING BULL BOATYARD, PROSPERITY BANK, CHANEL 3 NEWS

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   Admission is $10. PROFIT IS $25,000 to be used to purchase/cover costs for making & delivering meals to the homebound elderly of ARANSAS COUNTY.

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $ 1000
   Radio: $ 1000
   TV: $ 1000
   Other Paid Advertising: $ 2000

   Number of Press Releases to Media 6
   Number Direct Mailings to out-of-town recipients 1000 e-mails

   Other Promotions website

9. Will you include a link to local hotels on your website for booking during this event?
   yes

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
    Yes

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
    Coordinate with the Austin St. Galleries monthly Artwalk. This requires coordinating the date and possibly the time.

12. What geographic areas does your advertising and promotion reach?
    Locals, San Antonio area, Victoria Area, Austin Area, Houston Area, Corpus Area

13. How many individuals will your proposed marketing reach who are located in another city or county? Thousands

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

    Expected Attendance Monthly/Annually: _____

    Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

Rockport Yacht Club

FUNDING HISTORY					
FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	Requested FY 23-24
$ 2,000	$ 1,500	$ 1,500	$ 1,800	$ 1,800	$1,800

Hotel Occupancy Tax Funding Application 2023-2024

Date: 5-30-2023

Organization Information

Name of Organization: Rockport Yacht Club

Address: 722 Navigation Circle

City, State, Zip: Rockport Texas 78382

Contact Name: Shannon Carney Contact Phone Number: 361-205-1965

HOT Contract Email: ryctx@sbcglobal.net

Web Site Address for Event or Sponsoring Organization: www.rockportyachtclub.org

Type of Organization: ____ Governmental X Non-Profit ____ Private/ For-Profit

Tax ID #: 191215776O5 Organization's Creation Date: 1969

Purpose of Organization: Recreational & safe boating and related activities to include - cruising, Racing, Youth Sailing Educational Program, Water Safety & Education and Youth Sailing Regattas

Event Information

Name of Event or Project: RYC Nautical Flea Market

Date of Event or Project: May 4 & 5, 2024

Primary Location of Event or Project: Rockport Harbor

Amount Requested: $ 1800.00

How will the funds be used: Promotional material and advertising to raise awareness of the event as well as highlighting the amenities of the area since the event is held on a weekend.

Primary Purpose of Funded Activity/Facility:

Raising of funds to support our Youth Sailing Programs and Sailing Regattas. These programs reaches out and benefits the youth of our Community as well as those from out of town. We also organize educational programs for the adults of our community.

Percentage of Hotel Tax Support of Related Costs

50% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

0 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities N/A %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ _____

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☒ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $ 1800.00

How many individuals are expected to participate in the sporting related event? ~ 3,000

How many of the participants at the sporting related event are expected to be from another city or county? ~ 85%

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

This event is held on a Saturday and Sunday which allows for a greater attendance than on a weekday. This also allows for the public to visit other local tourist attractions. We also have vendors who arrive on Friday and stay through Sunday.

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 23 years
2. Expected Attendance: 3,000 Prior year's attendance: 2,400
3. How many people attending the Event or Project will use City of Rockport hotels? ~75%

   Number of nights will they stay: 1-2

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   N/A

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
May 6-7, 2023	$ 1800	$ ~~0~~	~ 60%
May 7-8, 2022	$ 1800	$ ~~0~~	~ 60%
May 1-2, 2021	$ 1800	$ ~~0~~	~ 45%

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   We will survey the persons attending the event and also survey the vendors at the event.

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   None

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

There is a 5^{00}/per person charge with children under 12 yoa free. We anticipate $12,000 to $18,000 net profit with proceeds going to the running of our Educational prosrams- Youth Sailing, Junior & Senior Regattas, as well as maintenance of equipment and facilities used for these prosrams.

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Newspaper: $ 400.00
Radio: $ —
TV: $ 1500.00
Other Paid Advertising: $ 450.00

Number of Press Releases to Media 2
Number Direct Mailings to out-of-town recipients over 100- other yacht clubs & club visitors

Other Promotions Chamber of Commerce calendar, Facebook ads, Instagram, YouTube ads, Facebook groups

9. Will you include a link to local hotels on your website for booking during this event?
Yes

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
Not at this time but would possible in the future

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
Youtube ads, advertising on Vendor market websites, mailouts to visitors to our club and other club event participants

12. What geographic areas does your advertising and promotion reach?
Most of the State of Texas

13. How many individuals will your proposed marketing reach who are located in another city or county? Tens of thousands

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

Expected Attendance Monthly/Annually: N/A

Percentage of those in attendance that are staying at area hotels/lodging facilities: N/A %

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

Nautical Flea Market (NFM) Marketing Plan 2024

The annual budget depicts the funds approved for the Nautical Flea Market.

FLYERS

10-12 weeks prior to the NFM

Create Flyers for distribution, print, distribute to members and post. See SOCIAL MEDIA below*

3 weeks prior

Distribute/deliver to businesses and community, and beyond, as determined by the committee.

MEMBER PARTICIPATION

12 weeks prior

Have all members participate in spreading the word and/or distributing flyers.

TV COMMERCIAL

10-12 weeks prior

Determine if using existing commercial or create new commercial to post to social media and website(s).)

6-8 weeks prior (as coordinated with the production entity)

Deliver all materials required for commercial edits/creation for production.

3-4 weeks prior

Finalize and accept final commercial. BLAST TO SOCIAL MEDIA.

1-2 weeks prior

Run times as determined by contract.

SOCIAL MEDIA

8-10 weeks prior to NFM

*Post Flyer and/or Save the Date to Facebook, website and other social media avenues desired.

3-4 weeks prior OR AS SOON AS AVAILABLE

BLAST COMMERCIAL TO SOCIAL MEDIA.

1-2 weeks prior

Repost a REMINDER.

PRINT

4-6 weeks prior

Advertise in newspapers or magazines, locally and other regions (San Antonio, Austin, Houston).

2-4 weeks prior

Contact publications and submit and schedule article for publication.

Seafair

FUNDING HISTORY						
FY 17-87	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	Requested FY 23-24
$ 1,000	$ 1,500	$ 1,250	$ 1,250	$ 1,500	$ 1,500	$5,000

FIND YOURSELF IN
ROCKPORT FULTON

May 31, 2023

TO WHOM IT MAY CONCERN:

The Rockport-Fulton Chamber of Commerce would like to respectfully request additional HOT funds to support the annual Seafair Festival.

It is important to realize that HOT funds currently received are specifically used to market the communities of Rockport-Fulton and not one event. This is done through a year-long Marketing Campaign that includes ads in statewide publications and tourism websites, digital and social media, TV commercials in major feeder markets, billboards and radio campaigns. These dollars are used to promote and attract visitors to ALL local events and venues in Aransas County.

Considerations for Seafair:

1) This is an established event that the Rockport-Fulton Chamber of Commerce has hosted for 47 years.

2) The Rockport-Fulton Chamber of Commerce has only sought $1,500 in previous years to assist with marketing and promoting this event, while costs continue to rise. Enclosed you will find our 2022 report documenting our advertising. We begin advertising, the end of August up to the actual start of the event in October. Again, due to costs we have limited our advertising to the San Antonio and Corpus markets. Last year's total advertising expenses came to roughly $8700 for digital billboards, radio, and TV in the Corpus and San Antonio markets. (See enclosed invoices).

3) In 2022, there were 9,281 ticket sold. When we include vendors, sponsors, volunteers, etc., the total attendance was 12,500, a 14% increase over the previous year. (Please see enclosed attendance break-down). Of the 4,521 zip codes we were able to collect, 47% were from within Texas and 2% were from out of state.

4) Following last year's event, the Chamber surveyed local hotel/motel properties. The total hotel/motel rooms available at that time was 1,036. Total rooms impacted over a four-day period was 1,880, with a conservative economic impact of $13,160, using a $100 as an average daily rate. (See enclosed report)

This event has a proven and documented track record of success and meets the criteria for HOT fund support. So that we may continue to grow this event, your consideration would be greatly appreciated. (See attached Application).

Shelly Stuart-President/CEO
Rockport-Fulton Chamber of Commerce

Hotel Occupancy Tax Funding Application 2023-2024

Date: 5/25/2023

Organization Information

Name of Organization: Rockport-Fulton Chamber of Commerce

Address: 319 Broadway

City, State, Zip: Rockport, Texas 78382

Contact Name: Shelly Stuart Contact Phone Number: 361-729-6445

HOT Contract Email: president@1rockport and/or tourism@1rockport.org

Web Site Address for Event or Sponsoring Organization: www.rockport-fulton.org

Type of Organization: ____ Governmental ✓ Non-Profit ____ Private/ For-Profit

Tax ID #: 74-1066091 Organization's Creation Date: 1952

Purpose of Organization: To work in partnership with businesses, individuals and governmental entities to promote commerce and tourism while enhancing the environment.

Event Information

Name of Event or Project: Seafair Festival

Date of Event or Project: October 5-8, 2023

Primary Location of Event or Project: Rockport-Fulton Festival Grounds

Amount Requested: $ $5,000.00

How will the funds be used: Funds will be used to assist with the expense of marketing, ($8,700 in 2022), the event outside of Rockport-Fulton to bring in overnight guests to our communities.

Primary Purpose of Funded Activity/Facility:

To host an event that will economically impact Aransas County by, 1) providing an activity for local residents who will in turn spend their dollars in local restaurants and shops, etc, and 2) due to the length of the festival and types of activities promote staying overnight in local hotels/motels. This event has a proven record of putting "heads in beds".

See attached 2022 Report.

Percentage of Hotel Tax Support of Related Costs

5% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

0 Percentage of Total Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

0 Percentage of Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☑ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $_____

☐ 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ 7) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ 8) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 47 years

2. Expected Attendance: 12,500 Prior year's attendance: See Attached Report

3. How many people attending the Event or Project will use City of Rockport hotels? _____

   Number of nights will they stay: _____

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   N/A

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used: SEE ATTACHED WORKSHEET

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
_____	$_____	$_____	_____
_____	$_____	$_____	_____
_____	$_____	$_____	_____

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   Hotel Occupancy Numbers, Room Nights Sold, Survey Attendees, Collect Zip Codes, Capture origins of attendees through online tickets sales

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   Town of Fulton & Aransas County

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   N/A

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____ See Attached
TV: $_____
Other Paid Advertising: $_____

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

9. Will you include a link to local hotels on your website for booking during this event?
We have a Places to Stay link on the homepage of our website.

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
N/A

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
Each year the Seafair Committee evaluates and discusses improvements, new methods, and most importantly new entertainment and activities that draw more people to the event.

12. What geographic areas does your advertising and promotion reach?
Austin, Corpus Christi, Victoria, Regional Areas, Houston, San Antonio, Austin through TV ads, billboards and social media.

13. How many individuals will your proposed marketing reach who are located in another city or county? Please see attached report

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

Expected Attendance Monthly/Annually: N/A

Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

2022 Seafair Report

From the Committee Chairman – "This year's Rockport-Fulton Seafair was amazing," said Committee Chair Karl Hattman. "The turn-out was great, the music was great, it was great to have the carnival back, the vendors did well, and the crowd (of all ages) had lots of fun. The festival attracted visitors from across the state and beyond.

"It was a great team effort and the volunteers, Chamber staff and committee deserve many thanks and congratulations on this year's success," said Hattman.

Reports from the areas of Seafair:

- The Opening Ceremonies with a Ribbon Cutting included messages from County Judge Bert Mills, County Commissioner Bubba Casterline, Mayor Tim Jayroe, Mayor Pro Tem Andrea Hattman, and Chamber of Commerce Chairman Courtney Sanchez. The Coastal Dance Academy, the high school choir, and the Little Bay Sea Queens were on hand to celebrate. An exciting addition to kick off this year's event was a Navy Aviation fly-over.
- Gate activity was strong. There were 9,281 tickets sold, but including vendors, sponsors, volunteers, etc., estimate total attendance at 12,500, a 14% increase over last year. Revenue was up 5% over last year as well.
- It was great to have the carnival back and it certainly added to the success of the festival.
- There were a variety of 10 food vendors and trailers who reported strong sales. In addition there were 95 arts and crafts and market vendors on-site who reported being very pleased with their sales.
- Live entertainment was steady and strong throughout the weekend.
- Beer distributors did an excellent job helping throughout the weekend.
- The kid's scavenger hunt and fishing pool proved to be successful additions to the event.
- The SR Boil House Tent did very well serving gumbo throughout the weekend with seven teams competing and serving up their best.
- The Seafair parade had over 60 entrants and a great spectator turn-out.
- The Glow Row exhibit was a great hit sharing just one of Rockport's local attractions with visitors.
- The Sunday car show featured an array of 23 cars dating from 1957 to 2016. Classics, Muscle cars, Low Riders, Step Sides and more were displayed. The People's Choice award was presented to 2016 Vet owner.
- With over 50 entries, the Cardboard boat races were a tremendous success.
- As always festival goers enjoyed the hilarious two-day run of crab races.
- This year's Cooking Contest featured salsa and desert entries from locals and across the state. There were 1st-3rd place winners (9), as well an Honorable Mention (3) in each category of Just Deserts for youth and adults and the adult Salsa Contest with a total of 15 entries.
- Thanks to Ron Hoover, the fishing and pontoon boat display drew a lot of attention.
- Nonprofit and school groups such as the Boys and Girls Club, NJROTC and RFHS Choir worked hard at keeping the grounds clean, delivering water and working the soda booth. Through tips jars and donations a total of $2500 was split between the groups.

2022 Seafair Zip Code/Attendee Breakdown

Page	# of Zip Codes Collected	Local Under 50 Miles	Corpus Christi	In-State Cities # Represented	Out-Of-State # Represented
1	63	11	3	49	0
2	181	64	32	85	0
3	212	94	16	91	11
4	206	91	15	98	2
5	139	69	8	60	2
6	160	112	9	34	5
7	169	106	8	55	0
8	164	79	7	72	6
9	17	1	7	7	2
10	10	7	2	1	0
11	69	34	8	25	2
12	104	48	18	42	0
13	213	71	50	92	0
14	191	62	8	119	3
15	213	77	39	97	0
16	230	50	24	151	5
17	157	45	17	94	0
18	218	83	7	105	23
19	216	66	17	122	11
20	186	93	6	78	9
21	182	91	15	69	7
22	170	79	9	80	2
23	184	63	33	85	3
24	223	107	26	81	9
25	233	97	38	98	0
26	222	57	43	117	5
27	185	51	4	115	15
	4,521	**1,808**	**469**	**2,122**	**122**
		40%	**11%**	**47%**	**2%**

In-State Cities: (147 Texas Cities Represented)

Spring, Slidmore, Riviera, Dickinson, San Marcos, Magnolia, Adkins, Refugio, Kyle, Lolta, Johnson City, Orange Grove, Seguin, Austin, Fort Hood, Spring College Station, Cypress, MathisEgypt, Sandia, San Diego, Blanco, Taylor, Fall City, Perryton, Center Point, GarlandFriendswood, Georgetown, Gregory, Ft. Worth, Cuero Katy, League City, Odem, Converse, Cibolo Pleasanton, Amarillo, Medina, Portland, Taft, Round Rock, Crosby, Nacogdoches, JoshuaGoliad, Lockhart, Hardwood, Pasadena, Montgomery, Sealy, Poth, Rockdale, Buchanan DamSugarland, Belaire, Irving, Canyon Lake Denton, Bastrop, Cisco, Temple, Laporte, Sterling CityRichmond, Harlingen, Tuleta, Humble Bulverde, BrenhamLumberton, Carrollton, Hallettsville, Huffman, Kenedy, Caldwell, Danbury

Red Oak, Rio Hondo, Floresville, LaVerna, SieravistaWindsor, Italy, Cedar Park, McAllen, Brookshire Shiner, San Juan, Mineral Wells, Fredricksburg, Hockley, StockdaleVan Vleck, Ganedo, LaGrange New Braunfels, Tivoli, Copperas Cove, Manchaca, Universal City, Maxwell, Placed,Bacliff, Marquez Cat Spring, Gonzales, Duncanville, Lytle, Driftwood, Buda, Belton, Kingslands, Liberty HillBeeville Bay Town, Burleson, Bishop, Kingsville, Corpus Christi, Port Aransas, Ingleside, Leander, Kendalia Aransas PassRealltos, Old Ocean, Bay City, Guerra, Mission, Benavides, Premont, Spring Branch, Welmar, Dripping SpringsWeston, Welmar, Woodway, Mason, Waller, Kingswood, Ganado, Palo P Spring Ranch, Realltos, Wimberly

Out of State: (11 states represented)
GA, IL,UT,OK, OR,AR, PA,SD, AZ, NM, CO

EXHIBIT "B"

HOT FUNDING EXPENSE REPORT FY 2022-2023			
Description of Expense	Approved Budget	Amount of Expense	*Number of Heads in Beds
Billboards – Lamar		$3000	
Radio – iHeart Media		$2,975	
Cable Corpus Christi – Spectrum Reach		$924.80	
Cable San Antonio – Spectrum Reach		$1761.20	
	$1,500		
			Every Hotel Called - See Report Attached
			# Rooms 1,880
Total Reimbursement Request	$1,500		

*Must attach supporting documentation.

Projected Impact Of 2022 Seafair on Local Lodging

Property	Total Hotel/ Motel Rooms Available	THURS 6-Oct		FRI 7-Oct		SAT 8-Oct		SUN 9-Oct	
		%	Rms	%	Rms	%	Rms	%	Rms
Bay Front Cottages	27	0%		70%	19	70%	19	0%	0
Bay View Inn	12	0%		60%	8	60%	8	0%	0
Blue Wave Inn Rockport	29	1%	2	1%	2	1%	2	1%	2
Candle Light Cottages	5	0%		100%	5	100%	5	0%	
Econo Lodge	79	50%	39	90%	71	90%	71	0%	
Hunts Castle	40	20%	8	30%	12	15%	6	0%	
Laguna Reef Hotel/Condos	46	0%		80%	37	80%	37	0%	
Lighthouse Inn at Aransas Bay	78	87%	68	100%	78	100%	78	0%	
Motel 6	49	0%		25%	12	25%	12	0%	
Pelican Bay Resort	construction	0%		0%		0%		0%	
Fairfield Inn Suites	87	50%	44	84%	73	100%	87	48%	42
Hampton Inn& Suites	91	30%	27	77%	70	77%	70	30%	27
Harbour Inn	16	60%	10	80%	13	80%	13	37%	6
Quality Inn	62	50%	31	95%	59	95%	59	40%	25
Reel'em Inn Rockport	9	70%	6	100%	9	95%	8	95%	8
Sanddollar Resort Motel	40	5%	2	50%	20	50%	20	38%	15
Sea View Motel**	26	15%	4	90%	23	100%	26	20%	5
Shivam Reef Motel	13	90%	12	90%	12	90%	12	15%	2
Village Inn	12	80%	10	80%	10	80%	10	80%	10
Inn at Fulton Harbor	45	0%		67%		67%		0%	
La Quinta Inn & Suites	72	15%	11	50%	36	50%	36	25%	18
Days Inn by Wyndham	50-Wedding	0%		0%		0%		0%	
The Rockport Lodge	79	40%	32	50%	40	90%	71	30%	24
Holiday Inn Express	69	50%	35	65%	45	65%	45	1%	6

Total Rooms Available	1036					
Total Rooms Impacted by Event		341	654	695	190	1880

There was a large wedding party in town and several properties hosted guests. Days Inn hosted all wedding guests. Complaints from guest about no parking.

Economic Impact Example:

If the average daily rate of local hotel/motels is $100, x 7% HOT tax collected = $7 x 1880 room nights = $13,160 HOT Tax generated by event.

HTM

Client Activity Report

Client Monthly Detail (Net Cost)
Period From 8/29/2022 To 9/25/2022

Date: 10/18/2022
3:46 PM

ncy: Helen Thompson Media
:e: Helen Thompson Media
nt: ROCKPORT FULTON CHAMBER OF COMMERCE
luct: SEAFAIR
ia: OOH
ket: All

Estimate: 416
Description: ROCKPORT 2022 SEAFAIR OUTDOOR
Estimate Group: General
Flight Dates: 8/29/2022-10/2/2022
Flight Type: Weekly
Daypart: All
Vendor: All

e numbers on this report appear as Purchased/Invoiced.

et	Vendor		SEP 22	Total Spots	Period Totals
us Christi					
	LAMAR	*Purchased:*	$3,000.00	5	$3,000.00
		Invoiced:	$3,000.00	5	$3,000.00
et Total:		*Purchased:*	$3,000.00	5	$3,000.00
		Invoiced:	$3,000.00	5	$3,000.00
Ordered:		*Purchased:*	$3,000.00	5	$3,000.00
		Invoiced:	$3,000.00	5	$3,000.00

INVOICE

QUESTIONS? CONTACT 361-299-5550
OR (225) 926-1000

CUSTOMER: HELEN THOMPSON MEDIA
ADVERTISER: ROCKPORT SEAFAIR

CUSTOMER CONTRACT NO:

LAMAR CUSTOMER NO: 582316
LAMAR CONTRACT NO: 3886727

INVOICE NO: 113959258
INVOICE DATE: 08/29/2022
DUE DATE: 09/28/2022

MARKET / MEDIA TYPE / DESIGN / LOCATION	CONTRACT SERVICE DATES	PANEL NUMBER	PANEL TAG ID	ILLUM	AMOUNT
1 - CORPUS CHRISTI, TX					
22-Corpus Christi, TX					
Media Type: Posters					
SS SPID @ COHEN FSE (TOP)	8/29/22-9/25/22	1145	26021	Yes	
ES SPID @ NAS DRIVE FSE (IN)		5033	26009	Yes	
				Total Panels:2	1,000.00

STATE TAX	COUNTY or PARISH TAX	CITY TAX	AMOUNT
0.00	0.00	0.00	1,000.00

REMITTANCE STUB - Please send this with payment. 582316/_/_/Emai

Thank you for doing business with Lamar. Your prompt payment of this invoice is greatly appreciated.

TO PAY ONLINE, PLEASE VISIT http://payments.lamar.com

0005823161139759258000001000000

CUSTOMER
HELEN THOMPSON MEDIA
20770 US HIGHWAY 281 N, SUITE 108-475
SAN ANTONIO, TX 78258

TERMS:
NET 30 DAYS

THIS AMOUNT DUE
1,000.00
US DOLLARS

Lamar Office Use Only
113959258
582316-10
pr:08/29/2022 so:09/01/2022
ContractPlanAdvertiser

MAIL PAYMENT TO
LAMAR COMPANIES
P.O. BOX 746966
ATLANTA, GA 30374-6966

INVOICE

QUESTIONS? CONTACT 361-289-5550
OR (225) 926-1000

CUSTOMER: HELEN THOMPSON MEDIA
ADVERTISER: ROCKPORT SEAFAIR

CUSTOMER CONTRACT NO:

LAMAR CUSTOMER NO: 582316
LAMAR CONTRACT NO: 3886727

INVOICE NO: 113989197
INVOICE DATE: 09/05/2022
DUE DATE: 10/05/2022

MARKET / MEDIA TYPE / DESIGN / LOCATION	CONTRACT SERVICE DATES	PANEL NUMBER	PANEL TAB ID	ILLUM	AMOUNT
1 - CORPUS CHRISTI, TX 22-Corpus Christi, TX Media Type: DigitalBulletins W/S Hwy. 181 Causeway @ Indian Point Pie r Rd. FSW	9/5/22-10/2/22	1513	30920740	Yes **Total Panels:1**	1,200.00
21 - ROCKPORT, TX 22-Corpus Christi, TX Media Type: Posters SS FM 1069, W/O HWY. 35 BP FE	9/5/22-10/2/22	1053	26163	Yes **Total Panels:1**	500.00
30 - INGLESIDE, TX 22-Corpus Christi, TX Media Type: Posters NS HWY. 361, 1.6 MI. E/O HWY. 35 FE	9/5/22-10/2/22	4030	26124	No **Total Panels:1**	300.00

STATE TAX	COUNTY or PARISH TAX	CITY TAX	AMOUNT
0.00	0.00	0.00	2,000.00

ok to pay

REMITTANCE STUB - Please send this with payment. 582316/_/_/Emal

Thank you for doing business with Lamar. Your prompt payment of this invoice is greatly appreciated.

TO PAY ONLINE, PLEASE VISIT http://payments.lamar.com

0005823161139891970000020000000

CUSTOMER
HELEN THOMPSON MEDIA
20770 US HIGHWAY 281 N, SUITE 108-475
SAN ANTONIO, TX 78258

TERMS:
NET 30 DAYS

THIS AMOUNT DUE
2,000.00
US DOLLARS

Lamar Office Use Only
113989197
582316-10
pr:09/05/2022 sa:09/05/2022
ContractPlantAdvertiser

MAIL PAYMENT TO
LAMAR COMPANIES
P.O. BOX 746966
ATLANTA, GA 30374-6966

LAMAR

INVOICE

QUESTIONS? CONTACT 361-299-5550
OR (225) 926-1000

CUSTOMER: HELEN THOMPSON MEDIA
ADVERTISER: ROCKPORT SEAFAIR

CUSTOMER CONTRACT NO:

LAMAR CUSTOMER NO: 582316
LAMAR CONTRACT NO: 3886727

INVOICE NO: 113948665
INVOICE DATE: 08/29/2022
DUE DATE: 09/28/2022

MARKET / MEDIA TYPE / DESIGN / LOCATION	CONTRACT SERVICE DATES	PANEL NUMBER	PANEL TAB ID	ILLUM	AMOUNT
1 - CORPUS CHRISTI, TX 22-Corpus Christi, TX Media Type: Vinyl Production cost for panels 1145, 5033, 1053 and 4080.	8/29/22			4	0.00

Added Value

STATE TAX	COUNTY OR PARISH TAX	CITY TAX		AMOUNT
0.00	0.00	0.00		0.00

REMITTANCE STUB - Please send this with payment. 582316/_/_/Emai

Thank you for doing business with Lamar. Your prompt payment of this invoice is greatly appreciated.

TO PAY ONLINE, PLEASE VISIT http://payments.lamar.com

00058231611394866500000000009

CUSTOMER
HELEN THOMPSON MEDIA
20770 US HIGHWAY 281 N, SUITE 108-475
SAN ANTONIO, TX 78258

TERMS:
NET 30 DAYS

THIS AMOUNT DUE
0.00
US DOLLARS

Lamar Office Use Only
113948665
582316-10
pr:08/29/2022 sc:08/25/2021
Contract|Plan|Advertiser

MAIL PAYMENT TO
LAMAR COMPANIES
P.O. BOX 746966
ATLANTA, GA 30374-6966

HTM

Client Activity Report

Client Monthly Detail (Gross Cost, Net Cost)
Period From 9/19/2022 To 10/9/2022

Date: 11/18/2022
11:21 AM

ncy: Helen Thompson Media
ce: Helen Thompson Media
nt: ROCKPORT FULTON CHAMBER OF COMMERCE
luct: SEAFAIR
ia: Radio
ket: All

Estimate: 4047
Description: ROCKPORT-FULTON 2022 SEAFAIR RADIO
Estimate Group: General
Flight Dates: 9/19/2022-10/9/2022
Flight Type: Weekly
Daypart: All
Vendor: All

e numbers on this report appear as Purchased/Invoiced.

et	Vendor		SEP 22	OCT 22	Total Spots	Period Totals
us Christi						
	KMXR-FM	*Purchased:*	$120.00	$1,830.00	156	$1,950.00
			$102.00	$1,555.50		$1,657.50
		Invoiced:	$120.00	$1,830.00	156	$1,950.00
			$102.00	$1,555.50		$1,657.50
	KRYS-FM	*Purchased:*	$100.00	$1,450.00	100	$1,550.00
			$85.00	$1,232.50		$1,317.50
		Invoiced:	$100.00	$1,450.00	100	$1,550.00
			$85.00	$1,232.50		$1,317.50
et Total:		*Purchased:*	$220.00	$3,280.00	256	$3,500.00
			$187.00	$2,788.00		$2,975.00
		Invoiced:	$220.00	$3,280.00	256	$3,500.00
			$187.00	$2,788.00		$2,975.00
Ordered:		*Purchased:*	$220.00	$3,280.00	256	$3,500.00
			$187.00	$2,788.00		$2,975.00
		Invoiced:	$220.00	$3,280.00	256	$3,500.00
			$187.00	$2,788.00		$2,975.00

KMXR-FM
INVOICE

Bill To:
Helen Thompson Media
20770 US HIGHWAY 281 N Suite #
San Antonio Texas 78258-7655

Please Remit To:
iHeartMedia
P.O. Box 847572
Dallas, TX 75284-7572

Due Date: 11/11/22

Invoice #	Broadcast Month	Invoice Date	Flight
8819191834	202209	09/27/22	08/29/22-09/25/22
Account Executive	**Advertiser**	**Product**	**Order Type**
Celeste Torres	Rockport Chamber	VARIOUS	
Representative	**Rep Order #**		

Client Code:
Product Code:
Estimate Code: 4047

Total Spots:	32
Actual Gross Billing:	$120.00
State Tax:	$0.00
Local Tax:	$0.00
Agency Commission:	$18.00
Net Due:	$102.00

Comments:

Billing Instructions:

Line	Start	End	Days	Spots/Week	Rate
1	06:00 A	11:59 P	MTWTFSS	26	$0.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
1	M	09/19/22	08:37 A	30	$0.00	RockportFultonSeaFal		
1	M	09/19/22	08:46 P	30	$0.00	RockportFultonSeaFal		
1	M	09/19/22	10:15 P	30	$0.00	RockportFultonSeaFal		
1	M	09/19/22	11:14 P	30	$0.00	RockportFultonSeaFal		
1	Tu	09/20/22	08:46 P	30	$0.00	RockportFultonSeaFal		
1	Tu	09/20/22	10:14 P	30	$0.00	RockportFultonSeaFal		
1	Tu	09/20/22	11:41 P	30	$0.00	RockportFultonSeaFal		
1	W	09/21/22	08:36 A	30	$0.00	RockportFultonSeaFal		
1	W	09/21/22	07:13 P	30	$0.00	RockportFultonSeaFal		
1	W	09/21/22	10:17 P	30	$0.00	RockportFultonSeaFal		
1	W	09/21/22	11:50 P	30	$0.00	RockportFultonSeaFal		
1	Th	09/22/22	09:52 A	30	$0.00	RockportFultonSeaFal		
1	Th	09/22/22	01:17 P	30	$0.00	RockportFultonSeaFal		
1	Th	09/22/22	07:45 P	30	$0.00	RockportFultonSeaFal		
1	Th	09/22/22	10:18 P	30	$0.00	RockportFultonSeaFal		
1	F	09/23/22	08:33 A	30	$0.00	RockportFultonSeaFal		
1	F	09/23/22	01:18 P	30	$0.00	RockportFultonSeaFal		
1	F	09/23/22	04:46 P	30	$0.00	RockportFultonSeaFal		
1	Sa	09/24/22	12:47 P	30	$0.00	RockportFultonSeaFal		
1	Sa	09/24/22	01:19 P	30	$0.00	RockportFultonSeaFal		
1	Sa	09/24/22	02:19 P	30	$0.00	RockportFultonSeaFal		
1	Sa	09/24/22	05:50 P	30	$0.00	RockportFultonSeaFal		
1	Su	09/25/22	06:35 A	30	$0.00	RockportFultonSeaFal		
1	Su	09/25/22	10:38 A	30	$0.00	RockportFultonSeaFal		
1	Su	09/25/22	01:17 P	30	$0.00	RockportFultonSeaFal		
1	Su	09/25/22	02:15 P	30	$0.00	RockportFultonSeaFal		

Line	Start	End	Days	Spots/Week	Rate
2	10:00 A	05:59 P	SS	6	$20.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
2	Sa	09/24/22	10:41 A	30	$20.00	RockportFultonSeaFal		
2	Sa	09/24/22	04:55 P	30	$20.00	RockportFultonSeaFal		
2	Su	09/25/22	11:52 A	30	$20.00	RockportFultonSeaFal		
2	Su	09/25/22	12:56 P	30	$20.00	RockportFultonSeaFal		
2	Su	09/25/22	03:15 P	30	$20.00	RockportFultonSeaFal		
2	Su	09/25/22	05:20 P	30	$20.00	RockportFultonSeaFal		

Additional Comments:

Total Spots:	32
Actual Gross Billing:	$120.00
State Tax:	$0.00
Local Tax:	$0.00
Agency Commission:	$18.00
Net Due:	$102.00

KMXR-FM
INVOICE

Bill To:
Helen Thompson Media
20770 US HIGHWAY 281 N Suite #
San Antonio Texas 78258-7655

Please Remit To:
iHeartMedia
P.O. Box 847572
Dallas, TX 75284-7572

Due Date: 11/25/22

Invoice #	Broadcast Month	Invoice Date	Flight
8819232808	202210	10/11/22	09/26/22-10/09/22
Account Executive	**Advertiser**	**Product**	**Order Type**
Celeste Torres	Rockport Chamber	VARIOUS	
Representative	**Rep Order #**		

Client Code:
Product Code:
Estimate Code: 4047

Total Spots:	124
Actual Gross Billing:	$1,830.00
State Tax:	$0.00
Local Tax:	$0.00
Agency Commission:	$274.50
Net Due:	$1,555.50

Comments:

Billing Instructions:

Line	Start	End	Days	Spots/Week	Rate
1	06:00 A	09:59 A	MTWTF	20	$28.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
1	M	09/26/22	07:38 A	30	$28.00	RockportFultonSeaFal		
1	M	09/26/22	09:48 A	30	$28.00	RockportFultonSeaFal		
1	Tu	09/27/22	06:55 A	30	$28.00	RockportFultonSeaFal		
1	Tu	09/27/22	08:34 A	30	$28.00	RockportFultonSeaFal		
1	W	09/28/22	07:33 A	30	$28.00	RockportFultonSeaFal		
1	W	09/28/22	09:45 A	30	$28.00	RockportFultonSeaFal		
1	Th	09/29/22	07:34 A	30	$28.00	RockportFultonSeaFal		
1	Th	09/29/22	09:12 A	30	$28.00	RockportFultonSeaFal		
1	F	09/30/22	08:49 A	30	$28.00	RockportFultonSeaFal		
1	F	09/30/22	09:47 A	30	$28.00	RockportFultonSeaFal		
1	M	10/03/22	08:01 A	30	$28.00	RockportFultonSeaFal		
1	M	10/03/22	09:56 A	30	$28.00	RockportFultonSeaFal		
1	Tu	10/04/22	09:14 A	30	$28.00	RockportFultonSeaFal		
1	Tu	10/04/22	09:46 A	30	$28.00	RockportFultonSeaFal		
1	W	10/05/22	06:55 A	30	$28.00	RockportFultonSeaFal		
1	W	10/05/22	09:50 A	30	$28.00	RockportFultonSeaFal		
1	Th	10/06/22	06:54 A	30	$28.00	RockportFultonSeaFal		
1	Th	10/06/22	08:51 A	30	$28.00	RockportFultonSeaFal		
1	F	10/07/22	06:38 A	30	$28.00	RockportFultonSeaFal		
1	F	10/07/22	09:14 A	30	$28.00	RockportFultonSeaFal		

Line	Start	End	Days	Spots/Week	Rate
2	06:00 A	06:59 P	MTWTF	16	$25.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
2	M	09/26/22	06:39 A	30	$25.00	RockportFultonSeaFal		
2	M	09/26/22	04:21 P	30	$25.00	RockportFultonSeaFal		
2	Tu	09/27/22	11:49 A	30	$25.00	RockportFultonSeaFal		
2	W	09/28/22	11:17 A	30	$25.00	RockportFultonSeaFal		
2	Th	09/29/22	12:23 P	30	$25.00	RockportFultonSeaFal		
2	Th	09/29/22	01:52 P	30	$25.00	RockportFultonSeaFal		
2	F	09/30/22	07:54 A	30	$25.00	RockportFultonSeaFal		
2	F	09/30/22	09:19 A	30	$25.00	RockportFultonSeaFal		
2	M	10/03/22	09:18 A	30	$25.00	RockportFultonSeaFal		
2	M	10/03/22	01:21 P	30	$25.00	RockportFultonSeaFal		
2	Tu	10/04/22	10:19 A	30	$25.00	RockportFultonSeaFal		
2	Tu	10/04/22	11:20 A	30	$25.00	RockportFultonSeaFal		
2	Tu	10/04/22	04:14 P	30	$25.00	RockportFultonSeaFal		
2	W	10/05/22	06:23 A	30	$25.00	RockportFultonSeaFal		
2	Th	10/06/22	09:52 A	30	$25.00	RockportFultonSeaFal		
2	F	10/07/22	11:17 A	30	$25.00	RockportFultonSeaFal		

Line	Start	End	Days	Spots/Week	Rate
3	10:00 A	02:59 P	MTWTF	30	$25.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
3	M	09/26/22	10:18 A	30	$25.00	RockportFultonSeaFal		

3	M	09/26/22	12:50 P	30	$25.00	RockportFultonSeaFal
3	M	09/26/22	02:18 P	30	$25.00	RockportFultonSeaFal
3	Tu	09/27/22	11:18 A	30	$25.00	RockportFultonSeaFal
3	Tu	09/27/22	12:50 P	30	$25.00	RockportFultonSeaFal
3	Tu	09/27/22	02:57 P	30	$25.00	RockportFultonSeaFal
3	W	09/28/22	10:15 A	30	$25.00	RockportFultonSeaFal
3	W	09/28/22	11:50 A	30	$25.00	RockportFultonSeaFal
3	W	09/28/22	02:48 P	30	$25.00	RockportFultonSeaFal
3	Th	09/29/22	10:21 A	30	$25.00	RockportFultonSeaFal
3	Th	09/29/22	10:48 A	30	$25.00	RockportFultonSeaFal
3	Th	09/29/22	02:48 P	30	$25.00	RockportFultonSeaFal
3	F	09/30/22	10:17 A	30	$25.00	RockportFultonSeaFal
3	F	09/30/22	10:55 A	30	$25.00	RockportFultonSeaFal
3	F	09/30/22	01:15 P	30	$25.00	RockportFultonSeaFal
3	M	10/03/22	10:51 A	30	$25.00	RockportFultonSeaFal
3	M	10/03/22	11:19 A	30	$25.00	RockportFultonSeaFal
3	M	10/03/22	12:51 P	30	$25.00	RockportFultonSeaFal
3	Tu	10/04/22	12:18 P	30	$25.00	RockportFultonSeaFal
3	Tu	10/04/22	01:18 P	30	$25.00	RockportFultonSeaFal
3	Tu	10/04/22	02:21 P	30	$25.00	RockportFultonSeaFal
3	W	10/05/22	11:51 A	30	$25.00	RockportFultonSeaFal
3	W	10/05/22	12:22 P	30	$25.00	RockportFultonSeaFal
3	W	10/05/22	12:54 P	30	$25.00	RockportFultonSeaFal
3	Th	10/06/22	12:48 P	30	$25.00	RockportFultonSeaFal
3	Th	10/06/22	01:18 P	30	$25.00	RockportFultonSeaFal
3	Th	10/06/22	02:21 P	30	$25.00	RockportFultonSeaFal
3	F	10/07/22	10:20 A	30	$25.00	RockportFultonSeaFal
3	F	10/07/22	12:16 P	30	$25.00	RockportFultonSeaFal
3	F	10/07/22	01:51 P	30	$25.00	RockportFultonSeaFal

Line	Start	End	Days	Spots/Week	Rate
4	06:00 A	11:59 P	MTWTFSS	52	$0.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
4	M	09/26/22	08:34 A	30	$0.00	RockportFultonSeaFal		
4	M	09/26/22	08:19 P	30	$0.00	RockportFultonSeaFal		
4	M	09/26/22	10:17 P	30	$0.00	RockportFultonSeaFal		
4	M	09/26/22	11:43 P	30	$0.00	RockportFultonSeaFal		
4	Tu	09/27/22	06:33 A	30	$0.00	RockportFultonSeaFal		
4	Tu	09/27/22	07:20 A	30	$0.00	RockportFultonSeaFal		
4	Tu	09/27/22	07:52 A	30	$0.00	RockportFultonSeaFal		
4	Tu	09/27/22	09:22 A	30	$0.00	RockportFultonSeaFal		
4	Tu	09/27/22	09:48 A	30	$0.00	RockportFultonSeaFal		
4	W	09/28/22	06:34 A	30	$0.00	RockportFultonSeaFal		
4	W	09/28/22	08:48 A	30	$0.00	RockportFultonSeaFal		
4	W	09/28/22	09:19 A	30	$0.00	RockportFultonSeaFal		
4	Th	09/29/22	08:35 A	30	$0.00	RockportFultonSeaFal		
4	Th	09/29/22	09:43 A	30	$0.00	RockportFultonSeaFal		
4	Th	09/29/22	11:49 A	30	$0.00	RockportFultonSeaFal		
4	F	09/30/22	06:28 A	30	$0.00	RockportFultonSeaFal		
4	F	09/30/22	11:12 A	30	$0.00	RockportFultonSeaFal		
4	F	09/30/22	12:22 P	30	$0.00	RockportFultonSeaFal		
4	F	09/30/22	02:17 P	30	$0.00	RockportFultonSeaFal		
4	F	09/30/22	02:51 P	30	$0.00	RockportFultonSeaFal		
4	Sa	10/01/22	01:44 P	30	$0.00	RockportFultonSeaFal		
4	Sa	10/01/22	05:48 P	30	$0.00	RockportFultonSeaFal		
4	Su	10/02/22	12:51 P	30	$0.00	RockportFultonSeaFal		
4	Su	10/02/22	02:44 P	30	$0.00	RockportFultonSeaFal		
4	Su	10/02/22	03:19 P	30	$0.00	RockportFultonSeaFal		
4	Su	10/02/22	05:45 P	30	$0.00	RockportFultonSeaFal		
4	M	10/03/22	06:34 A	30	$0.00	RockportFultonSeaFal		
4	M	10/03/22	08:18 A	30	$0.00	RockportFultonSeaFal		
4	M	10/03/22	02:51 P	30	$0.00	RockportFultonSeaFal		
4	Tu	10/04/22	06:34 A	30	$0.00	RockportFultonSeaFal		
4	Tu	10/04/22	08:34 A	30	$0.00	RockportFultonSeaFal		
4	Tu	10/04/22	11:52 A	30	$0.00	RockportFultonSeaFal		
4	Tu	10/04/22	01:47 P	30	$0.00	RockportFultonSeaFal		
4	W	10/05/22	07:20 A	30	$0.00	RockportFultonSeaFal		
4	W	10/05/22	10:21 A	30	$0.00	RockportFultonSeaFal		
4	W	10/05/22	01:18 P	30	$0.00	RockportFultonSeaFal		
4	W	10/05/22	04:23 P	30	$0.00	RockportFultonSeaFal		
4	Th	10/06/22	11:21 A	30	$0.00	RockportFultonSeaFal		
4	Th	10/06/22	04:20 P	30	$0.00	RockportFultonSeaFal		
4	Th	10/06/22	07:13 P	30	$0.00	RockportFultonSeaFal		

4	Th	10/06/22	10:15 P	30	$0.00	RockportFultonSeaFal
4	F	10/07/22	02:18 P	30	$0.00	RockportFultonSeaFal
4	F	10/07/22	08:47 P	30	$0.00	RockportFultonSeaFal
4	F	10/07/22	11:45 P	30	$0.00	RockportFultonSeaFal
4	Sa	10/08/22	07:14 A	30	$0.00	RockportFultonSeaFal
4	Sa	10/08/22	10:50 A	30	$0.00	RockportFultonSeaFal
4	Sa	10/08/22	02:14 P	30	$0.00	RockportFultonSeaFal
4	Sa	10/08/22	04:49 P	30	$0.00	RockportFultonSeaFal
4	Sa	10/08/22	07:15 P	30	$0.00	RockportFultonSeaFal
4	Su	10/09/22	12:47 P	30	$0.00	RockportFultonSeaFal
4	Su	10/09/22	02:46 P	30	$0.00	RockportFultonSeaFal
4	Su	10/09/22	04:15 P	30	$0.00	RockportFultonSeaFal

Line	Start	End	Days	Spots/Week	Rate
5	10:00 A	05:59 P	SS	6	$20.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
5	Sa	10/01/22	10:15 A	30	$20.00	RockportFultonSeaFal		
5	Sa	10/01/22	02:54 P	30	$20.00	RockportFultonSeaFal		
5	Sa	10/01/22	03:16 P	30	$20.00	RockportFultonSeaFal		
5	Sa	10/01/22	04:17 P	30	$20.00	RockportFultonSeaFal		
5	Su	10/02/22	01:19 P	30	$20.00	RockportFultonSeaFal		
5	Su	10/02/22	04:22 P	30	$20.00	RockportFultonSeaFal		

Additional Comments:

Total Spots:	124
Actual Gross Billing:	$1,830.00
State Tax:	$0.00
Local Tax:	$0.00
Agency Commission:	$274.50
Net Due:	$1,555.50

ok to pay

KRYS-FM
INVOICE

Bill To:
Helen Thompson Media
8085 BROADWAY
San Antonio Texas 78209-2628

Please Remit To:
iHeartMedia
P.O. Box 847572
Dallas, TX 75284-7572

Due Date: 11/11/22

Invoice #	Broadcast Month	Invoice Date	Flight
8819191711	202209	09/27/22	08/29/22-09/25/22
Account Executive	**Advertiser**	**Product**	**Order Type**
Lorie Garcia	Rockport Chamber	VARIOUS	
Representative	**Rep Order #**		

Client Code:
Product Code:
Estimate Code: 4047

Total Spots:	19
Actual Gross Billing:	$100.00
State Tax:	$0.00
Local Tax:	$0.00
Agency Commission:	$15.00
Net Due:	$85.00

Comments:

Billing Instructions:

Line	Start	End	Days	Spots/Week	Rate
1	06:00 A	11:59 P	MTWTFSS	15	$0.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
1	M	09/19/22	08:44 P	30	$0.00	RockportFultonSeaFal		
1	M	09/19/22	11:11 P	30	$0.00	RockportFultonSeaFal		
1	Tu	09/20/22	10:39 P	30	$0.00	RockportFultonSeaFal		
1	Tu	09/20/22	11:15 P	30	$0.00	RockportFultonSeaFal		
1	W	09/21/22	08:46 P	30	$0.00	RockportFultonSeaFal		
1	W	09/21/22	11:18 P	30	$0.00	RockportFultonSeaFal		
1	Th	09/22/22	11:15 A	30	$0.00	RockportFultonSeaFal		
1	Th	09/22/22	08:12 P	30	$0.00	RockportFultonSeaFal		
1	F	09/23/22	05:17 P	30	$0.00	RockportFultonSeaFal		
1	F	09/23/22	09:11 P	30	$0.00	RockportFultonSeaFal		
1	Sa	09/24/22	12:41 P	30	$0.00	RockportFultonSeaFal		
1	Sa	09/24/22	02:50 P	30	$0.00	RockportFultonSeaFal		
1	Su	09/25/22	10:17 A	30	$0.00	RockportFultonSeaFal		
1	Su	09/25/22	01:15 P	30	$0.00	RockportFultonSeaFal		
1	Su	09/25/22	05:12 P	30	$0.00	RockportFultonSeaFal		

Line	Start	End	Days	Spots/Week	Rate
2	10:00 A	05:59 P	SS	4	$25.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
2	Sa	09/24/22	10:09 A	30	$25.00	RockportFultonSeaFal		
2	Sa	09/24/22	05:12 P	30	$25.00	RockportFultonSeaFal		
2	Su	09/25/22	12:46 P	30	$25.00	RockportFultonSeaFal		
2	Su	09/25/22	03:13 P	30	$25.00	RockportFultonSeaFal		

Additional Comments:

Total Spots:	19
Actual Gross Billing:	$100.00
State Tax:	$0.00
Local Tax:	$0.00
Agency Commission:	$15.00
Net Due:	$85.00

Octopus

KRYS-FM
INVOICE

Bill To:
Helen Thompson Media
8035 BROADWAY
San Antonio Texas 78209-2628

Please Remit To:
iHeartMedia
P.O. Box 847572
Dallas, TX 75284-7572

Due Date: 11/25/22

Invoice #	Broadcast Month	Invoice Date	Flight
8819232800	202210	10/11/22	09/26/22-10/09/22
Account Executive	**Advertiser**	**Product**	**Order Type**
Lorie Garcia	Rockport Chamber	VARIOUS	
Representative	**Rep Order #**		

Client Code:
Product Code:
Estimate Code: 4047

Total Spots:	81
Actual Gross Billing:	$1,450.00
State Tax:	$0.00
Local Tax:	$0.00
Agency Commission:	$217.50
Net Due:	$1,232.50

Comments:

Billing Instructions:

Line	Start	End	Days	Spots/Week	Rate
1	06:00 A	09:59 A	MTWTF	10	$36.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
1	M	09/26/22	06:48 A	30	$36.00	RockportFultonSeaFal		
1	Tu	09/27/22	09:32 A	30	$36.00	RockportFultonSeaFal		
1	W	09/28/22	06:50 A	30	$36.00	RockportFultonSeaFal		
1	Th	09/29/22	09:34 A	30	$36.00	RockportFultonSeaFal		
1	F	09/30/22	08:35 A	30	$36.00	RockportFultonSeaFal		
1	M	10/03/22	06:34 A	30	$36.00	RockportFultonSeaFal		
1	Tu	10/04/22	06:38 A	30	$36.00	RockportFultonSeaFal		
1	W	10/05/22	08:31 A	30	$36.00	RockportFultonSeaFal		
1	Th	10/06/22	08:47 A	30	$36.00	RockportFultonSeaFal		
1	F	10/07/22	06:47 A	30	$36.00	RockportFultonSeaFal		

Line	Start	End	Days	Spots/Week	Rate
2	06:00 A	06:59 P	MTWTF	10	$35.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
2	M	09/26/22	02:46 P	30	$35.00	RockportFultonSeaFal		
2	Tu	09/27/22	07:53 A	30	$35.00	RockportFultonSeaFal		
2	W	09/28/22	05:14 P	30	$35.00	RockportFultonSeaFal		
2	Th	09/29/22	11:18 A	30	$35.00	RockportFultonSeaFal		
2	Th	09/29/22	12:17 P	30	$35.00	RockportFultonSeaFal		
2	M	10/03/22	08:34 A	30	$35.00	RockportFultonSeaFal		
2	Tu	10/04/22	10:12 A	30	$35.00	RockportFultonSeaFal		
2	W	10/05/22	11:50 A	30	$35.00	RockportFultonSeaFal		
2	F	10/07/22	11:13 A	30	$35.00	RockportFultonSeaFal		
2	F	10/07/22	02:41 P	30	$35.00	RockportFultonSeaFal		

Line	Start	End	Days	Spots/Week	Rate
3	10:00 A	02:59 P	MTWTF	20	$32.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
3	M	09/26/22	10:40 A	30	$32.00	RockportFultonSeaFal		
3	M	09/26/22	11:43 A	30	$32.00	RockportFultonSeaFal		
3	Tu	09/27/22	01:44 P	30	$32.00	RockportFultonSeaFal		
3	Tu	09/27/22	02:11 P	30	$32.00	RockportFultonSeaFal		
3	W	09/28/22	10:43 A	30	$32.00	RockportFultonSeaFal		
3	W	09/28/22	01:46 P	30	$32.00	RockportFultonSeaFal		
3	Th	09/29/22	01:13 P	30	$32.00	RockportFultonSeaFal		
3	Th	09/29/22	02:12 P	30	$32.00	RockportFultonSeaFal		
3	F	09/30/22	11:14 A	30	$32.00	RockportFultonSeaFal		
3	F	09/30/22	01:14 P	30	$32.00	RockportFultonSeaFal		
3	M	10/03/22	11:14 A	30	$32.00	RockportFultonSeaFal		
3	M	10/03/22	01:16 P	30	$32.00	RockportFultonSeaFal		
3	Tu	10/04/22	01:15 P	30	$32.00	RockportFultonSeaFal		
3	Tu	10/04/22	02:48 P	30	$32.00	RockportFultonSeaFal		
3	W	10/05/22	12:14 P	30	$32.00	RockportFultonSeaFal		
3	W	10/05/22	01:14 P	30	$32.00	RockportFultonSeaFal		
3	Th	10/06/22	12:47 P	30	$32.00	RockportFultonSeaFal		

3	Th	10/06/22	02:14 P	30	$32.00	RockportFultonSeaFal
3	F	10/07/22	12:46 P	30	$32.00	RockportFultonSeaFal
3	F	10/07/22	01:42 P	30	$32.00	RockportFultonSeaFal

Line	Start	End	Days	Spots/Week	Rate
4	06:00 A	11:59 P	MTWTFSS	17	$0.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
4	M	09/26/22	08:13 A	30	$0.00	RockportFultonSeaFal		
4	M	09/26/22	09:16 A	30	$0.00	RockportFultonSeaFal		
4	M	09/26/22	12:09 P	30	$0.00	RockportFultonSeaFal		
4	Tu	09/27/22	12:44 P	30	$0.00	RockportFultonSeaFal		
4	Tu	09/27/22	10:14 P	30	$0.00	RockportFultonSeaFal		
4	W	09/28/22	07:34 A	30	$0.00	RockportFultonSeaFal		
4	W	09/28/22	07:16 P	30	$0.00	RockportFultonSeaFal		
4	W	09/28/22	10:14 P	30	$0.00	RockportFultonSeaFal		
4	Th	09/29/22	11:47 A	30	$0.00	RockportFultonSeaFal		
4	Th	09/29/22	09:11 P	30	$0.00	RockportFultonSeaFal		
4	F	09/30/22	09:14 A	30	$0.00	RockportFultonSeaFal		
4	F	09/30/22	07:42 P	30	$0.00	RockportFultonSeaFal		
4	F	09/30/22	09:15 P	30	$0.00	RockportFultonSeaFal		
4	Sa	10/01/22	01:13 P	30	$0.00	RockportFultonSeaFal		
4	Sa	10/01/22	05:44 P	30	$0.00	RockportFultonSeaFal		
4	Su	10/02/22	12:14 P	30	$0.00	RockportFultonSeaFal		
4	Su	10/02/22	03:16 P	30	$0.00	RockportFultonSeaFal		

Line	Start	End	Days	Spots/Week	Rate
5	06:00 A	11:59 P	MTWTFSS	20	$0.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
5	M	10/03/22	12:42 P	30	$0.00	RockportFultonSeaFal		
5	M	10/03/22	10:13 P	30	$0.00	RockportFultonSeaFal		
5	Tu	10/04/22	12:14 P	30	$0.00	RockportFultonSeaFal		
5	Tu	10/04/22	12:41 P	30	$0.00	RockportFultonSeaFal		
5	Tu	10/04/22	08:44 P	30	$0.00	RockportFultonSeaFal		
5	W	10/05/22	06:53 A	30	$0.00	RockportFultonSeaFal		
5	W	10/05/22	10:43 A	30	$0.00	RockportFultonSeaFal		
5	W	10/05/22	11:41 P	30	$0.00	RockportFultonSeaFal		
5	Th	10/06/22	07:11 P	30	$0.00	RockportFultonSeaFal		
5	Th	10/06/22	08:12 P	30	$0.00	RockportFultonSeaFal		
5	Th	10/06/22	10:11 P	30	$0.00	RockportFultonSeaFal		
5	Th	10/06/22	11:39 P	30	$0.00	RockportFultonSeaFal		
5	F	10/07/22	10:47 A	30	$0.00	RockportFultonSeaFal		
5	F	10/07/22	11:44 A	30	$0.00	RockportFultonSeaFal		
5	F	10/07/22	11:12 P	30	$0.00	RockportFultonSeaFal		
5	Sa	10/08/22	07:37 A	30	$0.00	RockportFultonSeaFal		
5	Sa	10/08/22	07:47 P	30	$0.00	RockportFultonSeaFal		
5	Su	10/09/22	01:12 P	30	$0.00	RockportFultonSeaFal		
5	Su	10/09/22	04:12 P	30	$0.00	RockportFultonSeaFal		
5	Su	10/09/22	11:12 P	30	$0.00	RockportFultonSeaFal		

Line	Start	End	Days	Spots/Week	Rate
6	10:00 A	05:59 P	SS	4	$25.00

#	Day	Date	Time	Length	Rate	Copy	Program Description	Remarks
6	Sa	10/01/22	10:45 A	30	$25.00	RockportFultonSeaFal		
6	Sa	10/01/22	04:40 P	30	$25.00	RockportFultonSeaFal		
6	Su	10/02/22	02:14 P	30	$25.00	RockportFultonSeaFal		
6	Su	10/02/22	04:43 P	30	$25.00	RockportFultonSeaFal		

Additional Comments:

Total Spots:	81
Actual Gross Billing:	$1,450.00
State Tax:	$0.00
Local Tax:	$0.00
Agency Commission:	$217.50
Net Due:	$1,232.50

do to pay

Client Activity Report

Client Monthly Detail (Gross Cost, Net Cost)
Period From 9/19/2022 To 10/9/2022

Date: 11/21/2022
2:46 PM

ncy:	Helen Thompson Media	Estimate:	4046
ce:	Helen Thompson Media	Description:	ROCKPORT-FULTON 2022 SEAFAIR CABLE
nt:	ROCKPORT FULTON CHAMBER OF COMMERCE	Estimate Group:	General
duct:	SEAFAIR	Flight Dates:	9/19/2022-10/9/2022
lia:	Multiple	Flight Type:	Weekly
ket:	Corpus Christi	Daypart:	All

Vendor: All

e numbers on this report appear as Purchased/Invoiced.

ket	Vendor		SEP 22	OCT 22	Total Spots	Period Totals
us Christi						
	2346 GRANDE COMMUN, Spectrum/Grande-Corpus Christi-Cable	*Purchased:*	$100.00 $85.00	$220.00 $187.00	119	$320.00 $272.00
		Invoiced:	$100.00 $85.00	$220.00 $187.00	119	$320.00 $272.00
	6819 SPECTRUM, Corpus Christi, TX-Cable	*Purchased:*	$446.12 $379.20	$480.00 $408.00	162	$926.12 $787.20
		Invoiced:	$152.00 $129.20	$480.00 $408.00	161	$632.00 $537.20
	9979 AT&T U-VERSE, Spectrum/Corpus Christi U-vers-Cable	*Purchased:*	$46.00 $39.10	$92.00 $78.20	63	$138.00 $117.30
		Invoiced:	$46.00 $39.10	$90.00 $76.50	62	$136.00 $115.60
ket Total:		*Purchased:*	$592.12 $503.30	$792.00 $673.20	344	$1,384.12 $1,176.50
		Invoiced:	$298.00 $253.30	$790.00 $671.50	342	$1,088.00 $924.80
l Ordered:		*Purchased:*	$592.12 $503.30	$792.00 $673.20	344	$1,384.12 $1,176.50
		Invoiced:	$298.00 $253.30	$790.00 $671.50	342	$1,088.00 $924.80

ments:
6819 - September invoice under by $294.12 Gross for TV production. Was able to get the TV spot revised at no charge.
9979 - 1x = $2 missed in October

Spectrum REACH
VIDEO | MEDIA | ANALYTICS

Invoice: 280008946 Date: Oct 03, 2022

Order No: 1532934

Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Advertiser :	ROCKPORT-FULTON CHAMBER O	Est.Code:	4046	Client Code:	Rockport
Market:	Corpus Christi	Product Code:	SEAFAIR	Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	2346
System Name:	Spectrum/Grande-Corpus Christi, TX				

Invoice No:	280008946	Order No:	1532934	Advertiser:	ROCKPORT-FULTON CHAMBER O
Syscode:	2346	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	FOOD	Mon	30	19:53	Halloween Baking Championship	RockportFultonSeaFair202230	3.00
9/20/2022	FOOD	Tue	30	20:55	Supermarket Stakeout	RockportFultonSeaFair202230	3.00
9/21/2022	FOOD	Wed	30	21:54	No-Recipe Road Trip with the Try Guys	RockportFultonSeaFair202230	3.00
9/22/2022	FOOD	Thu	30	17:56	Halloween Baking Championship	RockportFultonSeaFair202230	3.00
9/23/2022	FOOD	Fri	30	19:46	Diners, Drive-Ins, and Dives	RockportFultonSeaFair202230	3.00
9/24/2022	FOOD	Sat	30	18:54	Halloween Baking Championship	RockportFultonSeaFair202230	3.00
9/24/2022	FOOD	Sat	30	23:55	Halloween Baking Championship	RockportFultonSeaFair202230	3.00
9/25/2022	FOOD	Sun	30	22:55	Halloween Baking Championship	RockportFultonSeaFair202230	3.00

SPECTRUM REACH

Invoice No: 280008946 Order No: 1532934 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 2346 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/20/2022	FXNC	Tue	30	17:16	Special Report With Bret Baier	RockportFultonSeaFair202230	3.00
9/20/2022	FXNC	Tue	30	18:17	Jesse Watters Primetime	RockportFultonSeaFair202230	3.00
9/21/2022	FXNC	Wed	30	17:19	Special Report With Bret Baier	RockportFultonSeaFair202230	3.00
9/21/2022	FXNC	Wed	30	23:26	Fox News at Night	RockportFultonSeaFair202230	3.00
9/19/2022	HALL	Mon	30	13:40	South Beach Love	RockportFultonSeaFair202230	2.00
9/20/2022	HALL	Tue	30	15:51	Love, Classified	RockportFultonSeaFair202230	2.00
9/22/2022	HALL	Thu	30	15:49	From Friend to Fiance	RockportFultonSeaFair202230	2.00
9/23/2022	HALL	Fri	30	11:49	All of My Heart: Inn Love	RockportFultonSeaFair202230	2.00
9/24/2022	HALL	Sat	30	15:49	Sweet Autumn	RockportFultonSeaFair202230	2.00
9/25/2022	HALL	Sun	30	11:47	Wedding of a Lifetime	RockportFultonSeaFair202230	2.00
9/19/2022	LIF	Mon	30	20:56	Phrogging: Hider in My House	RockportFultonSeaFair202230	2.00
9/20/2022	LIF	Tue	30	17:53	Castle	RockportFultonSeaFair202230	2.00
9/21/2022	LIF	Wed	30	22:53	Married at First Sight	RockportFultonSeaFair202230	2.00
9/22/2022	LIF	Thu	30	22:57	Rizzoli & Isles	RockportFultonSeaFair202230	2.00
9/24/2022	LIF	Sat	30	19:47	Dying for a Crown	RockportFultonSeaFair202230	2.00
9/19/2022	TBSC	Mon	30	22:41	American Dad!	RockportFultonSeaFair202230	3.00
9/20/2022	TBSC	Tue	30	21:03	MLB Baseball:MLB Baseball	RockportFultonSeaFair202230	3.00
9/21/2022	TBSC	Wed	30	18:46	The Big Bang Theory	RockportFultonSeaFair202230	3.00
9/22/2022	TBSC	Thu	30	20:43	The Big Bang Theory	RockportFultonSeaFair202230	3.00
9/23/2022	TBSC	Fri	30	22:41	Oceans 8	RockportFultonSeaFair202230	3.00
9/25/2022	TBSC	Sun	30	19:44	The Big Bang Theory	RockportFultonSeaFair202230	3.00
9/19/2022	USA	Mon	30	17:43	Chicago P.D.	RockportFultonSeaFair202230	3.00
9/20/2022	USA	Tue	30	20:47	WWE NXT	RockportFultonSeaFair202230	3.00
9/20/2022	USA	Tue	30	21:59	Race for the Championship	RockportFultonSeaFair202230	3.00
9/21/2022	USA	Wed	30	22:42	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	3.00

SUBSCRIBER COPY

Invoice No: 280008946 Order No: 1532934 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 2346 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/22/2022	USA	Thu	30	18:50	Gone in Sixty Seconds	RockportFultonSeaFair202230	3.00
9/23/2022	USA	Fri	30	19:44	Chicago Fire	RockportFultonSeaFair202230	3.00
9/24/2022	USA	Sat	30	23:46	The Expendables 3	RockportFultonSeaFair202230	3.00
9/25/2022	USA	Sun	30	17:33	NASCAR Racing+NASCAR Cup Series Post Ra	RockportFultonSeaFair202230	3.00

Total Spots This Invoice	37
Actual Gross Billing	$100.00
Agency Commission	$15.00
Net Due Amount	$85.00

ok to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Spectrum REACH
VIDEO MEDIA ANALYTICS

Invoice: 740002220 Date: Nov 08, 2022

Order No: 501570

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT-FULTON CHAMBER O	Est.Code:	4046	Client Code:	Rockport
Market:	Corpus Christi	Product Code:	SBAFAIR	Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	2346
System Name:	Spectrum/Grande-Corpus Christi, TX				

SPECTRUM REACH

Invoice No: 740002220 Order No: 501570 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 2346 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/26/2022	FOOD	Mon	30	23:54	Halloween Baking Championship	RockportFultonSeaFair202230	3.00
9/27/2022	FOOD	Tue	30	17:51	Chopped	RockportFultonSeaFair202230	3.00
9/28/2022	FOOD	Wed	30	21:53	Guys Grocery Games	RockportFultonSeaFair202230	3.00
9/29/2022	FOOD	Thu	30	19:54	Halloween Wars	RockportFultonSeaFair202230	3.00
9/30/2022	FOOD	Fri	30	17:48	Diners, Drive-Ins, and Dives	RockportFultonSeaFair202230	3.00
10/1/2022	FOOD	Sat	30	23:55	Halloween Wars	RockportFultonSeaFair202230	3.00
10/2/2022	FOOD	Sun	30	18:51	Guys Grocery Games	RockportFultonSeaFair202230	3.00
10/2/2022	FOOD	Sun	30	20:53	Halloween Wars	RockportFultonSeaFair202230	3.00
10/3/2022	FOOD	Mon	30	20:55	Halloween Baking Championship	RockportFultonSeaFair202230	3.00
10/3/2022	FOOD	Mon	30	22:57	The Big Bake	RockportFultonSeaFair202230	3.00
10/4/2022	FOOD	Tue	30	17:49	Beat Bobby Flay	RockportFultonSeaFair202230	3.00
10/5/2022	FOOD	Wed	30	22:55	Guys Grocery Games	RockportFultonSeaFair202230	3.00
10/6/2022	FOOD	Thu	30	19:55	Halloween Baking Championship	RockportFultonSeaFair202230	3.00
10/7/2022	FOOD	Fri	30	20:44	Diners, Drive-Ins, and Dives	RockportFultonSeaFair202230	3.00
10/8/2022	FOOD	Sat	30	18:54	Halloween Wars	RockportFultonSeaFair202230	3.00
10/8/2022	FOOD	Sat	30	23:54	Halloween Wars	RockportFultonSeaFair202230	3.00
9/26/2022	FXNC	Mon	30	23:27	Fox News at Night	RockportFultonSeaFair202230	3.00
9/30/2022	FXNC	Fri	30	17:22	Special Report With Bret Baier	RockportFultonSeaFair202230	3.00
9/30/2022	FXNC	Fri	30	18:20	Jesse Watters Primetime	RockportFultonSeaFair202230	3.00

SPECTRUMREACH

Invoice No: 740002220 Order No: 501570 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 2346 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/2/2022	FXNC	Sun	30	21:11	Sunday Night in America with Trey Gowdy	RockportFultonSeaFair202230	3.00
10/3/2022	FXNC	Mon	30	23:25	Fox News at Night	RockportFultonSeaFair202230	3.00
10/4/2022	FXNC	Tue	30	20:26	Hannity	RockportFultonSeaFair202230	3.00
10/5/2022	FXNC	Wed	30	22:17	Gutfeld!	RockportFultonSeaFair202230	3.00
10/6/2022	FXNC	Thu	30	20:24	Hannity	RockportFultonSeaFair202230	3.00
10/7/2022	FXNC	Fri	30	20:21	Hannity	RockportFultonSeaFair202230	3.00
10/8/2022	FXNC	Sat	30	17:22	FOX Report with Jon Scott	RockportFultonSeaFair202230	3.00
9/27/2022	HALL	Tue	30	15:48	June in January	RockportFultonSeaFair202230	2.00
9/28/2022	HALL	Wed	30	15:45	Love on the Slopes	RockportFultonSeaFair202230	2.00
9/29/2022	HALL	Thu	30	13:47	Daters Handbook	RockportFultonSeaFair202230	2.00
9/30/2022	HALL	Fri	30	11:48	A Taste of Summer	RockportFultonSeaFair202230	2.00
10/1/2022	HALL	Sat	30	13:47	Love at First Glance	RockportFultonSeaFair202230	2.00
10/2/2022	HALL	Sun	30	15:45	Love, Fall & Order	RockportFultonSeaFair202230	2.00
10/3/2022	HALL	Mon	30	13:51	Royal Matchmaker	RockportFultonSeaFair202230	2.00
10/3/2022	HALL	Mon	30	15:46	A Dash of Love	RockportFultonSeaFair202230	2.00
10/4/2022	HALL	Tue	30	11:47	Unleashing Mr. Darcy	RockportFultonSeaFair202230	2.00
10/4/2022	HALL	Tue	30	15:50	Love on Iceland	RockportFultonSeaFair202230	2.00
10/5/2022	HALL	Wed	30	15:50	The Art of Us	RockportFultonSeaFair202230	2.00
10/6/2022	HALL	Thu	30	14:26	Country at Heart	RockportFultonSeaFair202230	2.00
10/6/2022	HALL	Thu	30	15:44	Sister of the Bride	RockportFultonSeaFair202230	2.00
10/7/2022	HALL	Fri	30	14:29	My Best Friends Bouquet	RockportFultonSeaFair202230	2.00
10/7/2022	HALL	Fri	30	15:48	Marry Go Round	RockportFultonSeaFair202230	2.00
10/8/2022	HALL	Sat	30	11:46	The Perfect Catch	RockportFultonSeaFair202230	2.00
9/26/2022	LIF	Mon	30	20:56	Phrogging: Hider in My House	RockportFultonSeaFair202230	2.00
9/27/2022	LIF	Tue	30	23:51	Castle	RockportFultonSeaFair202230	2.00
9/28/2022	LIF	Wed	30	18:53	Castle	RockportFultonSeaFair202230	2.00
9/29/2022	LIF	Thu	30	21:58	Rizzoli & Isles	RockportFultonSeaFair202230	2.00
9/30/2022	LIF	Fri	30	17:55	Castle	RockportFultonSeaFair202230	2.00
10/3/2022	LIF	Mon	30	22:54	Meet, Marry, Murder	RockportFultonSeaFair202230	2.00
10/4/2022	LIF	Tue	30	19:53	Castle	RockportFultonSeaFair202230	2.00
10/5/2022	LIF	Wed	30	21:49	Married at First Sight	RockportFultonSeaFair202230	2.00
10/7/2022	LIF	Fri	30	17:53	Castle	RockportFultonSeaFair202230	2.00
10/8/2022	LIF	Sat	30	19:53	The Disappearance of Carl Farver	RockportFultonSeaFair202230	2.00
9/26/2022	TBSC	Mon	30	23:50	The Cube	RockportFultonSeaFair202230	3.00

SPECTRUM REACH

Invoice No: 740002220 Order No: 501570 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 2346 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/27/2022	TBSC	Tue	30	21:41	MLB Baseball	RockportFultonSeaFair202230	3.00
9/28/2022	TBSC	Wed	30	18:44	The Big Bang Theory	RockportFultonSeaFair202230	3.00
9/29/2022	TBSC	Thu	30	17:47	Young Sheldon	RockportFultonSeaFair202230	3.00
9/30/2022	TBSC	Fri	30	19:37	Captain America: Civil War	RockportFultonSeaFair202230	3.00
10/2/2022	TBSC	Sun	30	20:48	The Big Bang Theory	RockportFultonSeaFair202230	3.00
10/3/2022	TBSC	Mon	30	21:44	American Dad!	RockportFultonSeaFair202230	3.00
10/4/2022	TBSC	Tue	30	17:47	Young Sheldon	RockportFultonSeaFair202230	3.00
10/5/2022	TBSC	Wed	30	22:50	Young Sheldon	RockportFultonSeaFair202230	3.00
10/6/2022	TBSC	Thu	30	20:44	The Big Bang Theory	RockportFultonSeaFair202230	3.00
10/7/2022	TBSC	Fri	30	18:48	Young Sheldon	RockportFultonSeaFair202230	3.00
10/8/2022	TBSC	Sat	30	19:47	American Dad!	RockportFultonSeaFair202230	3.00
9/26/2022	USA	Mon	30	17:42	Chicago P.D.	RockportFultonSeaFair202230	3.00
9/27/2022	USA	Tue	30	21:50	9-1-1	RockportFultonSeaFair202230	3.00
9/28/2022	USA	Wed	30	17:40	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	3.00
9/29/2022	USA	Thu	30	23:52	The Mechanic	RockportFultonSeaFair202230	3.00
9/30/2022	USA	Fri	30	19:44	Chicago Fire	RockportFultonSeaFair202230	3.00
9/30/2022	USA	Fri	30	22:38	Chicago Fire	RockportFultonSeaFair202230	3.00
10/1/2022	USA	Sat	30	19:44	IMSA Weathertech Sportscar Championship	RockportFultonSeaFair202230	3.00
10/2/2022	USA	Sun	30	20:42	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	3.00
10/3/2022	USA	Mon	30	17:39	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	3.00
10/3/2022	USA	Mon	30	22:39	WWE Monday Night RAW +Race for the Champ	RockportFultonSeaFair202230	3.00
10/4/2022	USA	Tue	30	21:49	9-1-1	RockportFultonSeaFair202230	3.00
10/5/2022	USA	Wed	30	19:39	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	3.00
10/6/2022	USA	Thu	30	18:50	The Fast and the Furious	RockportFultonSeaFair202230	3.00
10/6/2022	USA	Thu	30	20:47	The Fast and the Furious	RockportFultonSeaFair202230	3.00

SPECTRUM REACH

Invoice No: 740002220 Order No: 501570 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 2346 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/7/2022	USA	Fri	30	19:53	2 Fast 2 Furious	RockportFultonSeaFair202230	3.00
10/7/2022	USA	Fri	30	21:45	Fast & Furious	RockportFultonSeaFair202230	3.00
10/8/2022	USA	Sat	30	17:46	Fast & Furious	RockportFultonSeaFair202230	3.00
10/8/2022	USA	Sat	30	23:46	Furious 7	RockportFultonSeaFair202230	3.00

Total Spots This Invoice	82
Actual Gross Billing	$220.00
Agency Commission	$33.00
Net Due Amount	$187.00

ok to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

SPECTRUM REACH
VIDEO | MEDIA | ANALYTICS

Invoice: 280008946 Date: Oct 03, 2022
Order No: 1532934
Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Advertiser :	ROCKPORT-FULTON CHAMBER O	Est,Code:	4046	Client Code:	Rockport
Market:	Corpus Christi	Product Code:	SEAFAIR	Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	6819
System Name:	Spectrum/Corpus Christi, TX				

SPECTRUM REACH

Invoice No:	280008946	Order No:	1532934	Advertiser:	ROCKPORT-FULTON CHAMBER O
Syscode:	6819	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	CMT	Mon	30	23:16	The Golden Girls	RockportFultonSeaFair202230	3.00
9/20/2022	CMT	Tue	30	23:16	Reba	RockportFultonSeaFair202230	3.00
9/21/2022	CMT	Wed	30	18:48	Last Man Standing	RockportFultonSeaFair202230	3.00
9/22/2022	CMT	Thu	30	23:16	The Golden Girls	RockportFultonSeaFair202230	3.00
9/23/2022	CMT	Fri	30	23:11	Footloose	RockportFultonSeaFair202230	3.00
9/24/2022	CMT	Sat	30	18:41	Elf	RockportFultonSeaFair202230	3.00
9/25/2022	CMT	Sun	30	23:08	National Lampoons Christmas Vacation	RockportFultonSeaFair202230	3.00
9/20/2022	FOOD	Tue	30	23:56	Supermarket Stakeout	RockportFultonSeaFair202230	17.00
9/19/2022	FXNC	Mon	30	0:19	Sunday Night in America with Trey Gowdy	RockportFultonSeaFair202230	1.00
9/20/2022	FXNC	Tue	30	5:16	Fox and Friends	RockportFultonSeaFair202230	19.00
9/21/2022	FXNC	Wed	30	5:18	Fox and Friends	RockportFultonSeaFair202230	19.00
9/22/2022	FXNC	Thu	30	0:24	Tucker Carlson Tonight	RockportFultonSeaFair202230	1.00
9/22/2022	FXNC	Thu	30	1:22	Hannity	RockportFultonSeaFair202230	1.00
9/23/2022	FXNC	Fri	30	0:27	Tucker Carlson Tonight	RockportFultonSeaFair202230	1.00
9/23/2022	FXNC	Fri	30	1:19	Hannity	RockportFultonSeaFair202230	1.00
9/24/2022	FXNC	Sat	30	0:22	Tucker Carlson Tonight	RockportFultonSeaFair202230	1.00
9/19/2022	GSN	Mon	30	15:16	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/20/2022	GSN	Tue	30	12:14	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/21/2022	GSN	Wed	30	11:22	1HR 15 :120	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice No: 280008946 Order No: 1532934 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 6819 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/22/2022	GSN	Thu	30	15:16	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/22/2022	GSN	Thu	30	16:18	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/23/2022	GSN	Fri	30	15:16	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/24/2022	GSN	Sat	30	17:18	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/25/2022	GSN	Sun	30	17:16	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/19/2022	TVL	Mon	30	16:36	The Andy Griffith Show	RockportFultonSeaFair202230	4.00
9/20/2022	TVL	Tue	30	12:35	Gunsmoke	RockportFultonSeaFair202230	4.00
9/21/2022	TVL	Wed	30	17:36	The Andy Griffith Show	RockportFultonSeaFair202230	4.00
9/22/2022	TVL	Thu	30	14:14	Gunsmoke	RockportFultonSeaFair202230	4.00
9/22/2022	TVL	Thu	30	15:36	The Andy Griffith Show	RockportFultonSeaFair202230	4.00
9/23/2022	TVL	Fri	30	11:22	Gunsmoke	RockportFultonSeaFair202230	4.00
9/23/2022	TVL	Fri	30	21:34	Everybody Loves Raymond	RockportFultonSeaFair202230	6.00
9/24/2022	TVL	Sat	30	16:47	Mike & Molly	RockportFultonSeaFair202230	4.00
9/25/2022	TVL	Sun	30	10:47	The Golden Girls	RockportFultonSeaFair202230	4.00
9/19/2022	WETV	Mon	30	18:36	Criminal Minds	RockportFultonSeaFair202230	2.00
9/19/2022	WETV	Mon	30	23:39	Criminal Minds	RockportFultonSeaFair202230	2.00
9/20/2022	WETV	Tue	30	23:14	Law & Order	RockportFultonSeaFair202230	2.00
9/21/2022	WETV	Wed	30	18:43	NCIS	RockportFultonSeaFair202230	2.00
9/22/2022	WETV	Thu	30	23:36	Love After Lockup	RockportFultonSeaFair202230	2.00
9/23/2022	WETV	Fri	30	23:25	Waka & Tammy	RockportFultonSeaFair202230	2.00
9/24/2022	WETV	Sat	30	23:18	NCIS	RockportFultonSeaFair202230	2.00
9/25/2022	WETV	Sun	30	23:16	Law & Order	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	41
Actual Gross Billing	$152.00
Agency Commission	$22.80
Net Due Amount	$129.20

ok to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Spectrum REACH

Invoice: 740002220 Date: Nov 08, 2022

Order No: 501570

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT-FULTON CHAMBER O	Est.Code:	4046	Client Code:	Rockport
Market:	Corpus Christi	Product Code:	SBAFAIR	Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	6819
System Name:	Spectrum/Corpus Christi, TX				

SPECTRUM REACH

Invoice No: 740002220 Order No: 501570 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 6819 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/26/2022	CMT	Mon	30	18:48	Last Man Standing	RockportFultonSeaFair202230	3.00
9/27/2022	CMT	Tue	30	22:45	Mom	RockportFultonSeaFair202230	3.00
9/28/2022	CMT	Wed	30	18:49	Last Man Standing	RockportFultonSeaFair202230	3.00
9/29/2022	CMT	Thu	30	18:48	Last Man Standing	RockportFultonSeaFair202230	3.00
9/29/2022	CMT	Thu	30	20:48	Mom	RockportFultonSeaFair202230	3.00
9/30/2022	CMT	Fri	30	22:37	Catch and Release	RockportFultonSeaFair202230	3.00
10/1/2022	CMT	Sat	30	23:44	Walk the Line	RockportFultonSeaFair202230	3.00
10/2/2022	CMT	Sun	30	21:38	A Time to Kill	RockportFultonSeaFair202230	3.00
10/3/2022	CMT	Mon	30	18:47	Last Man Standing	RockportFultonSeaFair202230	3.00
10/3/2022	CMT	Mon	30	23:15	The Golden Girls	RockportFultonSeaFair202230	3.00
10/4/2022	CMT	Tue	30	20:48	Mom	RockportFultonSeaFair202230	3.00
10/5/2022	CMT	Wed	30	20:47	Mom	RockportFultonSeaFair202230	3.00
10/6/2022	CMT	Thu	30	18:49	Last Man Standing	RockportFultonSeaFair202230	3.00
10/7/2022	CMT	Fri	30	21:42	Coal Miners Daughter	RockportFultonSeaFair202230	3.00
10/7/2022	CMT	Fri	30	22:46	CMT Remembers Loretta Lynn	RockportFultonSeaFair202230	3.00
10/8/2022	CMT	Sat	30	18:50	Dirty Dancing	RockportFultonSeaFair202230	3.00
9/26/2022	CNN	Mon	30	6:15	New Day with John Berman and Brianna Ke	RockportFultonSeaFair202230	8.00
9/26/2022	CNN	Mon	30	12:28	CNN Newsroom With Ana Cabrera	RockportFultonSeaFair202230	8.00
9/27/2022	CNN	Tue	30	7:59	New Day with John Berman and Brianna Ke	RockportFultonSeaFair202230	8.00

SPECTRUM REACH

Invoice No: 740002220 Order No: 501570 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 6819 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/28/2022	CNN	Wed	30	5:38	New Day with John Berman and Brianna Ke	RockportFultonSeaFair202230	8.00
9/28/2022	CNN	Wed	30	13:54	Attack on Democracy: The January 6th He	RockportFultonSeaFair202230	8.00
9/29/2022	CNN	Thu	30	8:54	CNN Newsroom with Poppy Harlow and Jim	RockportFultonSeaFair202230	8.00
9/29/2022	CNN	Thu	30	16:49	The Lead With Jake Tapper	RockportFultonSeaFair202230	8.00
9/30/2022	CNN	Fri	30	13:28	CNN Newsroom with Alisyn Camerota and V	RockportFultonSeaFair202230	8.00
10/1/2022	CNN	Sat	30	8:27	Smerconish	RockportFultonSeaFair202230	8.00
10/2/2022	CNN	Sun	30	9:30	Fareed Zakaria GPS	RockportFultonSeaFair202230	8.00
10/3/2022	CNN	Mon	30	7:57	New Day with John Berman and Brianna Ke	RockportFultonSeaFair202230	8.00
10/3/2022	CNN	Mon	30	14:00	CNN Newsroom with Alisyn Camerota and V	RockportFultonSeaFair202230	8.00
10/4/2022	CNN	Tue	30	8:27	CNN Newsroom with Poppy Harlow and Jim	RockportFultonSeaFair202230	8.00
10/4/2022	CNN	Tue	30	16:22	The Lead With Jake Tapper	RockportFultonSeaFair202230	8.00
10/5/2022	CNN	Wed	30	9:26	CNN Newsroom with Poppy Harlow and Jim	RockportFultonSeaFair202230	8.00
10/5/2022	CNN	Wed	30	16:51	The Situation Room With Wolf Blitzer	RockportFultonSeaFair202230	8.00
10/6/2022	CNN	Thu	30	6:22	New Day with John Berman and Brianna Ke	RockportFultonSeaFair202230	8.00
10/7/2022	CNN	Fri	30	5:42	New Day with John Berman and Brianna Ke	RockportFultonSeaFair202230	8.00
10/7/2022	CNN	Fri	30	12:59	CNN Newsroom With Ana Cabrera	RockportFultonSeaFair202230	8.00
10/8/2022	CNN	Sat	30	8:58	Smerconish	RockportFultonSeaFair202230	8.00
10/8/2022	CNN	Sat	30	11:29	CNN Newsroom With Fredricka Whitfield	RockportFultonSeaFair202230	8.00
10/8/2022	CNN	Sat	30	11:59	CNN Newsroom With Fredricka Whitfield	RockportFultonSeaFair202230	8.00
9/29/2022	FOOD	Thu	30	20:54	Halloween Wars	RockportFultonSeaFair202230	17.00
9/26/2022	FXNC	Mon	30	1:17	Fox News Sunday	RockportFultonSeaFair202230	1.00
9/27/2022	FXNC	Tue	30	1:25	Hannity	RockportFultonSeaFair202230	1.00
9/28/2022	FXNC	Wed	30	9:24	Americas Newsroom	RockportFultonSeaFair202230	19.00
9/30/2022	FXNC	Fri	30	1:24	Hannity	RockportFultonSeaFair202230	1.00
10/1/2022	FXNC	Sat	30	0:20	Tucker Carlson Tonight	RockportFultonSeaFair202230	1.00
10/1/2022	FXNC	Sat	30	1:24	Hannity	RockportFultonSeaFair202230	1.00
10/2/2022	FXNC	Sun	30	0:17	Lawrence Jones Cross Country	RockportFultonSeaFair202230	1.00
10/2/2022	FXNC	Sun	30	6:23	Fox and Friends Sunday	RockportFultonSeaFair202230	19.00
10/3/2022	FXNC	Mon	30	1:28	Fox News Sunday	RockportFultonSeaFair202230	1.00
10/4/2022	FXNC	Tue	30	0:46	Tucker Carlson Tonight	RockportFultonSeaFair202230	1.00
10/4/2022	FXNC	Tue	30	1:24	Hannity	RockportFultonSeaFair202230	1.00

SPECTRUM REACH

Invoice No: 740002220 Order No: 501570 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 6819 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/5/2022	FXNC	Wed	30	0:15	Tucker Carlson Tonight	RockportFultonSeaFair202230	1.00
10/5/2022	FXNC	Wed	30	1:26	Hannity	RockportFultonSeaFair202230	1.00
10/6/2022	FXNC	Thu	30	0:27	Tucker Carlson Tonight	RockportFultonSeaFair202230	1.00
10/6/2022	FXNC	Thu	30	1:23	Hannity	RockportFultonSeaFair202230	1.00
9/26/2022	GSN	Mon	30	15:16	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/27/2022	GSN	Tue	30	11:19	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/27/2022	GSN	Tue	30	14:17	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/28/2022	GSN	Wed	30	17:17	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/29/2022	GSN	Thu	30	15:17	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/30/2022	GSN	Fri	30	15:17	1HR 15 :120	RockportFultonSeaFair202230	2.00
10/1/2022	GSN	Sat	30	11:17	1HR 15 :120	RockportFultonSeaFair202230	2.00
10/2/2022	GSN	Sun	30	13:17	1HR 15 :120	RockportFultonSeaFair202230	2.00
10/3/2022	GSN	Mon	30	15:15	1HR 15 :120	RockportFultonSeaFair202230	2.00
10/3/2022	GSN	Mon	30	17:18	1HR 15 :120	RockportFultonSeaFair202230	2.00
10/4/2022	GSN	Tue	30	13:18	1HR 15 :120	RockportFultonSeaFair202230	2.00
10/5/2022	GSN	Wed	30	13:16	1HR 15 :120	RockportFultonSeaFair202230	2.00
10/6/2022	GSN	Thu	30	13:18	1HR 15 :120	RockportFultonSeaFair202230	2.00
10/7/2022	GSN	Fri	30	15:16	1HR 15 :120	RockportFultonSeaFair202230	2.00
10/7/2022	GSN	Fri	30	17:18	1HR 15 :120	RockportFultonSeaFair202230	2.00
10/8/2022	GSN	Sat	30	14:17	1HR 15 :120	RockportFultonSeaFair202230	2.00
9/26/2022	NGC	Mon	30	15:43	Life Below Zero	RockportFultonSeaFair202230	3.00
9/27/2022	NGC	Tue	30	11:42	Port Protection Alaska	RockportFultonSeaFair202230	3.00
9/27/2022	NGC	Tue	30	15:21	Life Below Zero	RockportFultonSeaFair202230	3.00
9/28/2022	NGC	Wed	30	12:41	Drug Lords: The Next Generation	RockportFultonSeaFair202230	3.00
9/29/2022	NGC	Thu	30	11:43	Hostile Planet	RockportFultonSeaFair202230	3.00
9/30/2022	NGC	Fri	30	12:45	Drugs, Inc.: The Fix	RockportFultonSeaFair202230	3.00
10/1/2022	NGC	Sat	30	15:19	Shark Tank	RockportFultonSeaFair202230	3.00
10/2/2022	NGC	Sun	30	11:42	Shark Tank	RockportFultonSeaFair202230	3.00
10/3/2022	NGC	Mon	30	11:43	Running Wild With Bear Grylls	RockportFultonSeaFair202230	3.00
10/4/2022	NGC	Tue	30	13:43	Life Below Zero	RockportFultonSeaFair202230	3.00
10/5/2022	NGC	Wed	30	13:44	To Catch a Smuggler	RockportFultonSeaFair202230	3.00
10/6/2022	NGC	Thu	30	12:44	Life Below Zero: Next Generation	RockportFultonSeaFair202230	3.00
10/6/2022	NGC	Thu	30	15:21	Life Below Zero: Next Generation	RockportFultonSeaFair202230	3.00
10/7/2022	NGC	Fri	30	13:42	Shark Tank	RockportFultonSeaFair202230	3.00

SPECTRUM REACH

Invoice No: 740002220 Order No: 501570 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 6819 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/7/2022	NGC	Fri	30	15:43	Shark Tank	RockportFultonSeaFair202230	3.00
10/8/2022	NGC	Sat	30	12:42	Shark Tank	RockportFultonSeaFair202230	3.00
9/26/2022	TVL	Mon	30	16:16	The Andy Griffith Show	RockportFultonSeaFair202230	4.00
9/27/2022	TVL	Tue	30	15:36	The Andy Griffith Show	RockportFultonSeaFair202230	4.00
9/28/2022	TVL	Wed	30	11:50	Gunsmoke	RockportFultonSeaFair202230	4.00
9/28/2022	TVL	Wed	30	23:15	The King of Queens	RockportFultonSeaFair202230	6.00
9/29/2022	TVL	Thu	30	14:20	Bonanza	RockportFultonSeaFair202230	4.00
9/30/2022	TVL	Fri	30	16:37	The Andy Griffith Show	RockportFultonSeaFair202230	4.00
10/1/2022	TVL	Sat	30	10:44	Roseanne	RockportFultonSeaFair202230	4.00
10/2/2022	TVL	Sun	30	12:15	Mike & Molly	RockportFultonSeaFair202230	4.00
10/2/2022	TVL	Sun	30	13:14	Mike & Molly	RockportFultonSeaFair202230	4.00
10/3/2022	TVL	Mon	30	16:38	The Andy Griffith Show	RockportFultonSeaFair202230	4.00
10/4/2022	TVL	Tue	30	16:14	The Andy Griffith Show	RockportFultonSeaFair202230	4.00
10/5/2022	TVL	Wed	30	14:36	Gunsmoke	RockportFultonSeaFair202230	4.00
10/6/2022	TVL	Thu	30	11:18	Gunsmoke	RockportFultonSeaFair202230	4.00
10/6/2022	TVL	Thu	30	15:36	The Andy Griffith Show	RockportFultonSeaFair202230	4.00
10/7/2022	TVL	Fri	30	12:16	Gunsmoke	RockportFultonSeaFair202230	4.00
10/7/2022	TVL	Fri	30	23:36	The King of Queens	RockportFultonSeaFair202230	6.00
10/8/2022	TVL	Sat	30	11:14	Roseanne	RockportFultonSeaFair202230	4.00
10/8/2022	TVL	Sat	30	14:16	Mike & Molly	RockportFultonSeaFair202230	4.00
9/26/2022	WETV	Mon	30	20:46	Criminal Minds	RockportFultonSeaFair202230	2.00
9/27/2022	WETV	Tue	30	18:36	Law & Order	RockportFultonSeaFair202230	2.00
9/28/2022	WETV	Wed	30	18:43	NCIS	RockportFultonSeaFair202230	2.00
9/28/2022	WETV	Wed	30	23:16	NCIS	RockportFultonSeaFair202230	2.00
9/29/2022	WETV	Thu	30	23:06	Waka & Tammy	RockportFultonSeaFair202230	2.00
9/30/2022	WETV	Fri	30	22:43	Love After Lockup	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice No: 740002220 Order No: 501570 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 6819 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/1/2022	WETV	Sat	30	18:44	NCIS	RockportFultonSeaFair202230	2.00
10/2/2022	WETV	Sun	30	21:43	Law & Order	RockportFultonSeaFair202230	2.00
10/3/2022	WETV	Mon	30	18:41	Criminal Minds	RockportFultonSeaFair202230	2.00
10/3/2022	WETV	Mon	30	21:40	Criminal Minds	RockportFultonSeaFair202230	2.00
10/4/2022	WETV	Tue	30	18:44	Law & Order	RockportFultonSeaFair202230	2.00
10/4/2022	WETV	Tue	30	23:15	Law & Order	RockportFultonSeaFair202230	2.00
10/5/2022	WETV	Wed	30	20:46	NCIS	RockportFultonSeaFair202230	2.00
10/6/2022	WETV	Thu	30	20:49	Waka & Tammy	RockportFultonSeaFair202230	2.00
10/7/2022	WETV	Fri	30	18:53	Love After Lockup	RockportFultonSeaFair202230	2.00
10/8/2022	WETV	Sat	30	22:43	NCIS	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	120
Actual Gross Billing	$480.00
Agency Commission	$72.00
Net Due Amount	$408.00

Acts pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log. We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

SPECTRUM REACH
VIDEO | MEDIA | ANALYTICS

Invoice: 280008946 Date: Oct 03, 2022

Order No: 1532934

Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

[redacted]

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

[redacted]

Advertiser :	ROCKPORT-FULTON CHAMBER O	Est.Code:	4046	Client Code:	Rockport
Market:	Corpus Christi	Product Code:	SEAFAIR	Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	9979
System Name:	Spectrum/Corpus Christi U-verse, TX				

[redacted]

Invoice No:	280008946	Order No:	1532934	Advertiser:	ROCKPORT-FULTON CHAMBER O
Syscode:	9979	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/20/2022	CNN	Tue	30	22:58	Don Lemon Tonight	RockportFultonSeaFair202230	2.00
9/21/2022	CNN	Wed	30	17:29	The Situation Room With Wolf Blitzer	RockportFultonSeaFair202230	2.00
9/21/2022	CNN	Wed	30	17:48	The Situation Room With Wolf Blitzer	RockportFultonSeaFair202230	2.00
9/22/2022	CNN	Thu	30	17:49	The Situation Room With Wolf Blitzer	RockportFultonSeaFair202230	2.00
9/19/2022	FOOD	Mon	30	17:54	Outrageous Pumpkins	RockportFultonSeaFair202230	2.00
9/20/2022	FOOD	Tue	30	21:55	Supermarket Stakeout	RockportFultonSeaFair202230	2.00
9/21/2022	FOOD	Wed	30	21:54	No-Recipe Road Trip with the Try Guys	RockportFultonSeaFair202230	2.00
9/24/2022	FOOD	Sat	30	19:55	Halloween Baking Championship	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice No: 280008946 Order No: 1532934 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 9979 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/20/2022	FXNC	Tue	30	17:15	Special Report With Bret Baier	RockportFultonSeaFair202230	3.00
9/20/2022	FXNC	Tue	30	18:16	Jesse Watters Primetime	RockportFultonSeaFair202230	3.00
9/21/2022	FXNC	Wed	30	17:18	Special Report With Bret Baier	RockportFultonSeaFair202230	3.00
9/21/2022	FXNC	Wed	30	22:20	Gutfeldl	RockportFultonSeaFair202230	3.00
9/20/2022	LIF	Tue	30	23:54	Castle	RockportFultonSeaFair202230	2.00
9/21/2022	LIF	Wed	30	20:40	Married at First Sight	RockportFultonSeaFair202230	2.00
9/23/2022	LIF	Fri	30	17:51	Castle	RockportFultonSeaFair202230	2.00
9/25/2022	LIF	Sun	30	23:51	Castle	RockportFultonSeaFair202230	2.00
9/20/2022	TBSC	Tue	30	22:23	MLB Baseball+MLB Baseball	RockportFultonSeaFair202230	2.00
9/21/2022	TBSC	Wed	30	22:44	Young Sheldon	RockportFultonSeaFair202230	2.00
9/22/2022	TBSC	Thu	30	20:43	The Big Bang Theory	RockportFultonSeaFair202230	2.00
9/23/2022	TBSC	Fri	30	21:00	Battleship	RockportFultonSeaFair202230	2.00
9/25/2022	TBSC	Sun	30	22:50	Love Life	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	21
Actual Gross Billing	$46.00
Agency Commission	$6.90
Net Due Amount	$39.10

Octopus

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broade

Spectrum REACH

Invoice: 740002220 Date: Nov 08, 2022

Order No: 501570

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT-FULTON CHAMBER O	Est.Code:	4046	Client Code:	Rockport
Market:	Corpus Christi	Product Code:	SEAFAIR	Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	9979
System Name:	Spectrum/Corpus Christi U-verse, TX				

SPECTRUM REACH

Invoice No:	740002220	Order No:	501570	Advertiser:	ROCKPORT-FULTON CHAMBER O
Syscode:	9979	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/26/2022	CNN	Mon	30	22:59	Don Lemon Tonight	RockportFultonSeaFair202230	2.00
9/28/2022	CNN	Wed	30	19:33	Anderson Cooper 360	RockportFultonSeaFair202230	2.00
9/29/2022	CNN	Thu	30	17:47	The Situation Room With Wolf Blitzer	RockportFultonSeaFair202230	2.00
10/1/2022	CNN	Sat	30	22:22	Stanley Tucci: Searching for Italy	RockportFultonSeaFair202230	2.00
10/3/2022	CNN	Mon	30	20:59	CNN Tonight	RockportFultonSeaFair202230	2.00
10/4/2022	CNN	Tue	30	17:48	The Situation Room With Wolf Blitzer	RockportFultonSeaFair202230	2.00
10/5/2022	CNN	Wed	30	20:27	CNN Tonight	RockportFultonSeaFair202230	2.00
10/8/2022	CNN	Sat	30	22:23	Stanley Tucci: Searching for Italy	RockportFultonSeaFair202230	2.00
9/26/2022	FOOD	Mon	30	18:53	Halloween Baking Championship	RockportFultonSeaFair202230	2.00
9/29/2022	FOOD	Thu	30	17:53	Bobbys Triple Threat	RockportFultonSeaFair202230	2.00
9/30/2022	FOOD	Fri	30	22:48	Diners, Drive-Ins, and Dives	RockportFultonSeaFair202230	2.00
10/1/2022	FOOD	Sat	30	20:54	Halloween Wars	RockportFultonSeaFair202230	2.00
10/4/2022	FOOD	Tue	30	18:47	Outchefd	RockportFultonSeaFair202230	2.00
10/6/2022	FOOD	Thu	30	17:55	Halloween Baking Championship	RockportFultonSeaFair202230	2.00
10/7/2022	FOOD	Fri	30	21:46	Diners, Drive-Ins, and Dives	RockportFultonSeaFair202230	2.00
10/8/2022	FOOD	Sat	30	22:54	Halloween Wars	RockportFultonSeaFair202230	2.00
9/27/2022	FXNC	Tue	30	18:19	Jesse Watters Primetime	RockportFultonSeaFair202230	3.00
9/28/2022	FXNC	Wed	30	19:20	Tucker Carlson Tonight	RockportFultonSeaFair202230	3.00

SPECTRUM REACH

Invoice No: 740002220 Order No: 501570 Advertiser: ROCKPORT-FULTON CHAMBER O

Syscode: 9979 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/1/2022	FXNC	Sat	30	17:22	FOX Report with Jon Scott	RockportFultonSeaFair202230	3.00
10/2/2022	FXNC	Sun	30	23:21	The Next Revolution With Steve Hilton	RockportFultonSeaFair202230	3.00
10/3/2022	FXNC	Mon	30	17:15	Special Report With Bret Baier	RockportFultonSeaFair202230	3.00
10/3/2022	FXNC	Mon	30	18:18	Jesse Watters Primetime	RockportFultonSeaFair202230	3.00
10/7/2022	FXNC	Fri	30	20:20	Hannity	RockportFultonSeaFair202230	3.00
10/8/2022	FXNC	Sat	30	18:16	Gutfeld!	RockportFultonSeaFair202230	3.00
9/27/2022	LIF	Tue	30	22:52	Castle	RockportFultonSeaFair202230	2.00
9/28/2022	LIF	Wed	30	20:38	Married at First Sight	RockportFultonSeaFair202230	2.00
9/30/2022	LIF	Fri	30	18:50	Castle	RockportFultonSeaFair202230	2.00
10/1/2022	LIF	Sat	30	19:55	The Gabby Petito Story	RockportFultonSeaFair202230	2.00
10/3/2022	LIF	Mon	30	20:56	Meet, Marry, Murder	RockportFultonSeaFair202230	2.00
10/4/2022	LIF	Tue	30	17:53	Castle	RockportFultonSeaFair202230	2.00
10/5/2022	LIF	Wed	30	23:45	Married at First Sight	RockportFultonSeaFair202230	2.00
10/6/2022	LIF	Thu	30	19:54	Rizzoli & Isles	RockportFultonSeaFair202230	2.00
9/26/2022	TBSC	Mon	30	21:43	American Dad!	RockportFultonSeaFair202230	2.00
9/28/2022	TBSC	Wed	30	19:41	All Elite Wrestling: Dynamite	RockportFultonSeaFair202230	2.00
9/30/2022	TBSC	Fri	30	20:36	Captain America: Civil War	RockportFultonSeaFair202230	2.00
10/1/2022	TBSC	Sat	30	23:43	The Mummy Returns	RockportFultonSeaFair202230	2.00
10/2/2022	TBSC	Sun	30	18:31	The Mummy: Tomb of the Dragon Emperor	RockportFultonSeaFair202230	2.00
10/3/2022	TBSC	Mon	30	22:44	American Dad!	RockportFultonSeaFair202230	2.00
10/4/2022	TBSC	Tue	30	18:54	MLB on TBS: Leadoff	RockportFultonSeaFair202230	2.00
10/5/2022	TBSC	Wed	30	20:54	All Elite Wrestling: Dynamite	RockportFultonSeaFair202230	2.00
10/8/2022	TBSC	Sat	30	22:33	Billy Madison	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	41
Actual Gross Billing	$90.00
Agency Commission	$13.50
Net Due Amount	$76.50

Dept pays

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadc

HTM

Client Activity Report

Client Monthly Detail (Gross Cost, Net Cost)
Period From 9/19/2022 To 10/9/2022

Date: 11/18/2022
11:34 AM

ncy: Helen Thompson Media
ce: Helen Thompson Media
nt: ROCKPORT FULTON CHAMBER OF COMMERCE
duct: SEAFAIR
ia: Multiple
ket: San Antonio

Estimate: 4046
Description: ROCKPORT-FULTON 2022 SEAFAIR CABLE
Estimate Group: General
Flight Dates: 9/19/2022-10/9/2022
Flight Type: Weekly
Daypart: All
Vendor: All

e numbers on this report appear as Purchased/Invoiced.

et	Vendor		SEP 22	OCT 22	Total Spots	Period Totals
Antonio						
	0963 SPECTRUM, San Antonio Central,-Cable	*Purchased:*	$132.00	$262.00	68	$394.00
			$112.20	$222.70		$334.90
		Invoiced:	$125.00	$262.00	65	$387.00
			$106.25	$222.70		$328.95
	1700 AT&T U-VERSE, Spectrum/SA East-SW U-verse Zo-Cable	*Purchased:*	$36.00	$84.00	45	$120.00
			$30.60	$71.40		$102.00
		Invoiced:	$36.00	$84.00	45	$120.00
			$30.60	$71.40		$102.00
	1703 AT&T U-VERSE, Spectrum/SA North Central U-ve-Cable	*Purchased:*	$55.00	$100.00	43	$155.00
			$46.75	$85.00		$131.75
		Invoiced:	$50.00	$100.00	42	$150.00
			$42.50	$85.00		$127.50
	1706 AT&T U-VERSE, Spectrum/SA North East U-verse-Cable	*Purchased:*	$46.00	$94.00	51	$140.00
			$39.10	$79.90		$119.00
		Invoiced:	$46.00	$94.00	51	$140.00
			$39.10	$79.90		$119.00
	1707 AT&T U-VERSE, Spectrum/SA North West U -verse-Cable	*Purchased:*	$44.00	$84.00	47	$128.00
			$37.40	$71.40		$108.80
		Invoiced:	$40.00	$84.00	46	$124.00
			$34.00	$71.40		$105.40
	2355 GRANDE COMMUN, Spectrum/Grande-San Antonio, T-Cable	*Purchased:*	$40.00	$104.00	54	$144.00
			$34.00	$88.40		$122.40
		Invoiced:	$40.00	$104.00	54	$144.00
			$34.00	$88.40		$122.40
	8954 SPECTRUM, North West, TX-Cable	*Purchased:*	$109.00	$249.00	60	$358.00
			$92.65	$211.65		$304.30
		Invoiced:	$100.00	$242.00	57	$342.00
			$85.00	$205.70		$290.70

HTM

Client Activity Report

Client Monthly Detail (Gross Cost, Net Cost)
Period From 9/19/2022 To 10/9/2022

Date: 11/18/2022
11:34 AM

ncy: Helen Thompson Media
ce: Helen Thompson Media
nt: ROCKPORT FULTON CHAMBER OF COMMERCE
duct: SEAFAIR
ia: Multiple
ket: San Antonio

Estimate: 4046
Description: ROCKPORT-FULTON 2022 SEAFAIR CABLE
Estimate Group: General
Flight Dates: 9/19/2022-10/9/2022
Flight Type: Weekly
Daypart: All
Vendor: All

e numbers on this report appear as Purchased/Invoiced.

et	Vendor		SEP 22	OCT 22	Total Spots	Period Totals
	8955 SPECTRUM, North East, TX-Cable	*Purchased:*	$137.00	$275.00	73	$412.00
			$116.45	$233.75		$350.20
		Invoiced:	$133.00	$273.00	70	$406.00
			$113.05	$232.05		$345.10
	8956 SPECTRUM, North Central, TX-Cable	*Purchased:*	$90.00	$169.00	53	$259.00
			$76.50	$143.65		$220.15
		Invoiced:	$90.00	$169.00	53	$259.00
			$76.50	$143.65		$220.15
et Total:		*Purchased:*	$689.00	$1,421.00	494	$2,110.00
			$585.65	$1,207.85		$1,793.50
		Invoiced:	$660.00	$1,412.00	483	$2,072.00
			$561.00	$1,200.20		$1,761.20
Ordered:		*Purchased:*	$689.00	$1,421.00	494	$2,110.00
			$585.65	$1,207.85		$1,793.50
		Invoiced:	$660.00	$1,412.00	483	$2,072.00
			$561.00	$1,200.20		$1,761.20

nents:
)963 - 3x = $7 missed in September
1703 - 1x = $90 missed in September
1707 - 1x = $4 missed in September
3954 - 2x = $9 missed in September; 1x = $7 missed in October
3955 - 2x = $4 missed in September; 1x = $2 missed in October

SPECTRUM REACH
VIDEO | MEDIA | ANALYTICS

Invoice: 620009093 Date: Nov 08, 2022

Order No: 1528101

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	0963
System Name:	Spectrum/San Antonio Central, TX				

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 0963 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/28/2022	AMC	Wed	30	13:45	The Matrix	RockportFultonSeaFair202230	5.00
9/30/2022	AMC	Fri	30	15:26	The Goonies	RockportFultonSeaFair202230	5.00
10/2/2022	AMC	Sun	30	14:00	Halloween: Resurrection	RockportFultonSeaFair202230	5.00
10/3/2022	AMC	Mon	30	15:36	Friday the 13th	RockportFultonSeaFair202230	5.00
10/5/2022	AMC	Wed	30	15:46	Jeepers Creepers	RockportFultonSeaFair202230	5.00
10/7/2022	AMC	Fri	30	15:41	House of Wax	RockportFultonSeaFair202230	5.00
9/28/2022	CNN	Wed	30	5:29	New Day with John Berman and Brianna Kei	RockportFultonSeaFair202230	10.00
9/30/2022	CNN	Fri	30	5:45	New Day with John Berman and Brianna Kei	RockportFultonSeaFair202230	10.00
10/2/2022	CNN	Sun	30	8:00	Inside Politics with Abby Phillip	RockportFultonSeaFair202230	10.00
10/3/2022	CNN	Mon	30	7:57	New Day with John Berman and Brianna Kei	RockportFultonSeaFair202230	10.00
10/5/2022	CNN	Wed	30	9:46	CNN Newsroom with Poppy Harlow and Jim S	RockportFultonSeaFair202230	10.00
10/7/2022	CNN	Fri	30	9:29	CNN Newsroom with Poppy Harlow and Jim S	RockportFultonSeaFair202230	10.00
9/27/2022	MNBC	Tue	30	17:59	The Beat with Ari Melber	RockportFultonSeaFair202230	6.00
9/29/2022	MNBC	Thu	30	13:29	Katy Tur Reports	RockportFultonSeaFair202230	6.00
10/1/2022	MNBC	Sat	30	15:59	Symone	RockportFultonSeaFair202230	6.00
10/3/2022	MNBC	Mon	30	11:59	Andrea Mitchell Reports	RockportFultonSeaFair202230	6.00
10/5/2022	MNBC	Wed	30	10:59	MSNBC Reports	RockportFultonSeaFair202230	6.00
10/7/2022	MNBC	Fri	30	16:23	Deadline: White House	RockportFultonSeaFair202230	6.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 0963 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/26/2022	S1SA	Mon	30	10:48	Generic	RockportFultonSeaFair202230	9.00
10/1/2022	S1SA	Sat	30	13:09	Generic	RockportFultonSeaFair202230	9.00
10/2/2022	S1SA	Sun	30	10:49	Generic	RockportFultonSeaFair202230	9.00
10/3/2022	S1SA	Mon	30	16:49	Generic	RockportFultonSeaFair202230	9.00
10/5/2022	S1SA	Wed	30	12:48	Generic	RockportFultonSeaFair202230	9.00
10/7/2022	S1SA	Fri	30	15:48	Generic	RockportFultonSeaFair202230	9.00
9/27/2022	TLC	Tue	30	23:34	Smothered	RockportFultonSeaFair202230	7.00
9/29/2022	TLC	Thu	30	22:41	Dr. Pimple Popper	RockportFultonSeaFair202230	7.00
10/1/2022	TLC	Sat	30	19:52	My 600-lb Life: Biggest Transformations	RockportFultonSeaFair202230	7.00
10/3/2022	TLC	Mon	30	21:51	90 Day: The Single Life	RockportFultonSeaFair202230	7.00
10/5/2022	TLC	Wed	30	21:40	Baby Surgeons: Delivering Miracles	RockportFultonSeaFair202230	7.00
10/7/2022	TLC	Fri	30	22:40	David & Annie: After the 90 Days	RockportFultonSeaFair202230	7.00
9/26/2022	TRAV	Mon	30	14:26	Beyond the Unknown	RockportFultonSeaFair202230	3.00
9/27/2022	TRAV	Tue	30	15:28	Alaskan Killer Bigfoot	RockportFultonSeaFair202230	3.00
9/28/2022	TRAV	Wed	30	13:55	A Haunting	RockportFultonSeaFair202230	3.00
9/29/2022	TRAV	Thu	30	14:24	Ghost Adventures	RockportFultonSeaFair202230	3.00
9/30/2022	TRAV	Fri	30	13:52	Devils Road: The True Story of Ed and L	RockportFultonSeaFair202230	3.00
10/3/2022	TRAV	Mon	30	10:21	Worlds Most Unexplained	RockportFultonSeaFair202230	3.00
10/5/2022	TRAV	Wed	30	15:21	Eli Roth Presents: A Ghost Ruined My Lif	RockportFultonSeaFair202230	3.00
10/6/2022	TRAV	Thu	30	14:24	Ghost Adventures	RockportFultonSeaFair202230	3.00
10/7/2022	TRAV	Fri	30	10:23	Most Terrifying Places	RockportFultonSeaFair202230	3.00
10/8/2022	TRAV	Sat	30	14:23	Most Terrifying Places	RockportFultonSeaFair202230	3.00
9/27/2022	USA	Tue	30	1:53	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
9/29/2022	USA	Thu	30	0:44	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
10/1/2022	USA	Sat	30	1:38	Dateline	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 0963 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/4/2022	USA	Tue	30	1:57	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
10/7/2022	USA	Fri	30	1:52	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	45
Actual Gross Billing	$262.00
Agency Commission	$39.33
Net Due Amount	$222.67

We warrant that the actual broadcast information shown on this invoice was taken from the official program log. Ok to pay

Spectrum REACH

Invoice: 620009093 Date: Nov 08, 2022

Order No: 1528101

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	1700
System Name:	Spectrum/SA East-SW U-verse Zone, TX				

SPECTRUM REACH

Invoice No:	620009093	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	1700	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/26/2022	AMC	Mon	30	17:59	Casino	RockportFultonSeaFair202230	2.00
9/27/2022	AMC	Tue	30	14:51	Casino	RockportFultonSeaFair202230	2.00
9/28/2022	AMC	Wed	30	12:53	The Book of Eli	RockportFultonSeaFair202230	2.00
9/29/2022	AMC	Thu	30	17:57	Independence Day	RockportFultonSeaFair202230	2.00
10/2/2022	AMC	Sun	30	10:15	Halloween 4: The Return of Michael Myers	RockportFultonSeaFair202230	2.00
10/4/2022	AMC	Tue	30	13:43	Friday the 13th - Part III	RockportFultonSeaFair202230	2.00
10/5/2022	AMC	Wed	30	12:49	Trick r Treat	RockportFultonSeaFair202230	2.00
10/6/2022	AMC	Thu	30	15:50	Friday the 13th	RockportFultonSeaFair202230	2.00
10/7/2022	AMC	Fri	30	10:00	Cabin Fever 2: Spring Fever	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 1700 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/8/2022	AMC	Sat	30	11:52	Dawn of the Dead	RockportFultonSeaFair202230	2.00
9/26/2022	CNN	Mon	30	14:56	CNN Newsroom with Alisyn Camerota and Vi	RockportFultonSeaFair202230	4.00
9/27/2022	CNN	Tue	30	16:48	The Lead With Jake Tapper	RockportFultonSeaFair202230	4.00
9/28/2022	CNN	Wed	30	12:39	Attack on Democracy: The January 6th Hea	RockportFultonSeaFair202230	4.00
9/29/2022	CNN	Thu	30	12:36	CNN Newsroom With Ana Cabrera	RockportFultonSeaFair202230	4.00
9/30/2022	CNN	Fri	30	10:56	At This Hour With Kate Bolduan	RockportFultonSeaFair202230	4.00
10/2/2022	CNN	Sun	30	12:59	Fareed Zakaria GPS	RockportFultonSeaFair202230	4.00
10/3/2022	CNN	Mon	30	15:23	The Lead With Jake Tapper	RockportFultonSeaFair202230	4.00
10/4/2022	CNN	Tue	30	12:31	CNN Newsroom With Ana Cabrera	RockportFultonSeaFair202230	4.00
10/6/2022	CNN	Thu	30	17:46	The Situation Room With Wolf Blitzer	RockportFultonSeaFair202230	4.00
10/7/2022	CNN	Fri	30	14:30	CNN Newsroom with Alisyn Camerota and Vi	RockportFultonSeaFair202230	4.00
10/8/2022	CNN	Sat	30	14:33	CNN Newsroom With Jim Acosta	RockportFultonSeaFair202230	4.00
9/27/2022	TBSC	Tue	30	8:41	2 Broke Girls	RockportFultonSeaFair202230	2.00
9/28/2022	TBSC	Wed	30	8:39	2 Broke Girls	RockportFultonSeaFair202230	2.00
9/29/2022	TBSC	Thu	30	8:44	2 Broke Girls	RockportFultonSeaFair202230	2.00
9/30/2022	TBSC	Fri	30	8:42	2 Broke Girls	RockportFultonSeaFair202230	2.00
10/1/2022	TBSC	Sat	30	8:44	American Dadl	RockportFultonSeaFair202230	2.00
10/3/2022	TBSC	Mon	30	6:46	George Lopez	RockportFultonSeaFair202230	2.00
10/4/2022	TBSC	Tue	30	7:47	George Lopez	RockportFultonSeaFair202230	2.00
10/6/2022	TBSC	Thu	30	9:41	2 Broke Girls	RockportFultonSeaFair202230	2.00
10/7/2022	TBSC	Fri	30	9:15	2 Broke Girls	RockportFultonSeaFair202230	2.00
10/8/2022	TBSC	Sat	30	9:17	American Dadl	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	31
Actual Gross Billing	$84.00
Agency Commission	$12.60
Net Due Amount	$71.40

dctopays

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Spectrum REACH

Invoice: 620009093 Date: Nov 08, 2022

Order No: 1528101

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	1703
System Name:	Spectrum/SA North Central U-verse, TX				

SPECTRUM REACH

Invoice No:	620009093	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	1703	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/27/2022	AMC	Tue	30	10:21	Meet the Parents	RockportFultonSeaFair202230	3.00
9/28/2022	AMC	Wed	30	10:22	Interview With the Vampire: The Vampire	RockportFultonSeaFair202230	3.00
9/28/2022	AMC	Wed	30	14:35	The Matrix	RockportFultonSeaFair202230	3.00
9/29/2022	AMC	Thu	30	16:58	Independence Day	RockportFultonSeaFair202230	3.00
10/2/2022	AMC	Sun	30	11:46	Halloween 5: The Revenge of Michael Myer	RockportFultonSeaFair202230	3.00
10/4/2022	AMC	Tue	30	14:34	Friday the 13th - Part III	RockportFultonSeaFair202230	3.00
10/5/2022	AMC	Wed	30	15:45	Jeepers Creepers	RockportFultonSeaFair202230	3.00
10/6/2022	AMC	Thu	30	16:39	Friday the 13th	RockportFultonSeaFair202230	3.00
10/7/2022	AMC	Fri	30	17:55	The Conjuring	RockportFultonSeaFair202230	3.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 1703 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/8/2022	AMC	Sat	30	12:50	Dawn of the Dead	RockportFultonSeaFair202230	3.00
9/26/2022	CNN	Mon	30	15:25	The Lead With Jake Tapper	RockportFultonSeaFair202230	5.00
9/28/2022	CNN	Wed	30	12:58	Attack on Democracy: The January 6th Hea	RockportFultonSeaFair202230	5.00
9/29/2022	CNN	Thu	30	10:32	At This Hour With Kate Bolduan	RockportFultonSeaFair202230	5.00
9/29/2022	CNN	Thu	30	11:51	Inside Politics With John King	RockportFultonSeaFair202230	5.00
10/2/2022	CNN	Sun	30	14:29	CNN Newsroom With Fredricka Whitfield	RockportFultonSeaFair202230	5.00
10/3/2022	CNN	Mon	30	11:45	Inside Politics With John King	RockportFultonSeaFair202230	5.00
10/5/2022	CNN	Wed	30	17:47	The Situation Room With Wolf Blitzer	RockportFultonSeaFair202230	5.00
10/7/2022	CNN	Fri	30	16:48	The Lead With Jake Tapper	RockportFultonSeaFair202230	5.00
9/26/2022	TBSC	Mon	30	5:49	George Lopez	RockportFultonSeaFair202230	3.00
9/27/2022	TBSC	Tue	30	6:46	George Lopez	RockportFultonSeaFair202230	3.00
9/28/2022	TBSC	Wed	30	6:43	George Lopez	RockportFultonSeaFair202230	3.00
9/29/2022	TBSC	Thu	30	8:44	2 Broke Girls	RockportFultonSeaFair202230	3.00
10/2/2022	TBSC	Sun	30	9:17	American Dad!	RockportFultonSeaFair202230	3.00
10/4/2022	TBSC	Tue	30	9:12	2 Broke Girls	RockportFultonSeaFair202230	3.00
10/5/2022	TBSC	Wed	30	5:46	George Lopez	RockportFultonSeaFair202230	3.00
10/6/2022	TBSC	Thu	30	8:41	2 Broke Girls	RockportFultonSeaFair202230	3.00
10/7/2022	TBSC	Fri	30	7:45	George Lopez	RockportFultonSeaFair202230	3.00
10/8/2022	TBSC	Sat	30	9:44	Friends	RockportFultonSeaFair202230	3.00

Total Spots This Invoice	28
Actual Gross Billing	$100.00
Agency Commission	$15.00
Net Due Amount	$85.00

Ok to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broado

SPECTRUM REACH

Invoice: 620009093 Date: Nov 08, 2022

Order No: 1528101

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	1706
System Name:	Spectrum/SA North East U-verse, TX				

SPECTRUM REACH

Invoice No:	620009093	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	1706	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/26/2022	AMC	Mon	30	13:55	Meet The Fockers	RockportFultonSeaFair202230	2.00
9/27/2022	AMC	Tue	30	11:49	Casino	RockportFultonSeaFair202230	2.00
9/28/2022	AMC	Wed	30	16:42	The Matrix Reloaded	RockportFultonSeaFair202230	2.00
9/29/2022	AMC	Thu	30	12:48	Scarface	RockportFultonSeaFair202230	2.00
10/5/2022	AMC	Wed	30	10:09	Candyman	RockportFultonSeaFair202230	2.00
10/6/2022	AMC	Thu	30	17:52	A Nightmare on Elm Street	RockportFultonSeaFair202230	2.00
10/7/2022	AMC	Fri	30	10:29	Cabin Fever 2: Spring Fever	RockportFultonSeaFair202230	2.00
10/8/2022	AMC	Sat	30	14:12	Final Destination 5	RockportFultonSeaFair202230	2.00
9/26/2022	CNN	Mon	30	10:59	At This Hour With Kate Boldnan	RockportFultonSeaFair202230	4.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 1706 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/27/2022	CNN	Tue	30	13:28	CNN Newsroom with Alisyn Camerota and Vi	RockportFultonSeaFair202230	4.00
9/30/2022	CNN	Fri	30	10:27	At This Hour With Kate Bolduan	RockportFultonSeaFair202230	4.00
10/2/2022	CNN	Sun	30	16:28	CNN Newsroom With Jim Acosta	RockportFultonSeaFair202230	4.00
10/5/2022	CNN	Wed	30	15:25	The Lead With Jake Tapper	RockportFultonSeaFair202230	4.00
10/6/2022	CNN	Thu	30	11:28	Inside Politics With John King	RockportFultonSeaFair202230	4.00
10/7/2022	CNN	Fri	30	10:26	At This Hour With Kate Bolduan	RockportFultonSeaFair202230	4.00
10/8/2022	CNN	Sat	30	17:28	CNN Newsroom with Pamela Brown	RockportFultonSeaFair202230	4.00
9/26/2022	HIST	Mon	30	15:43	Ancient Aliens	RockportFultonSeaFair202230	3.00
9/27/2022	HIST	Tue	30	14:41	Cities of the Underworld	RockportFultonSeaFair202230	3.00
9/28/2022	HIST	Wed	30	15:42	Pawn Stars	RockportFultonSeaFair202230	3.00
9/29/2022	HIST	Thu	30	10:43	American Pickers	RockportFultonSeaFair202230	3.00
10/2/2022	HIST	Sun	30	15:42	American Pickers	RockportFultonSeaFair202230	3.00
10/3/2022	HIST	Mon	30	12:45	Ancient Aliens	RockportFultonSeaFair202230	3.00
10/5/2022	HIST	Wed	30	12:43	Pawn Stars	RockportFultonSeaFair202230	3.00
10/6/2022	HIST	Thu	30	10:41	American Pickers	RockportFultonSeaFair202230	3.00
10/7/2022	HIST	Fri	30	11:44	The UnXplained	RockportFultonSeaFair202230	3.00
10/8/2022	HIST	Sat	30	15:44	Ancient Aliens	RockportFultonSeaFair202230	3.00
9/26/2022	TBSC	Mon	30	6:45	George Lopez	RockportFultonSeaFair202230	2.00
9/27/2022	TBSC	Tue	30	9:11	2 Broke Girls	RockportFultonSeaFair202230	2.00
9/28/2022	TBSC	Wed	30	7:48	George Lopez	RockportFultonSeaFair202230	2.00
10/2/2022	TBSC	Sun	30	7:45	Wipeout	RockportFultonSeaFair202230	2.00
10/4/2022	TBSC	Tue	30	9:44	2 Broke Girls	RockportFultonSeaFair202230	2.00
10/5/2022	TBSC	Wed	30	7:46	George Lopez	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 1706 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/6/2022	TBSC	Thu	30	9:41	2 Broke Girls	RockportFultonSeaFair202230	2.00
10/7/2022	TBSC	Fri	30	7:45	George Lopez	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	34
Actual Gross Billing	$94.00
Agency Commission	$14.10
Net Due Amount	$79.90

Ok to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadc

Spectrum Reach

Invoice: 620009093 Date: Nov 08, 2022

Order No: 1528101

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	1707
System Name:	Spectrum/SA North West U-verse, TX				

SPECTRUM REACH

Invoice No:	620009093	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	1707	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/26/2022	AMC	Mon	30	17:59	Casino	RockportFultonSeaFair202230	2.00
9/27/2022	AMC	Tue	30	12:56	Casino	RockportFultonSeaFair202230	2.00
9/28/2022	AMC	Wed	30	10:22	Interview With the Vampire: The Vampire	RockportFultonSeaFair202230	2.00
9/29/2022	AMC	Thu	30	17:56	Independence Day	RockportFultonSeaFair202230	2.00
10/5/2022	AMC	Wed	30	13:53	Trick r Treat	RockportFultonSeaFair202230	2.00
10/6/2022	AMC	Thu	30	10:52	The Grudge	RockportFultonSeaFair202230	2.00
10/7/2022	AMC	Fri	30	12:52	Cabin Fever	RockportFultonSeaFair202230	2.00
10/8/2022	AMC	Sat	30	10:47	Land of the Dead	RockportFultonSeaFair202230	2.00
9/26/2022	CNN	Mon	30	14:56	CNN Newsroom with Alisyn Camerota and Vi	RockportFultonSeaFair202230	4.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 1707 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/27/2022	CNN	Tue	30	14:56	CNN Newsroom with Alisyn Camerota and Vi	RockportFultonSeaFair202230	4.00
9/30/2022	CNN	Fri	30	10:27	At This Hour With Kate Bolduan	RockportFultonSeaFair202230	4.00
10/1/2022	CNN	Sat	30	10:30	CNN Newsroom With Fredricka Whitfield	RockportFultonSeaFair202230	4.00
10/4/2022	CNN	Tue	30	11:25	Inside Politics With John King	RockportFultonSeaFair202230	4.00
10/6/2022	CNN	Thu	30	12:58	CNN Newsroom With Ana Cabrera	RockportFultonSeaFair202230	4.00
10/8/2022	CNN	Sat	30	12:28	CNN Newsroom With Fredricka Whitfield	RockportFultonSeaFair202230	4.00
9/26/2022	HIST	Mon	30	11:43	Ancient Aliens	RockportFultonSeaFair202230	2.00
9/27/2022	HIST	Tue	30	16:46	Beyond Oak Island	RockportFultonSeaFair202230	2.00
9/28/2022	HIST	Wed	30	17:45	Pawn Stars	RockportFultonSeaFair202230	2.00
9/29/2022	HIST	Thu	30	15:43	American Pickers	RockportFultonSeaFair202230	2.00
10/5/2022	HIST	Wed	30	15:43	Pawn Stars	RockportFultonSeaFair202230	2.00
10/6/2022	HIST	Thu	30	14:44	American Pickers	RockportFultonSeaFair202230	2.00
10/7/2022	HIST	Fri	30	11:44	The UnXplained	RockportFultonSeaFair202230	2.00
10/8/2022	HIST	Sat	30	16:45	Ancient Aliens	RockportFultonSeaFair202230	2.00
9/26/2022	TBSC	Mon	30	9:15	2 Broke Girls	RockportFultonSeaFair202230	3.00
9/27/2022	TBSC	Tue	30	5:15	Family Matters	RockportFultonSeaFair202230	3.00
9/28/2022	TBSC	Wed	30	9:11	2 Broke Girls	RockportFultonSeaFair202230	3.00
9/29/2022	TBSC	Thu	30	5:12	Family Matters	RockportFultonSeaFair202230	3.00
10/5/2022	TBSC	Wed	30	7:46	George Lopez	RockportFultonSeaFair202230	3.00
10/6/2022	TBSC	Thu	30	8:41	2 Broke Girls	RockportFultonSeaFair202230	3.00
10/7/2022	TBSC	Fri	30	5:42	George Lopez	RockportFultonSeaFair202230	3.00
10/8/2022	TBSC	Sat	30	5:44	Family Matters	RockportFultonSeaFair202230	3.00

Total Spots This Invoice	31
Actual Gross Billing	$84.00
Agency Commission	$12.60
Net Due Amount	$71.40

dc to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broade

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 2355 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/27/2022	TBSC	Tue	30	6:47	George Lopez	RockportFultonSeaFair202230	2.00
9/29/2022	TBSC	Thu	30	5:48	George Lopez	RockportFultonSeaFair202230	2.00
10/1/2022	TBSC	Sat	30	5:14	Family Matters	RockportFultonSeaFair202230	2.00
10/4/2022	TBSC	Tue	30	9:11	2 Broke Girls	RockportFultonSeaFair202230	2.00
10/6/2022	TBSC	Thu	30	9:41	2 Broke Girls	RockportFultonSeaFair202230	2.00
10/8/2022	TBSC	Sat	30	6:45	Family Matters	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	38
Actual Gross Billing	$104.00
Agency Commission	$15.60
Net Due Amount	$88.40

Octopus

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadc

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 2355 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/5/2022	CNN	Wed	30	13:29	CNN Newsroom with Alisyn Camerota and Vi	RockportFultonSeaFair202230	6.00
10/6/2022	CNN	Thu	30	12:58	CNN Newsroom With Ana Cabrera	RockportFultonSeaFair202230	6.00
10/7/2022	CNN	Fri	30	10:59	At This Hour With Kate Bolduan	RockportFultonSeaFair202230	6.00
10/7/2022	CNN	Fri	30	12:59	CNN Newsroom With Ana Cabrera	RockportFultonSeaFair202230	6.00
10/8/2022	CNN	Sat	30	14:59	CNN Newsroom With Jim Acosta	RockportFultonSeaFair202230	6.00
9/27/2022	FS1	Tue	30	20:57	Soccer	RockportFultonSeaFair202230	2.00
9/29/2022	FS1	Thu	30	21:50	WWE Friday Night SmackDown	RockportFultonSeaFair202230	2.00
10/1/2022	FS1	Sat	30	20:38	College Football	RockportFultonSeaFair202230	2.00
10/5/2022	FS1	Wed	30	18:19	Greatest Races: NASCAR	RockportFultonSeaFair202230	2.00
10/5/2022	FS1	Wed	30	18:48	Greatest Races: NASCAR	RockportFultonSeaFair202230	2.00
10/7/2022	FS1	Fri	30	22:03	College Football	RockportFultonSeaFair202230	2.00
9/27/2022	HGTV	Tue	30	0:37	Love It or List It	RockportFultonSeaFair202230	2.00
9/29/2022	HGTV	Thu	30	1:47	House Hunters	RockportFultonSeaFair202230	2.00
10/1/2022	HGTV	Sat	30	0:47	My Lottery Dream Home	RockportFultonSeaFair202230	2.00
10/3/2022	HGTV	Mon	30	0:45	Island Life	RockportFultonSeaFair202230	2.00
10/5/2022	HGTV	Wed	30	0:52	House Hunters International	RockportFultonSeaFair202230	2.00
10/7/2022	HGTV	Fri	30	0:47	House Hunters International	RockportFultonSeaFair202230	2.00
9/27/2022	HIST	Tue	30	15:47	Beyond Oak Island	RockportFultonSeaFair202230	2.00
9/29/2022	HIST	Thu	30	17:46	Mountain Men	RockportFultonSeaFair202230	2.00
10/1/2022	HIST	Sat	30	10:44	Mountain Men	RockportFultonSeaFair202230	2.00
10/4/2022	HIST	Tue	30	11:44	The UnXplained	RockportFultonSeaFair202230	2.00
10/6/2022	HIST	Thu	30	15:42	American Pickers	RockportFultonSeaFair202230	2.00
10/8/2022	HIST	Sat	30	13:44	Ancient Aliens	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice: 620009093 Date: Nov 08, 2022

Order No: 1528101

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Please remit to:

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser:	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	2355
System Name:	Spectrum/Grande-San Antonio, TX				

SPECTRUM REACH

Invoice No:	620009093	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	2355	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/27/2022	AMC	Tue	30	10:20	Meet the Parents	RockportFultonSeaFair202230	2.00
9/30/2022	AMC	Fri	30	14:39	The Goonies	RockportFultonSeaFair202230	2.00
9/30/2022	AMC	Fri	30	15:26	The Goonies	RockportFultonSeaFair202230	2.00
10/2/2022	AMC	Sun	30	15:42	Halloween H20: 20 Years Later	RockportFultonSeaFair202230	2.00
10/3/2022	AMC	Mon	30	11:04	Village of the Damned	RockportFultonSeaFair202230	2.00
10/5/2022	AMC	Wed	30	11:43	Candyman: Farewell to the Flesh	RockportFultonSeaFair202230	2.00
10/7/2022	AMC	Fri	30	12:52	Cabin Fever	RockportFultonSeaFair202230	2.00
9/30/2022	CNN	Fri	30	11:46	Inside Politics With John King	RockportFultonSeaFair202230	6.00
10/3/2022	CNN	Mon	30	16:28	The Lead With Jake Tapper	RockportFultonSeaFair202230	6.00

Spectrum REACH

Invoice: 620009093 Date: Nov 08, 2022

Order No: 1528101

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser:	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	8954
System Name:	Spectrum/North West, TX				

SPECTRUM REACH

Invoice No:	620009093	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	8954	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/26/2022	AMC	Mon	30	11:28	Meet the Parents	RockportFultonSeaFair202230	5.00
9/28/2022	AMC	Wed	30	10:22	Interview With the Vampire: The Vampire	RockportFultonSeaFair202230	5.00
9/30/2022	AMC	Fri	30	13:38	Pet Sematary	RockportFultonSeaFair202230	5.00
10/3/2022	AMC	Mon	30	15:36	Friday the 13th	RockportFultonSeaFair202230	5.00
10/5/2022	AMC	Wed	30	15:46	Jeepers Creepers	RockportFultonSeaFair202230	5.00
10/7/2022	AMC	Fri	30	15:41	House of Wax	RockportFultonSeaFair202230	5.00
9/26/2022	FOOD	Mon	30	14:18	Beat Bobby Flay	RockportFultonSeaFair202230	12.00
9/28/2022	FOOD	Wed	30	11:48	The Pioneer Woman	RockportFultonSeaFair202230	12.00
9/30/2022	FOOD	Fri	30	12:52	Diners, Drive-Ins, and Dives	RockportFultonSeaFair202230	12.00
10/3/2022	FOOD	Mon	30	14:23	Chocolate Meltdown: Hersheys After Dark	RockportFultonSeaFair202230	12.00
10/5/2022	FOOD	Wed	30	15:53	Guys Grocery Games	RockportFultonSeaFair202230	12.00
10/7/2022	FOOD	Fri	30	15:49	Diners, Drive-Ins, and Dives	RockportFultonSeaFair202230	12.00
9/26/2022	MAG	Mon	30	20:45	Maine Cabin Masters	RockportFultonSeaFair202230	6.00
9/28/2022	MAG	Wed	30	23:47	Fixer Upper	RockportFultonSeaFair202230	6.00
9/30/2022	MAG	Fri	30	21:45	Fixer Upper	RockportFultonSeaFair202230	6.00
10/3/2022	MAG	Mon	30	23:46	Maine Cabin Masters	RockportFultonSeaFair202230	6.00
10/5/2022	MAG	Wed	30	18:51	In With the Old	RockportFultonSeaFair202230	6.00
10/6/2022	MAG	Thu	30	23:52	Bargain Mansions	RockportFultonSeaFair202230	6.00
10/7/2022	MAG	Fri	30	21:45	Fixer Upper	RockportFultonSeaFair202230	6.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 8954 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/30/2022	MNBC	Fri	30	10:59	MSNBC Reports	RockportFultonSeaFair202230	7.00
10/2/2022	MNBC	Sun	30	14:57	Yasmin Vossoughian Reports	RockportFultonSeaFair202230	7.00
10/3/2022	MNBC	Mon	30	11:16	Andrea Mitchell Reports	RockportFultonSeaFair202230	7.00
10/5/2022	MNBC	Wed	30	10:59	MSNBC Reports	RockportFultonSeaFair202230	7.00
10/7/2022	MNBC	Fri	30	16:58	Deadline: White House	RockportFultonSeaFair202230	7.00
9/28/2022	TLC	Wed	30	18:37	Dr. Pimple Popper	RockportFultonSeaFair202230	5.00
9/30/2022	TLC	Fri	30	21:26	90 Day Fiance: Happily Ever After?	RockportFultonSeaFair202230	5.00
10/2/2022	TLC	Sun	30	20:41	90 Day Fiance: Happily Ever After?	RockportFultonSeaFair202230	5.00
10/3/2022	TLC	Mon	30	22:34	Sister Wives	RockportFultonSeaFair202230	5.00
10/5/2022	TLC	Wed	30	18:50	Dr. Pimple Popper	RockportFultonSeaFair202230	5.00
10/7/2022	TLC	Fri	30	23:45	90 Day Fiance: Happily Ever After?	RockportFultonSeaFair202230	5.00
9/26/2022	TRAV	Mon	30	13:56	Beyond the Unknown	RockportFultonSeaFair202230	3.00
9/27/2022	TRAV	Tue	30	10:26	Alaskan Killer Bigfoot	RockportFultonSeaFair202230	3.00
9/28/2022	TRAV	Wed	30	14:23	A Haunting	RockportFultonSeaFair202230	3.00
10/2/2022	TRAV	Sun	30	15:56	A Haunting	RockportFultonSeaFair202230	3.00
10/4/2022	TRAV	Tue	30	15:52	The Alaska Triangle	RockportFultonSeaFair202230	3.00
10/5/2022	TRAV	Wed	30	15:52	Eli Roth Presents: A Ghost Ruined My Lif	RockportFultonSeaFair202230	3.00
10/6/2022	TRAV	Thu	30	13:54	Ghost Adventures	RockportFultonSeaFair202230	3.00
10/7/2022	TRAV	Fri	30	10:23	Most Terrifying Places	RockportFultonSeaFair202230	3.00
10/8/2022	TRAV	Sat	30	15:23	Ghost Hunters	RockportFultonSeaFair202230	3.00
9/27/2022	USA	Tue	30	1:53	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
9/29/2022	USA	Thu	30	0:44	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
10/2/2022	USA	Sun	30	0:34	Central Intelligence	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	42
Actual Gross Billing	$242.00
Agency Commission	$36.28
Net Due Amount	$205.72

Ok to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadc

SPECTRUM REACH

Invoice: 620009093 Date: Nov 08, 2022

Order No: 1528101

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	8955
System Name:	Spectrum/North East, TX				

SPECTRUM REACH

Invoice No:	620009093	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	8955	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/27/2022	AMC	Tue	30	11:49	Casino	RockportFultonSeaFair202230	4.00
9/29/2022	AMC	Thu	30	15:53	Unstoppable	RockportFultonSeaFair202230	4.00
10/2/2022	AMC	Sun	30	14:00	Halloween: Resurrection	RockportFultonSeaFair202230	4.00
10/3/2022	AMC	Mon	30	15:36	Friday the 13th	RockportFultonSeaFair202230	4.00
10/5/2022	AMC	Wed	30	14:23	Trick r Treat	RockportFultonSeaFair202230	4.00
10/7/2022	AMC	Fri	30	15:41	House of Wax	RockportFultonSeaFair202230	4.00
9/28/2022	CNN	Wed	30	8:59	CNN Newsroom with Poppy Harlow and Jim S	RockportFultonSeaFair202230	10.00
10/2/2022	CNN	Sun	30	5:33	New Day Weekend	RockportFultonSeaFair202230	10.00
10/3/2022	CNN	Mon	30	6:48	New Day with John Berman and Brianna Kei	RockportFultonSeaFair202230	10.00
10/6/2022	CNN	Thu	30	9:31	CNN Newsroom with Poppy Harlow and Jim S	RockportFultonSeaFair202230	10.00
9/26/2022	FOOD	Mon	30	13:56	Food Paradise	RockportFultonSeaFair202230	14.00
9/28/2022	FOOD	Wed	30	11:48	The Pioneer Woman	RockportFultonSeaFair202230	14.00
10/1/2022	FOOD	Sat	30	12:55	Guys Ultimate Game Night	RockportFultonSeaFair202230	14.00
10/3/2022	FOOD	Mon	30	15:52	Chocolate Meltdown: Hersheys After Dark	RockportFultonSeaFair202230	14.00
10/5/2022	FOOD	Wed	30	10:18	The Pioneer Woman	RockportFultonSeaFair202230	14.00
10/7/2022	FOOD	Fri	30	15:49	Diners, Drive-Ins, and Dives	RockportFultonSeaFair202230	14.00
9/26/2022	MAG	Mon	30	18:47	Maine Cabin Masters	RockportFultonSeaFair202230	6.00
9/28/2022	MAG	Wed	30	21:47	Fixer Upper	RockportFultonSeaFair202230	6.00
10/1/2022	MAG	Sat	30	23:45	Maine Cabin Masters	RockportFultonSeaFair202230	6.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 8955 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/3/2022	MAG	Mon	30	21:45	Maine Cabin Masters	RockportFultonSeaFair202230	6.00
10/5/2022	MAG	Wed	30	20:45	Fixer Upper	RockportFultonSeaFair202230	6.00
10/7/2022	MAG	Fri	30	22:45	Fixer Upper	RockportFultonSeaFair202230	6.00
9/28/2022	TLC	Wed	30	21:52	Bad Hair Day	RockportFultonSeaFair202230	9.00
10/2/2022	TLC	Sun	30	21:51	Sister Wives	RockportFultonSeaFair202230	9.00
10/5/2022	TLC	Wed	30	19:39	Dr. Pimple Popper	RockportFultonSeaFair202230	9.00
10/8/2022	TLC	Sat	30	21:35	Sister Wives	RockportFultonSeaFair202230	9.00
9/26/2022	TRAV	Mon	30	14:27	Beyond the Unknown	RockportFultonSeaFair202230	3.00
9/30/2022	TRAV	Fri	30	14:23	Devils Road: The True Story of Ed and L	RockportFultonSeaFair202230	3.00
10/1/2022	TRAV	Sat	30	11:51	Ghost Hunters	RockportFultonSeaFair202230	3.00
10/2/2022	TRAV	Sun	30	12:55	A Haunting	RockportFultonSeaFair202230	3.00
10/3/2022	TRAV	Mon	30	15:20	Worlds Most Unexplained	RockportFultonSeaFair202230	3.00
10/4/2022	TRAV	Tue	30	15:24	The Alaska Triangle	RockportFultonSeaFair202230	3.00
10/5/2022	TRAV	Wed	30	14:22	Ell Roth Presents: A Ghost Ruined My Lif	RockportFultonSeaFair202230	3.00
10/6/2022	TRAV	Thu	30	14:25	Ghost Adventures	RockportFultonSeaFair202230	3.00
10/7/2022	TRAV	Fri	30	14:20	A Haunting	RockportFultonSeaFair202230	3.00
9/26/2022	USA	Mon	30	0:43	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
9/27/2022	USA	Tue	30	0:41	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
9/28/2022	USA	Wed	30	0:45	9-1-1	RockportFultonSeaFair202230	2.00
9/30/2022	USA	Fri	30	1:32	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
10/1/2022	USA	Sat	30	1:38	Dateline	RockportFultonSeaFair202230	2.00
10/2/2022	USA	Sun	30	0:34	Central Intelligence	RockportFultonSeaFair202230	2.00
10/3/2022	USA	Mon	30	0:35	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
10/4/2022	USA	Tue	30	0:42	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 8955 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
10/6/2022	USA	Thu	30	0:40	Dr. Death	RockportFultonSeaFair202230	2.00
10/7/2022	USA	Fri	30	0:43	Race for the Championship	RockportFultonSeaFair202230	2.00
10/7/2022	USA	Fri	30	1:52	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
10/8/2022	USA	Sat	30	0:48	Fast Five	RockportFultonSeaFair202230	2.00
10/8/2022	USA	Sat	30	1:41	Dateline	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	48
Actual Gross Billing	$273.00
Agency Commission	$40.94
Net Due Amount	$232.06

acto pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadc

Spectrum REACH

Invoice: 620009093 Date: Nov 08, 2022

Order No: 1528101

Broadcast Month: October - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser:	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	8956
System Name:	Spectrum/North Central, TX				

SPECTRUM REACH

Invoice No:	620009093	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	8956	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/28/2022	AMC	Wed	30	11:53	The Book of Eli	RockportFultonSeaFair202230	5.00
9/30/2022	AMC	Fri	30	12:50	Pet Sematary	RockportFultonSeaFair202230	5.00
10/2/2022	AMC	Sun	30	11:46	Halloween 5: The Revenge of Michael Myer	RockportFultonSeaFair202230	5.00
10/5/2022	AMC	Wed	30	15:46	Jeepers Creepers	RockportFultonSeaFair202230	5.00
10/8/2022	AMC	Sat	30	15:51	Final Destination 5	RockportFultonSeaFair202230	5.00
9/29/2022	FOOD	Thu	30	14:18	Outchefd	RockportFultonSeaFair202230	6.00
10/2/2022	FOOD	Sun	30	14:19	Guys Grocery Games	RockportFultonSeaFair202230	6.00
10/5/2022	FOOD	Wed	30	13:55	Guys Ultimate Game Night	RockportFultonSeaFair202230	6.00
10/8/2022	FOOD	Sat	30	10:22	The Kitchen	RockportFultonSeaFair202230	6.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 8956 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/28/2022	MAG	Wed	30	22:44	Fixer Upper	RockportFultonSeaFair202230	6.00
10/1/2022	MAG	Sat	30	22:48	Maine Cabin Masters	RockportFultonSeaFair202230	6.00
10/5/2022	MAG	Wed	30	18:51	In With the Old	RockportFultonSeaFair202230	6.00
10/7/2022	MAG	Fri	30	22:45	Fixer Upper	RockportFultonSeaFair202230	6.00
9/30/2022	MNBC	Fri	30	12:23	Chris Jansing Reports	RockportFultonSeaFair202230	7.00
10/1/2022	MNBC	Sat	30	16:59	PoliticsNation	RockportFultonSeaFair202230	7.00
10/5/2022	MNBC	Wed	30	16:23	Deadline: White House	RockportFultonSeaFair202230	7.00
10/8/2022	MNBC	Sat	30	14:21	Yasmin Vossoughian Reports	RockportFultonSeaFair202230	7.00
9/28/2022	TLC	Wed	30	22:41	My 600-lb Life	RockportFultonSeaFair202230	8.00
10/1/2022	TLC	Sat	30	23:43	My 600-lb Life: Biggest Transformations	RockportFultonSeaFair202230	8.00
10/5/2022	TLC	Wed	30	21:51	Baby Surgeons: Delivering Miracles	RockportFultonSeaFair202230	8.00
10/8/2022	TLC	Sat	30	22:35	Sister Wives	RockportFultonSeaFair202230	8.00
9/26/2022	TRAV	Mon	30	14:26	Beyond the Unknown	RockportFultonSeaFair202230	3.00
9/27/2022	TRAV	Tue	30	11:56	Alaskan Killer Bigfoot	RockportFultonSeaFair202230	3.00
9/28/2022	TRAV	Wed	30	15:18	A Haunting	RockportFultonSeaFair202230	3.00
9/29/2022	TRAV	Thu	30	15:54	Ghost Adventures	RockportFultonSeaFair202230	3.00
9/30/2022	TRAV	Fri	30	14:23	Devils Road: The True Story of Ed and L	RockportFultonSeaFair202230	3.00
10/3/2022	TRAV	Mon	30	15:20	Worlds Most Unexplained	RockportFultonSeaFair202230	3.00
10/5/2022	TRAV	Wed	30	15:21	Eli Roth Presents: A Ghost Ruined My Lif	RockportFultonSeaFair202230	3.00
10/6/2022	TRAV	Thu	30	11:45	Route 666	RockportFultonSeaFair202230	3.00
10/7/2022	TRAV	Fri	30	10:23	Most Terrifying Places	RockportFultonSeaFair202230	3.00
10/8/2022	TRAV	Sat	30	15:23	Ghost Hunters	RockportFultonSeaFair202230	3.00
9/27/2022	USA	Tue	30	0:41	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice No: 620009093 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 8956 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/29/2022	USA	Thu	30	0:44	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
10/1/2022	USA	Sat	30	1:38	Dateline	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	34
Actual Gross Billing	$169.00
Agency Commission	$25.35
Net Due Amount	$143.65

Ok to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broade

Spectrum REACH

Invoice: 660010665 Date: Oct 03, 2022

Order No: 1528101

Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	0963
System Name:	Spectrum/San Antonio Central, TX				

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 0963 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/20/2022	AMC	Tue	30	15:26	Under Siege	RockportFultonSeaFair202230	5.00
9/22/2022	AMC	Thu	30	13:06	Southpaw	RockportFultonSeaFair202230	5.00
9/25/2022	AMC	Sun	30	10:04	The Walking Dead	RockportFultonSeaFair202230	5.00
9/20/2022	CNN	Tue	30	8:26	CNN Newsroom with Poppy Harlow and Jim S	RockportFultonSeaFair202230	10.00
9/22/2022	CNN	Thu	30	8:28	CNN Newsroom with Poppy Harlow and Jim S	RockportFultonSeaFair202230	10.00
9/25/2022	CNN	Sun	30	8:30	State of the Union with Jake Tapper and	RockportFultonSeaFair202230	10.00
9/22/2022	MNBC	Thu	30	10:58	MSNBC Reports	RockportFultonSeaFair202230	6.00
9/22/2022	MNBC	Thu	30	12:58	Chris Jansing Reports	RockportFultonSeaFair202230	6.00
9/25/2022	MNBC	Sun	30	12:35	Alex Witt Reports	RockportFultonSeaFair202230	6.00

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 0963 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/22/2022	SISA	Thu	30	17:10	Generic	RockportFultonSeaFair202230	9.00
9/24/2022	SISA	Sat	30	11:50	Generic	RockportFultonSeaFair202230	9.00
9/25/2022	SISA	Sun	30	10:49	Generic	RockportFultonSeaFair202230	9.00
9/20/2022	TLC	Tue	30	21:40	My Big Fat Fabulous Life	RockportFultonSeaFair202230	7.00
9/22/2022	TLC	Thu	30	19:41	90 Day: The Single Life	RockportFultonSeaFair202230	7.00
9/25/2022	TLC	Sun	30	18:41	90 Day Fiance: Happily Ever After?	RockportFultonSeaFair202230	7.00
9/19/2022	TRAV	Mon	30	14:22	American Mystery	RockportFultonSeaFair202230	3.00
9/19/2022	TRAV	Mon	30	15:22	American Mystery	RockportFultonSeaFair202230	3.00
9/20/2022	TRAV	Tue	30	14:20	Fear the Woods	RockportFultonSeaFair202230	3.00
9/24/2022	TRAV	Sat	30	10:26	Fright Club	RockportFultonSeaFair202230	3.00
9/25/2022	USA	Sun	30	1:43	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	20
Actual Gross Billing	$125.00
Agency Commission	$18.76
Net Due Amount	$106.24

Ok to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

SPECTRUM REACH
VIDEO | MEDIA | ADVANTAGE

Invoice: 660010665 Date: Oct 03, 2022
Order No: 1528101
Broadcast Month: September - 2022
TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	**Est.Code:**	4046	**Client Code:**	
Market:	San Antonio	**Product Code:**		**Product:**	Non-Profit
Rep:	Spectrum Reach			**Syscode:**	1700
System Name:	Spectrum/SA East-SW U-verse Zone, TX				

SPECTRUM REACH

Invoice No:	660010665	**Order No:**	1528101	**Advertiser:**	ROCKPORT FULTON CHAMBER O
Syscode:	1700	**Agency Name:**	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	AMC	Mon	30	12:46	G.I. Jane	RockportFultonSeaFair202230	2.00
9/22/2022	AMC	Thu	30	16:52	Lethal Weapon 2	RockportFultonSeaFair202230	2.00
9/23/2022	AMC	Fri	30	10:50	Kindergarten Cop	RockportFultonSeaFair202230	2.00
9/24/2022	AMC	Sat	30	16:45	The Goonies	RockportFultonSeaFair202230	2.00
9/25/2022	AMC	Sun	30	17:32	The Walking Dead	RockportFultonSeaFair202230	2.00
9/22/2022	CNN	Thu	30	10:31	At This Hour With Kate Bolduan	RockportFultonSeaFair202230	4.00
9/23/2022	CNN	Fri	30	10:59	At This Hour With Kate Bolduan	RockportFultonSeaFair202230	4.00
9/24/2022	CNN	Sat	30	10:23	CNN Newsroom With Fredricka Whitfield	RockportFultonSeaFair202230	4.00
9/25/2022	CNN	Sun	30	11:31	State of the Union with Jake Tapper and	RockportFultonSeaFair202230	4.00

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 1700 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	TBSC	Mon	30	5:46	George Lopez	RockportFultonSeaFair202230	2.00
9/20/2022	TBSC	Tue	30	5:14	Family Matters	RockportFultonSeaFair202230	2.00
9/21/2022	TBSC	Wed	30	6:44	George Lopez	RockportFultonSeaFair202230	2.00
9/22/2022	TBSC	Thu	30	7:43	George Lopez	RockportFultonSeaFair202230	2.00
9/25/2022	TBSC	Sun	30	8:45	American Dad!	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	14
Actual Gross Billing	$36.00
Agency Commission	$5.40
Net Due Amount	$30.60

Octo pays

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Spectrum REACH
VIDEO | MEDIA | ANALYTICS

Invoice: 660010665 Date: Oct 03, 2022
Order No: 1528101
Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	1703
System Name:	Spectrum/SA North Central U-verse, TX				

SPECTRUM REACH

Invoice No:	660010665	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	1703	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	AMC	Mon	30	14:03	G.I. Jane	RockportFultonSeaFair202230	3.00
9/20/2022	AMC	Tue	30	12:51	Minority Report	RockportFultonSeaFair202230	3.00
9/23/2022	AMC	Fri	30	11:41	Kindergarten Cop	RockportFultonSeaFair202230	3.00
9/24/2022	AMC	Sat	30	15:44	Sixteen Candles	RockportFultonSeaFair202230	3.00
9/25/2022	AMC	Sun	30	10:47	The Walking Dead	RockportFultonSeaFair202230	3.00
9/20/2022	CNN	Tue	30	13:56	CNN Newsroom with Alisyn Camerota and Vl	RockportFultonSeaFair202230	5.00
9/23/2022	CNN	Fri	30	11:47	Inside Politics With John King	RockportFultonSeaFair202230	5.00
9/24/2022	CNN	Sat	30	10:56	CNN Newsroom With Fredricka Whitfield	RockportFultonSeaFair202230	5.00
9/25/2022	CNN	Sun	30	13:22	CNN Newsroom With Fredricka Whitfield	RockportFultonSeaFair202230	5.00

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 1703 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	TBSC	Mon	30	8:39	2 Broke Girls	RockportFultonSeaFair202230	3.00
9/20/2022	TBSC	Tue	30	8:43	2 Broke Girls	RockportFultonSeaFair202230	3.00
9/23/2022	TBSC	Fri	30	5:45	George Lopez	RockportFultonSeaFair202230	3.00
9/24/2022	TBSC	Sat	30	6:42	Wipeout	RockportFultonSeaFair202230	3.00
9/25/2022	TBSC	Sun	30	8:45	American Dad!	RockportFultonSeaFair202230	3.00

Total Spots This Invoice	14
Actual Gross Billing	$50.00
Agency Commission	$7.50
Net Due Amount	$42.50

ck to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log,We warrant that the actual broadcast information shown on this invoice was taken from the official program log,We warrant that the actual broade

SPECTRUM REACH
VIDEO | DIGITAL | DISPLAY

Invoice: 660010665 Date: Oct 03, 2022

Order No: 1528101

Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	1706
System Name:	Spectrum/SA North East U-verse, TX				

SPECTRUM REACH

Invoice No:	660010665	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	1706	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	AMC	Mon	30	10:49	Rocky V	RockportFultonSeaFair202230	2.00
9/23/2022	AMC	Fri	30	13:43	Animal House	RockportFultonSeaFair202230	2.00
9/24/2022	AMC	Sat	30	14:11	The Walking Dead	RockportFultonSeaFair202230	2.00
9/25/2022	AMC	Sun	30	11:43	The Walking Dead	RockportFultonSeaFair202230	2.00
9/19/2022	CNN	Mon	30	14:59	CNN Newsroom with Alisyn Camerota and Vi	RockportFultonSeaFair202230	4.00
9/23/2022	CNN	Fri	30	15:26	The Lead With Jake Tapper	RockportFultonSeaFair202230	4.00
9/24/2022	CNN	Sat	30	13:34	CNN Newsroom With Fredricka Whitfield	RockportFultonSeaFair202230	4.00
9/25/2022	CNN	Sun	30	15:29	CNN Newsroom With Jim Acosta	RockportFultonSeaFair202230	4.00
9/19/2022	HIST	Mon	30	11:43	Watergate	RockportFultonSeaFair202230	3.00

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 1706 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/23/2022	HIST	Fri	30	16:44	The UnXplained	RockportFultonSeaFair202230	3.00
9/24/2022	HIST	Sat	30	16:43	The Cars That Built the World	RockportFultonSeaFair202230	3.00
9/25/2022	HIST	Sun	30	10:44	American Pickers	RockportFultonSeaFair202230	3.00
9/19/2022	TBSC	Mon	30	9:11	2 Broke Girls	RockportFultonSeaFair202230	2.00
9/20/2022	TBSC	Tue	30	5:13	Family Matters	RockportFultonSeaFair202230	2.00
9/23/2022	TBSC	Fri	30	5:45	George Lopez	RockportFultonSeaFair202230	2.00
9/24/2022	TBSC	Sat	30	6:42	Wipeout	RockportFultonSeaFair202230	2.00
9/25/2022	TBSC	Sun	30	9:15	American Dad!	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	17
Actual Gross Billing	$46.00
Agency Commission	$6.90
Net Due Amount	$39.10

acto pays

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadc

Spectrum REACH

Invoice: 660010665 Date: Oct 03, 2022

Order No: 1528101

Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	1707
System Name:	Spectrum/SA North West U-verse, TX				

SPECTRUM REACH

Invoice No:	660010665	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	1707	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	AMC	Mon	30	12:46	G.I. Jane	RockportFultonSeaFair202230	2.00
9/20/2022	AMC	Tue	30	15:26	Under Siege	RockportFultonSeaFair202230	2.00
9/24/2022	AMC	Sat	30	15:44	Sixteen Candles	RockportFultonSeaFair202230	2.00
9/25/2022	AMC	Sun	30	16:33	The Walking Dead	RockportFultonSeaFair202230	2.00
9/20/2022	CNN	Tue	30	17:23	The Situation Room With Wolf Blitzer	RockportFultonSeaFair202230	4.00
9/24/2022	CNN	Sat	30	15:34	CNN Newsroom With Jim Acosta	RockportFultonSeaFair202230	4.00
9/25/2022	CNN	Sun	30	11:59	State of the Union with Jake Tapper and	RockportFultonSeaFair202230	4.00
9/19/2022	HIST	Mon	30	16:47	Ancient Aliens	RockportFultonSeaFair202230	2.00
9/23/2022	HIST	Fri	30	11:42	Ancient Aliens	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 1707 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/24/2022	HIST	Sat	30	14:43	The Cars That Built the World	RockportFultonSeaFair202230	2.00
9/25/2022	HIST	Sun	30	14:45	The Food That Built America	RockportFultonSeaFair202230	2.00
9/19/2022	TBSC	Mon	30	6:46	George Lopez	RockportFultonSeaFair202230	3.00
9/23/2022	TBSC	Fri	30	6:47	George Lopez	RockportFultonSeaFair202230	3.00
9/24/2022	TBSC	Sat	30	7:43	American Dad!	RockportFultonSeaFair202230	3.00
9/25/2022	TBSC	Sun	30	9:39	Friends	RockportFultonSeaFair202230	3.00

Total Spots This Invoice	15
Actual Gross Billing	$40.00
Agency Commission	$6.00
Net Due Amount	$34.00

ck to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadc

SPECTRUM REACH
VIDEO | MEDIA | ANALYTICS

Invoice: 660010665 Date: Oct 03, 2022
Order No: 1528101
Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	2355
System Name:	Spectrum/Grande-San Antonio, TX				

SPECTRUM REACH

Invoice No:	660010665	Order No:	1528101	Advertiser:	ROCKPORT FULTON CHAMBER O
Syscode:	2355	Agency Name:	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/22/2022	AMC	Thu	30	13:52	Southpaw	RockportFultonSeaFair202230	2.00
9/25/2022	AMC	Sun	30	17:32	The Walking Dead	RockportFultonSeaFair202230	2.00
9/20/2022	CNN	Tue	30	15:29	The Lead With Jake Tapper	RockportFultonSeaFair202230	6.00
9/24/2022	CNN	Sat	30	17:25	CNN Newsroom with Pamela Brown	RockportFultonSeaFair202230	6.00
9/20/2022	FS1	Tue	30	22:28	Generic	RockportFultonSeaFair202230	2.00
9/22/2022	FS1	Thu	30	23:00	UEFA Nations League Soccer	RockportFultonSeaFair202230	2.00
9/25/2022	FS1	Sun	30	23:25	NHRA Drag Racing	RockportFultonSeaFair202230	2.00
9/20/2022	HGTV	Tue	30	0:41	Love It or List It	RockportFultonSeaFair202230	2.00
9/22/2022	HGTV	Thu	30	0:47	House Hunters	RockportFultonSeaFair202230	2.00

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 2355 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/25/2022	HGTV	Sun	30	1:43	Help! I Wrecked My House	RockportFultonSeaFair202230	2.00
9/20/2022	HIST	Tue	30	10:47	Pawn Stars	RockportFultonSeaFair202230	2.00
9/22/2022	HIST	Thu	30	11:45	American Pickers	RockportFultonSeaFair202230	2.00
9/25/2022	HIST	Sun	30	16:44	The Food That Built America	RockportFultonSeaFair202230	2.00
9/20/2022	TBSC	Tue	30	8:43	2 Broke Girls	RockportFultonSeaFair202230	2.00
9/22/2022	TBSC	Thu	30	7:42	George Lopez	RockportFultonSeaFair202230	2.00
9/25/2022	TBSC	Sun	30	8:45	American Dadl	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	16
Actual Gross Billing	$40.00
Agency Commission	$6.00
Net Due Amount	$34.00

OK to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadc

SPECTRUM REACH
VIDEO | MEDIA | ADVERTISING

Invoice: 660010665 Date: Oct 03, 2022

Order No: 1528101

Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	Est.Code:	4046	Client Code:	
Market:	San Antonio	Product Code:		Product:	Non-Profit
Rep:	Spectrum Reach			Syscode:	8954
System Name:	Spectrum/North West, TX				

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 8954 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	AMC	Mon	30	14:31	G.I. Jane	RockportFultonSeaFair202230	5.00
9/21/2022	AMC	Wed	30	11:44	Scarface	RockportFultonSeaFair202230	5.00
9/24/2022	AMC	Sat	30	10:01	The Walking Dead	RockportFultonSeaFair202230	5.00
9/19/2022	FOOD	Mon	30	12:56	Food Paradise	RockportFultonSeaFair202230	12.00
9/21/2022	FOOD	Wed	30	13:54	Guys Grocery Games	RockportFultonSeaFair202230	12.00
9/24/2022	FOOD	Sat	30	10:19	The Kitchen	RockportFultonSeaFair202230	12.00
9/19/2022	MAG	Mon	30	22:45	Maine Cabin Masters	RockportFultonSeaFair202230	6.00
9/21/2022	MAG	Wed	30	22:46	Fixer Upper	RockportFultonSeaFair202230	6.00
9/24/2022	MAG	Sat	30	18:44	Maine Cabin Masters	RockportFultonSeaFair202230	6.00

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 8954 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	MNBC	Mon	30	11:59	The State Funeral of Queen Elizabeth II	RockportFultonSeaFair202230	7.00
9/21/2022	MNBC	Wed	30	17:57	The Beat with Ari Melber	RockportFultonSeaFair202230	7.00
9/19/2022	TLC	Mon	30	21:51	90 Day: The Single Life	RockportFultonSeaFair202230	5.00
9/21/2022	TLC	Wed	30	21:52	Bad Hair Day	RockportFultonSeaFair202230	5.00
9/23/2022	TLC	Fri	30	18:38	90 Day Fiance: Happily Ever After?	RockportFultonSeaFair202230	5.00
9/24/2022	USA	Sat	30	1:42	Chicago Fire	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	15
Actual Gross Billing	$100.00
Agency Commission	$15.00
Net Due Amount	$85.00

actopay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broade

SPECTRUM REACH
VIDEO | MEDIA | ANALYTICS

Invoice: 660010665 Date: Oct 03, 2022
Order No: 1528101
Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser:	ROCKPORT FULTON CHAMBER O	**Est.Code:**	4046	**Client Code:**	
Market:	San Antonio	**Product Code:**		**Product:**	Non-Profit
Rep:	Spectrum Reach			**Syscode:**	8955
System Name:	Spectrum/North East, TX				

SPECTRUM REACH

Invoice No:	660010665	**Order No:**	1528101	**Advertiser:**	ROCKPORT FULTON CHAMBER O
Syscode:	8955	**Agency Name:**	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	AMC	Mon	30	11:42	Rocky V	RockportFultonSeaFair202230	4.00
9/22/2022	AMC	Thu	30	11:50	Southpaw	RockportFultonSeaFair202230	4.00
9/24/2022	AMC	Sat	30	10:01	The Walking Dead	RockportFultonSeaFair202230	4.00
9/21/2022	CNN	Wed	30	7:58	New Day with John Berman and Brianna Kei	RockportFultonSeaFair202230	10.00
9/23/2022	CNN	Fri	30	8:28	CNN Newsroom with Poppy Harlow and Jim S	RockportFultonSeaFair202230	10.00
9/19/2022	FOOD	Mon	30	14:20	Outrageous Pumpkins	RockportFultonSeaFair202230	14.00
9/22/2022	FOOD	Thu	30	14:19	Beat Bobby Flay	RockportFultonSeaFair202230	14.00
9/24/2022	FOOD	Sat	30	10:19	The Kitchen	RockportFultonSeaFair202230	14.00
9/19/2022	MAG	Mon	30	20:46	Maine Cabin Masters	RockportFultonSeaFair202230	6.00

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 8955 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/22/2022	MAG	Thu	30	22:51	In With the Old	RockportFultonSeaFair202230	6.00
9/24/2022	MAG	Sat	30	22:48	Maine Cabin Masters	RockportFultonSeaFair202230	6.00
9/19/2022	TLC	Mon	30	21:38	90 Day: The Single Life	RockportFultonSeaFair202230	9.00
9/23/2022	TLC	Fri	30	23:38	90 Day Fiance: Happily Ever After?	RockportFultonSeaFair202230	9.00
9/21/2022	TRAV	Wed	30	15:19	Unnatural World	RockportFultonSeaFair202230	3.00
9/22/2022	TRAV	Thu	30	10:25	Ghost Adventures	RockportFultonSeaFair202230	3.00
9/23/2022	TRAV	Fri	30	14:22	Paranormal Caught on Camera	RockportFultonSeaFair202230	3.00
9/24/2022	TRAV	Sat	30	15:22	Paranormal Caught on Camera	RockportFultonSeaFair202230	3.00
9/25/2022	TRAV	Sun	30	14:24	The Ghost Town Terror	RockportFultonSeaFair202230	3.00
9/19/2022	USA	Mon	30	1:43	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
9/23/2022	USA	Fri	30	1:53	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
9/24/2022	USA	Sat	30	1:42	Chicago Fire	RockportFultonSeaFair202230	2.00
9/25/2022	USA	Sun	30	0:44	The Expendables 3	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	22
Actual Gross Billing	$133.00
Agency Commission	$19.94
Net Due Amount	$113.06

Ok to pay

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broadcast information shown on this invoice was taken from the official program log.We warrant that the actual broade

Spectrum REACH
VIDEO | MEDIA | ANALYTICS

Invoice: 660010665 Date: Oct 03, 2022
Order No: 1528101
Broadcast Month: September - 2022

TERMS: NET 30 DAYS

BILL TO

Helen Thompson Media-San Antonio
8035 Broadway
San Antonio, TX 78209

Please remit to:

SPECTRUM REACH
PO Box 936671
Atlanta, GA 31193

Invoice No. is required on all remittance

Advertiser :	ROCKPORT FULTON CHAMBER O	**Est.Code:**	4046	**Client Code:**	
Market:	San Antonio	**Product Code:**		**Product:**	Non-Profit
Rep:	Spectrum Reach			**Syscode:**	8956
System Name:	Spectrum/North Central, TX				

SPECTRUM REACH

Invoice No:	660010665	**Order No:**	1528101	**Advertiser:**	ROCKPORT FULTON CHAMBER O
Syscode:	8956	**Agency Name:**	Helen Thompson Media-San Antonio		

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	AMC	Mon	30	14:31	G.I. Jane	RockportFultonSeaFair202230	5.00
9/21/2022	AMC	Wed	30	14:14	American Gangster	RockportFultonSeaFair202230	5.00
9/23/2022	AMC	Fri	30	14:08	Animal House	RockportFultonSeaFair202230	5.00
9/19/2022	FOOD	Mon	30	12:56	Food Paradise	RockportFultonSeaFair202230	6.00
9/22/2022	FOOD	Thu	30	15:58	Halloween Baking Championship	RockportFultonSeaFair202230	6.00
9/19/2022	MAG	Mon	30	23:46	Maine Cabin Masters	RockportFultonSeaFair202230	6.00
9/22/2022	MAG	Thu	30	23:53	Bargain Mansions	RockportFultonSeaFair202230	6.00
9/19/2022	MNBC	Mon	30	16:00	Deadline: White House	RockportFultonSeaFair202230	7.00
9/22/2022	MNBC	Thu	30	10:59	MSNBC Reports	RockportFultonSeaFair202230	7.00

SPECTRUM REACH

Invoice No: 660010665 Order No: 1528101 Advertiser: ROCKPORT FULTON CHAMBER O

Syscode: 8956 Agency Name: Helen Thompson Media-San Antonio

Actual CableCast

Run Date	Network	Day	Length	Time	Program	Copy	Amount
9/19/2022	TLC	Mon	30	20:41	Smothered	RockportFultonSeaFair202230	8.00
9/22/2022	TLC	Thu	30	19:59	90 Day: The Single Life	RockportFultonSeaFair202230	8.00
9/19/2022	TRAV	Mon	30	15:21	American Mystery	RockportFultonSeaFair202230	3.00
9/20/2022	TRAV	Tue	30	13:51	Fear the Woods	RockportFultonSeaFair202230	3.00
9/21/2022	TRAV	Wed	30	15:20	Unnatural World	RockportFultonSeaFair202230	3.00
9/24/2022	TRAV	Sat	30	15:21	Paranormal Caught on Camera	RockportFultonSeaFair202230	3.00
9/25/2022	TRAV	Sun	30	14:24	The Ghost Town Terror	RockportFultonSeaFair202230	3.00
9/20/2022	USA	Tue	30	1:42	Snake in the Grass	RockportFultonSeaFair202230	2.00
9/22/2022	USA	Thu	30	1:54	Law & Order: Special Victims Unit	RockportFultonSeaFair202230	2.00
9/25/2022	USA	Sun	30	0:44	The Expendables 3	RockportFultonSeaFair202230	2.00

Total Spots This Invoice	19
Actual Gross Billing	$90.00
Agency Commission	$13.50
Net Due Amount	$76.50

octopay

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Hummerbird

FUNDING HISTORY						
FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	Requested FY 23-24
$1,000	$1,500	$1,250	$1,250	$1,500	$1,500	$5.000

Hotel Occupancy Tax Funding Application 2023-2024

Date: 5/25/2023

Organization Information

Name of Organization: Rockport-Fulton Chamber of Commerce

Address: 319 Broadway

City, State, Zip: Rockport, Texas 78382

Contact Name: Shelly Stuart Contact Phone Number: 361-729-6445

HOT Contract Email: president@1rockport and/or tourism@1rockport.org

Web Site Address for Event or Sponsoring Organization: www.rockport-fulton.org

Type of Organization: _____ Governmental ✓ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-1066091 Organization's Creation Date: 1952

Purpose of Organization: To work in partnership with businesses, individuals and governmental entities to promote commerce and tourism while enhancing the environment.

Event Information

Name of Event or Project: HummerBird Celebration

Date of Event or Project: Sept. 14 - 17, 2023

Primary Location of Event or Project: Aransas County, ACISD, ROC

Amount Requested: $ $5,000.00

How will the funds be used: Funds will be used for transporting tourists during their stay in Rockport-Fulton to HummerBird Homes, Boat Tours, etc. Funds will also be used for marketing, advertising and educational programs. This is a proven Heads n Beds Event well over 1,000 out of state visitors.

Primary Purpose of Funded Activity/Facility:

To help impact the economy of Aransas County in a slow period and bring awareness of our natural resources - namely the HB migration.

Percentage of Hotel Tax Support of Related Costs

5% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

0 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☑ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $ 1,500.00

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $_____

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☑ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $ 2,500.00

What sites or attractions will tourists be taken to by this transportation? Hummer home tours and field trips to area attractions for birding and wildlife viewing.

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☑ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ 1,000.00

What tourist attractions will be the subject of the signs?

HummerBird Mall, Hummer Homes, Boat Tours, etc.

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 34 years

2. Expected Attendance: 5000 Prior year's attendance: See Attached

3. How many people attending the Event or Project will use City of Rockport hotels? 75%

   Number of nights will they stay: Average of 2

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   N/A

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used: SEE ATTACHED WORKSHEET

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
2020	$ $1,500	$	
2021	$ $1,500	$	
2022	$ $1,500	$	

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   Hotel Occupancy Numbers, Room Nights Sold, Survey Attendees, Collect Zip Codes, Capture origins of attendees throughonline tickets sales

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   Town of Fulton & Aransas County

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   N/A

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____ See Attached
TV: $_____
Other Paid Advertising: $_____

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

9. Will you include a link to local hotels on your website for booking during this event?
Information about local hotels and motels is listed at Rockport-Fulton.org with links to their websites.

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
N/A

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
The HummerBird Committee is a very strong committee and they have a lot of new things planned. We also plan on reaching out to birding influencers to increase our Social Media presence which will attract a larger audience.

This multiple day event runs from Thursday to Sunday bringing in and encouraging repeat out of state and overnight business.

12. What geographic areas does your advertising and promotion reach?
Austin, Corpus Christi, Victoria, Regional Areas, Houston, San Antonio as well as special birding groups and birding enthusiasts across the U.S. as well as internationally.

13. How many individuals will your proposed marketing reach who are located in another city or county? Please see attached report

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

Expected Attendance Monthly/Annually: N/A

Percentage of those in attendance that are staying at area hotels/lodging facilities: 75 %

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

City of Rockport
Tropical Christmas

FUNDING HISTORY		
FY 21-22	FY 22-23	Requested FY 23-24
$35,000	$70,000	$70,000

Hotel Occupancy Tax Funding Application 2023-2024

Date: May 25, 2023

Organization Information

Name of Organization: City of Rockport Parks & Leisure Services

Address: 402 E. Laurel

City, State, Zip: Rockport, TX 78382

Contact Name: Gene Camargo Contact Phone Number: 361-790-1136

HOT Contract Email: gcamargo@cityofrockport.com

Web Site Address for Event or Sponsoring Organization: cityofrockport.com

Type of Organization: __X__ Governmental _____ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-6002000 Organization's Creation Date: _____

Purpose of Organization: It is the mission of the Parks & Leisure Services Department to provide every citizen of Rockport, Aransas County, and visitors the highest quality of parks, recreation facilities, events and programs, and unique Texas coastal natural habitats, efficiently, safely, professionally, and in a manner reflecting our responsibility as stewards of the environment entrusted to our care.

Event Information

Name of Event or Project: Tropical Christmas Festival and Fireworks

Date of Event or Project: December 2, 2023

Primary Location of Event or Project: Festival Grounds at Rockport Harbor

Amount Requested: $ 70,000

How will the funds be used: Funds will be used for advertising and promotion of the event, entertainment for kids, musical entertainment, fireworks show costs and event set up.

Primary Purpose of Funded Activity/Facility:

To provide a safe and fun event for the residents and visitors to come and explore the area and enjoy the free family fun festival and events. A great start to the holiday festivities. This event is a major draw to our area a mixture of local residents and visitors participate in this event and this event kicks off the Holiday Season in the Coastal Bend.

Percentage of Hotel Tax Support of Related Costs

100 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

100 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

100 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 15 %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☒ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $ 70,000.00

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ _____

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: Over 25 years

2. Expected Attendance: 4,500 + Prior year's attendance: 4,200

3. How many people attending the Event or Project will use City of Rockport hotels? 60%

   Number of nights will they stay: 2

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   _____

   _____

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
December 2022	$ 70,000.00	$	
December 2021	$	$	
Deember 2020	$	$	

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   Difficult- This free admission event and the layout and grounds make this difficult as people move in and out of the area at various times.

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   N/A

   _____

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   No admission

   _____

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $ Shared with the media- usually no cost
   Radio: $_____
   TV: $_____
   Other Paid Advertising: $_____

   Number of Press Releases to Media 2
   Number Direct Mailings to out-of-town recipients _____

   Other Promotions _____

9. Will you include a link to local hotels on your website for booking during this event?
   Yes

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
    NO

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
    Greater Usage of social media to promote event participation

12. What geographic areas does your advertising and promotion reach?
    State of Texas, and beyond due to the influx of winter Texans at this time of year.

13. How many individuals will your proposed marketing reach who are located in another city or county? Unknown

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

    Expected Attendance Monthly/Annually: N/A

    Percentage of those in attendance that are staying at area hotels/lodging facilities: N/A %

Please Submit before May 31, 2023 to:

City of Rockport
City Secretary
tvaldez@cityofrockport.com

City of Rockport
Kite Festival

FUNDING HISTORY	
FY 22-23	Requested FY 23-24
$5,000	$6,000

Hotel Occupancy Tax Funding Application 2023-2024

Date: May 25, 2023

Organization Information

Name of Organization: City of Rockport Parks & Leisure Services

Address: 402 E. Laurel

City, State, Zip: Rockport, TX 78382

Contact Name: Gene Camargo Contact Phone Number: 361-790-1136

HOT Contract Email: gcamargo@cityofrockport.com

Web Site Address for Event or Sponsoring Organization: cityofrockport.com

Type of Organization: __X__ Governmental _____ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-6002000 Organization's Creation Date: _____

Purpose of Organization: It is the mission of the Parks & Leisure Services Department to provide every citizen of Rockport, Aransas County, and visitors the highest quality of parks, recreation facilities, events and programs, and unique Texas coastal natural habitats, efficiently, safely, professionally, and in a manner reflecting our responsibility as stewards of the environment entrusted to our care.

Event Information

Name of Event or Project: Rockport Kite Festival

Date of Event or Project: April 27, 2024

Primary Location of Event or Project: Festival Grounds at Rockport Harbor

Amount Requested: $ 6,000

How will the funds be used: Funds will be used for advertising and promotion of the event, entertainment from professional stunt kite groups, musical entertainment, and activities, arts and crafts for attendees.

Primary Purpose of Funded Activity/Facility:

To provide a safe and fun event for the residents and visitors to come and explore the area and enjoy the free family fun festival and events.

Percentage of Hotel Tax Support of Related Costs

100 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

-0- Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

100 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 15 %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☒ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ _____

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 2 years

2. Expected Attendance: 2,000 Prior year's attendance: 600

3. How many people attending the Event or Project will use City of Rockport hotels? 40%

   Number of nights will they stay: 2

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   _____

   _____

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
April 2022	$ 6,000	$	
	$	$	
	$	$	

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   Difficult as this an open admission event with no registration.

   _____

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   _____

   _____

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   No admission

   _____

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $_____
   Radio: $_____
   TV: $_____
   Other Paid Advertising: $_____

   Number of Press Releases to Media 3
   Number Direct Mailings to out-of-town recipients _____

   Other Promotions _____

9. Will you include a link to local hotels on your website for booking during this event?
   Yes

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
    Increased social media and kite association contacts

12. What geographic areas does your advertising and promotion reach?
    State of Texas

13. How many individuals will your proposed marketing reach who are located in another city or county? 800

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

    Expected Attendance Monthly/Annually: N/A

    Percentage of those in attendance that are staying at area hotels/lodging facilities: N/A %

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

City of Rockport
Whooping Crane Strut

FUNDING HISTORY		
FY 21-22	FY 22-23	Requested FY 23-24
-0-	$6,500	$7,000

Hotel Occupancy Tax Funding Application 2023-2024

Date: May 25, 2023

Organization Information

Name of Organization: City of Rockport Parks & Leisure Services

Address: 402 E. Laurel

City, State, Zip: Rockport, TX 78382

Contact Name: Gene Camargo Contact Phone Number: 361-790-1136

HOT Contract Email: gcamargo@cityofrockport.com

Web Site Address for Event or Sponsoring Organization: cityofrockport.com

Type of Organization: __X__ Governmental _____ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-6002000 Organization's Creation Date: _____

Purpose of Organization: It is the mission of the Parks & Leisure Services Department to provide every citizen of Rockport, Aransas County, and visitors the highest quality of parks, recreation facilities, events and programs, and unique Texas coastal natural habitats, efficiently, safely, professionally, and in a manner reflecting our responsibility as stewards of the environment entrusted to our care.

Event Information

Name of Event or Project: Whooping Crane Strut

Date of Event or Project: March 9, 2024

Primary Location of Event or Project: Rockport Beach Park

Amount Requested: $ 7,000

How will the funds be used: Funds will be used for advertising and promotion of the event, event activities, timing company, and awards including t-shirts.

Primary Purpose of Funded Activity/Facility:

To provide a safe and fun event for the residents and visitors to come and explore the area and participate in this event which raises fund for the Friends of Aransas and Matagorda Island (FAMI) National Wildlife Refuge, while promoting physical fitness, and showcase our local beach area.

Percentage of Hotel Tax Support of Related Costs

100 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

100 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ _____

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☒ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $ 7,000

How many individuals are expected to participate in the sporting related event? 400

How many of the participants at the sporting related event are expected to be from another city or county? 300

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

Race participants will stay, for the most part, two nights minimum, arriving prior to race day and staying the night of the race.

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 34 years

2. Expected Attendance: 400 Prior year's attendance: 305

3. How many people attending the Event or Project will use City of Rockport hotels? 65%

   Number of nights will they stay: 2

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   _____

   _____

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
March 2022	$ 6,500.00	$	
	$	$	
	$	$	

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   Will attempt to obtain registrant zip codes to determine out of town participants.

   _____

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   _____

   _____

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   Admission to the event where a portion of the proceeds go to FAMI, no profit.

   _____

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $_____
   Radio: $_____
   TV: $_____
   Other Paid Advertising: $_____

   Number of Press Releases to Media 3
   Number Direct Mailings to out-of-town recipients _____

   Other Promotions _____

9. Will you include a link to local hotels on your website for booking during this event?
   Yes

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
    No

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
    Increased social media for event announcement

12. What geographic areas does your advertising and promotion reach?
    State of Texas

13. How many individuals will your proposed marketing reach who are located in another city or county? _____

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

    Expected Attendance Monthly/Annually: N/A

    Percentage of those in attendance that are staying at area hotels/lodging facilities: N/A %

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

City of Rockport – Public Art

FUNDING HISTORY		
FY 21-22	FY 22-23	Requested FY 23-24
$5,000	$5,000	$5,000

Hotel Occupancy Tax Funding Application 2023-2024

Date: May 31, 2023

Organization Information

Name of Organization: City of Rockport - Public Art

Address: 2751 SH 35 Bypass

City, State, Zip: Rockport, TX 78382

Contact Name: Vanessa Shrauner Contact Phone Number: 361-729-2213

HOT Contract Email: vshrauner@cityofrockport.com

Web Site Address for Event or Sponsoring Organization: www.cityofrockport.com

Type of Organization: X Governmental _____ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-6002000 Organization's Creation Date: _____

Purpose of Organization: Municipality

Event Information

Name of Event or Project: Public Art

Date of Event or Project: Annually

Primary Location of Event or Project: City Hall

Amount Requested: $ 5,000

How will the funds be used: Maintaining Public Art in City Hall

Primary Purpose of Funded Activity/Facility:

_____

_____

_____

_____

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☑ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ _____

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: _____2_____

2. Expected Attendance: _____ Prior year's attendance: _____

3. How many people attending the Event or Project will use City of Rockport hotels? _____

   Number of nights will they stay: _____

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   _____

   _____

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
2021-2022	$ $5,000	$	
2022-2023	$ $5,000	$	
	$	$	

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   _____

   _____

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   _____

   _____

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   _____

   _____

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $_____
   Radio: $_____
   TV: $_____
   Other Paid Advertising: $_____

   Number of Press Releases to Media _____
   Number Direct Mailings to out-of-town recipients _____

   Other Promotions _____

9. Will you include a link to local hotels on your website for booking during this event?

   _____

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?

    _____

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

    _____

    _____

    _____

12. What geographic areas does your advertising and promotion reach?

    _____

    _____

13. How many individuals will your proposed marketing reach who are located in another city or county? _____

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

    Expected Attendance Monthly/Annually: _____

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit before May 31, 2023 to:

City of Rockport
City Secretary
tvaldez@cityofrockport.com

City of Rockport
Event Support

FUNDING HISTORY			
FY 20-21	FY 21-22	FY 22-23	Requested FY 23-24
$25,000	$15,000	$30,000	$35,000

Hotel Occupancy Tax Funding Application 2023-2024

Date: May 25, 2023

Organization Information

Name of Organization: City of Rockport Parks & Leisure Services

Address: 402 E. Laurel

City, State, Zip: Rockport, TX 78382

Contact Name: Gene Camargo Contact Phone Number: 361-790-1136

HOT Contract Email: gcamargo@cityofrockport.com

Web Site Address for Event or Sponsoring Organization: cityofrockport.com

Type of Organization: __X__ Governmental _____ Non-Profit _____ Private/ For-Profit

Tax ID #: 74-6002000 Organization's Creation Date: _____

Purpose of Organization: It is the mission of the Parks & Leisure Services Department to provide every citizen of Rockport, Aransas County, and visitors the highest quality of parks, recreation facilities, events and programs, and unique Texas coastal natural habitats, efficiently, safely, professionally, and in a manner reflecting our responsibility as stewards of the environment entrusted to our care.

Event Information

Name of Event or Project: Event Support

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: $ 35,000

How will the funds be used: To provide staff and resources support for various events held within in the City.

Other events examples are: Easter Festival, Fall Festival, Memorial Day Service, Music in the Park,

Disc Golf Tournaments, Baseball and Softball Tournaments.

Primary Purpose of Funded Activity/Facility:

To provide event activities that garner attendance of locals and visitors thereby promoting the Rockport Area.

Percentage of Hotel Tax Support of Related Costs

0 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

100 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☒ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ _____

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 20+

2. Expected Attendance: 300-500 Prior year's attendance: 300-500

3. How many people attending the Event or Project will use City of Rockport hotels? 100

   Number of nights will they stay: 2

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   _____

   _____

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
_____	$ _____	$_____	_____
_____	$ _____	$_____	_____
_____	$ _____	$_____	_____

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   Unknown

   _____

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   _____

   _____

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   _____

   _____

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $_____
   Radio: $_____
   TV: $_____
   Other Paid Advertising: $_____

   Number of Press Releases to Media 3
   Number Direct Mailings to out-of-town recipients _____

   Other Promotions _____

9. Will you include a link to local hotels on your website for booking during this event?
   Yes

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
    No

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

    _____

    _____

    _____

12. What geographic areas does your advertising and promotion reach?
    State of Texas

    _____

13. How many individuals will your proposed marketing reach who are located in another city or county? _____

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

    Expected Attendance Monthly/Annually: _____

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

Rockport Cultural Arts District

FUNDING HISTORY						
FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	Requested FY 23-24
$ 50,000	$40,000	$45,000	$35,000	$40,000	$100,000	$129,900

ROCKPORT CULTURAL
ARTS DISTRICT
www.rockportculturalartsdistrict.com

May 30,2023

Honorable Mayor Tim Jayroe and City Council
City of Rockport
2751 SH 35 Bypass
Rockport, TX 78382

Dear Mayor Jayroe and City Council,

The Rockport Cultural Arts District (RCAD) extends its sincere appreciation to the City of Rockport for the issuance of Resolution No. 2016-06 in May 2016, supporting RCAD by agreeing to participate in the development and financial support of the District. Your support over the past seven years has been pivotal in attracting tourists not previously targeted with programs such as the restoration of the historic Rockport Railroad Depot building and Museum, Downtown Murals, Second Saturdays in the District, Vietnamese and Hispanic cultural recognition, the Kite Festival and many others. RCAD respectfully requests funding of $129,900 for fiscal year 2022-2023.

RCAD continues to champion significant heritage related projects. The “Cultural Interface” multi-cultural bronze sculptures by local renowned artist Steve Russell, is the only public art of its kind in the world. It is our ultimate heritage recognition of the European colonists arriving on shore in Little Bay and the Native Americans. These sculptures are expected to bring hundreds of thousands of people to Rockport. Over four hundred thousand in kind and cash of the estimated $475,000 has been raised to complete the project. The project is scheduled to be unveiled in Fall 2023.

Also, after six years of pursual, acquisition, restoration, and collections, the historic Rockport San Antonio & Aransas Pass Depot is opened as a successful heritage museum. This museum is a legacy of our past that instills community pride and is a magnet for heritage tourists. The Depot has no mortgage, requires only maintenance and operating expense, and is surrounded by the District Parking Lot, a vision RCAD proactively initiated. The parking lot draws audiences to RCAD’s programs and events and is at the immediate vicinity of convention center facilities and visitor information centers.

RCAD has added an alluring small passenger Train to the Depot offerings, which runs each Second Saturday and during special occasions in the District. RCAD will be adding the awning and deck shown in a renown 1920's picture, which will provide the stage for musical events. RCAD launched the Passport to the Past initiative, a software based tourist incentive program which partners with The Fulton Mansion, The Texas Maritime Museum, and The History Center for Aransas County, all venues you can visit to learn of Aransas County's rich and vibrant history.

RCAD has added one contract staff person, which allows the museum to be open expanded hours, and drives exhibition and program growth. RCAD is sponsoring the annual statewide Ford Model T Party in October 2023, and plans to add a Vintage Market Days event in the Spring of 2024.

RCAD has been a leader envisioning and proactively initiating many attractive people centric projects which showcase Rockport's heritage and magnetic coastal scenery in the heart of the City. RCAD procured and managed much needed public bathrooms the past two years, managing, locking and unlocking each day, contributing over 200 man hours. RCAD has provided the sole link to State Cultural Arts District Funding to arts institutions and governmental entities, bringing in additional funding opportunities not available before. RCAD holds monthly District Merchant meetings, has placed five popular "selfie" opportunity murals in the District, including the latest very large mural by well-known muralist Jeremy Flores at Austin and Market streets, has proactively replaced damaged City Signs, and created a fun festive atmosphere with colorful flags and Second Saturday events on Austin Street. RCAD has held numerous Kite Festivals and set up the key attraction for the City to take over the Kite Festival in 2022. We look forward to expanding our successful contributions.

Thank you for consideration of our request.

Best,

Jennifer Day
Executive Director

Hotel Occupancy Tax Funding Application

Date: 5/29/23

Organization Information

Name of Organization: Rockport Cultural Arts District (RCAD)

Address: 902 E. Cornwall Street

City, State, Zip: Rockport, TX 78382

Contact Name: Jennifer Day Contact Phone Number: 214-395-7156

HOT Contract Email: jdayrose@gmail.com

Web Site Address for Event or Sponsoring Organization: www.rockportculturalartsdistrict.com

Type of Organization: _____Governmental XX___ Non-Profit _____Private/ For-Profit

Tax ID #: 32062715191 Organization's Creation Date: 1/27/17

Purpose of Organization: RCAD is an arts and humanities organization that sponsors historic restoration, museum creation, public art, including sculptures and murals, musical and transportation history events, literary publications about Texas History, and artist presentations, while focusing on economic development marketing and partnering with many facets of tourism. RCAD is designated by the State of Texas Commission on the Arts (TCA) as one of 52 Cultural Arts Districts, (CAD), has official Resolutions of Support from the City of Rockport, Aransas County, and the Aransas County Navigation District. RCAD provides the sole gateway for qualified art venues and governmental entities in the District to access State CAD Funding.

Event Information

Name of Event or Project: Promotion of the Arts through Events and Activities, Historic Restoration and Preservation Activities, and Advertising and Promotion

Date of Event or Project: Multiple Tourism Events, Depot Restoration and Heritage Events and Programs-Model T Events, Tours, Numerous Engaging Musical and Performance Events, Placement and Reveal of "Cultural Interface" Bronze Sculptures by renowned local artist Steve Russell, Festive District Promotion of Visual Arts through Murals, Bold Signage, and Colorful Flags, and many District Merchant Events such as Second Saturdays, featuring live music, artists, a novelty passenger train, food trucks, museums, Art Walk, Farmer's Market, and Makers Market

Primary Location of Event or Project: Within the 44 blocks of the District, which includes Little Bay, Festival Grounds, Beach Park, Rockport Railroad Depot, Austin, Magnolia, Live Oak and Market Streets

Amount Requested: $ 129,900

How will the funds be used: Supporting RCAD events, projects, and programs, which provide positive residual benefits to the area economy, entities and non-profits.

Primary Purpose of Funded Activity/Facility:

To draw tourists to Rockport from outside 75 miles by offering one of a kind experiences and promoting the Districts existing unique amenities. The Rockport Railroad Depot provides that unique experience alone, but additionally with the alluring Depot Passenger Train, and in partnership with the Ford Model "T's" Annual T Party, Vintage Market Days, District Historic and Art Tours, Music Events at the Depot, and the unique Passport to the Past program, in partnership with The Fulton Mansion, The Texas Maritime Museum, and the History Center for Aransas County, where tourists are enticed to visit all venues to receive a prize at the end of their Passport journey. To support the RCAD sponsored "Cultural Interface" bronze multi-cultural sculptures, the only public art of its kind, showcasing Rockport's own renowned artist Steve Russell, and his very unique artistic license. To continue offering monthly Second Saturday events, unique public art, including sculptures and murals, musical, literary and heritage events, and artists presentations.

Percentage of Hotel Tax Support of Related Costs

10 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

29 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

39 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 85 %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

◂◂ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ 47,400

XX **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $ 34,500

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $_____

What tourist attractions will be the subject of the signs?

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project:Past Events 6+ years; Main Events 2023-2024 = "Cultural Interface" Sculptures; Murals; Model T Event; Railroad Depot Exhibits/Vintage Market Days; Second Saturdays

2. Expected Attendance: ___15,000+____ Prior year's attendance: _10,000+_____

3. How many people attending the Event or Project will use City of Rockport hotels? __1000+_____
   Number of nights will they stay: _2+_____

   Do you serve a room block for this event at an area hotel and if so, for how many rooms at which hotels:
   Cultural Interface Sculptures – expect many tourist worldwide, no rooms blocked
   Annual Statewide Model T Event – 100 Rooms Blocked at Hampton, Fairfield, and LaQuinta Hotels for Model T participants, expect additional hotel rooms booked for visitors who attend the events
   Depot Exhibits/Vintage Market Days/Second Saturdays – expect many tourists, no rooms blocked

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from the and number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
8/24/19 Harvey Encore Fest	$ -0-	$ 3,500	Unknown-over 2K attending
4/27-28/19 Kite Festival	$ 3,300	$ -0-	Unknown-over1.3K attending
3/27/21 San Antonio Model T Event / Stroll thru Rockport	$ 2,600	$ -0-	34

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   Zip Code Collection-Polling and Through Merchandise Sales, From Attendees, Hotel Room Blocks

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   Texas Commission on the Arts, Aransas County, Texas Historical Foundation, Ed Rachel Foundation, Margaret Sue Rust Foundation, Summerlee Foundation, HEB, Prosperity Bank, Salemi's Ace Hardware, Nystrom Foundation, Castaways, South Rockport Neighbors, Coastal Bend Community Foundation

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?
   RCAD Events have been FREE to the public the past 6+ years, with the exception of the "Cultural Interface" ("CI") Fundraising Event July 2021, however, the "CI" project sculptures will be FREE for all to enjoy and will attract millions worldwide; and the RCAD Passenger Train Charges a nominal fee to ride, which goes toward (does not pay for) payments on train, insurance, and maintenance.

1. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $ 300
   Radio: $ 300
   TV: $ 0
   Other Paid Advertising: $ 5,100

   Number of Press Releases to Media Various and Continuous
   Number Direct Mailings to out-of-town recipients 200+

   Other Promotions – Generation of a professional level commercial of Rockport-Fulton amenities

2. Will you include a link to local hotels on your website for booking during this event?
   Yes

3. Will you negotiate a special rate or hotel/event package to attract overnight stays?
   Yes

4. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
   RCAD is generating a professional level commercial of Rockport-Fulton amenities and plans to run this commercial on Social Media, and through various targeted and specialized groups (heritage tourists, railroad enthusiasts, museum enthusiasts, art groups of various mediums, etc.). RCAD plans to utilize the benefits of Social Media with a focus on strong visual presentation to draw attention and results; RCAD also plans to run this commercial in local hotels on a specific Rockport Channel to direct tourists to various amenities.

5. What geographic areas does your advertising and promotion reach?

   All – International, National, State, Regional, Local

6. How many individuals will your proposed marketing reach who are located in another city or county? Thousands/Millions

7. If the funding requested is related to a permanent facility (e.g., museum, visitor

   center): Expected Attendance Monthly/Annually: 100+ / 1200+

   Percentage of those in attendance that are staying at area hotels/lodging facilities: 50 %

Please Submit to:

City of Rockport
City Secretary
tvaldez@cityofrockport.com

Rockport Cultural Arts District City of Rockport HOT Estimated Projected Budget 2023-2024

Promotion of the Arts				
Public Art				
	"Cultural Interface" Scupltures by Steve Russell		$12,800	
		Final Site Installation / Completion Fall 2023		
	Murals - 2 large murals		$16,000	
		4 the Birds North Wall; RLT		
Art Events				
	Second Saturday - 12 Monthly Themed Events		$9,000	
Arts Promotion Marketing				
		Videography / Commercials	$6,400	
		S.Media$2,800;Direct Mail$400	$3,200	
		Sub Total	**$47,400**	
Historical Restoration & Preservation Project/Activities				
	Railroad Depot Museum / Passenger Train			
		Depot Restoration/Preservation	$15,000	
		Operating Expense-Utiliies/Insurance/Maint.	$11,000	
		Marketing	$2,500	
		S.Media$1,500;Radio$300;Newspaper$300;Direct Mail$400		
	Heritage Projects and Educational Programs		$6,000	
		Ford Model T Event - October 17-21		
		Vintage Market Days		
		Cultural District Historic/ Public Art Tours		
		Passenger Train Rides		
		Music Events/Nights at the Depot		
		Sub Total	**$34,500**	
Administration/Staffing			**$48,000**	
		Executive Director		
		Staff - Supports Extended Museum Hours/CAD Activities		
		TOTAL	**$129,900**	





SECOND SATURDAY

ROCKPORT CULTURAL
ARTS DISTRICT





LIVE MUSIC





Model T Journal

MMVII | Published by the **Texas Transportation Museum**, San Antonio | 2 CENTS

FREE WEEKEND! FREE TRAIN RIDES!
Includes Spectacular Ford Model T Show
Saturday, May 14, 2016 - 10am 4pm
Texas Transportation Museum
txtransportationmuseum.org
11731 Wetmore Road
San Antonio, TX 78247
(210) 490-3554
Sponsored by
Red McCombs Automotive Group



Texas T Party 2023

Wednesday October 18 - Saturday October 21

Rockport, Texas



TTP 2023 Tour Information

Find us on Facebook

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Model T Event Calendar
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2021 Activities
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2019 Activities
2018 Activities
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Christmas On The Beach

FUNDING HISTORY	
FY 22-23	Requested FY 23-24
0	$8,190

Marissa Hunter
President
281-701-8206

Robin Johnson
Vice President
972-978-6617

Shiloh Mitchell
Secretary
303-886-6510

Brianna Tieperman
Social Relations
936-671-2671

Christmas on the Beach

1919 Hwy 35 N Unit 27
Rockport, TX 78382
(303) 886-6510
shiloh@mitchellbarkerinc.com
EIN: 92-0767436

May 11, 2023

Ms. Teresa Valdez
City Secretary
City of Rockport
Rockport, Texas 78382

Dear Ms. Valdez and esteemed City Councilors,

Thank YOU for considering our application for these important funds.

Christmas On The Beach (COTB), the annual drive through Christmas light display along Rockport Beach, has now become a Rockport Fulton tradition. The third season was a great success, but our nonprofit organization (NPO) has only been in existence since November 1, 2022. For the 2022 season, there were four of us on the Board of Directors and we poured our hearts and souls into making our first year a success.

With that, our application is very straight forward and simple.

We prayerfully hope you enjoy reviewing our application. Please contact any of us for further information about our organization and or if you would like to get involved.

Sincerely and Merry Christmas,

Christmas on the Beach

Hotel Occupancy Tax Funding Application 2023-2024

Date: May 11, 2023

Organization Information

Name of Organization: Christmas On The Beach

Address: 1919 Hwy 35 N Unit 27

City, State, Zip: Rockport Texas 78382

Contact Name: Shiloh Mitchell Contact Phone Number: 3038866510

HOT ~~Contract~~ Contact Email: shiloh@mitchellbarkerinc.com

Web Site Address for Event or Sponsoring Organization: linktree/christmasonthebeach

Type of Organization: ____ Governmental ✓ Non-Profit ____ Private/ For-Profit

Tax ID #: 92-0767436 Organization's Creation Date: Nov. 1, 2022

Purpose of Organization: To provide administrative and event ~~Spon~~ support for the annual drive through light display on Rockport Beach

Event Information

Name of Event or Project: Christmas On The Beach

Date of Event or Project: last week of November to first week of January

Primary Location of Event or Project: Rockport Beach - ~~end of~~ Sea Breeze Drive

Amount Requested: $ 8190.00

How will the funds be used: The funds will be used to expand the displays and support the organization.

Primary Purpose of Funded Activity/Facility:

The primary purpose of COTB is to spread Christmas joy and hope, providing an opportunity for the 60% of economically disadvantaged children of our community to make Christmas memories for FREE!!!

Percentage of Hotel Tax Support of Related Costs

100% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

Ø Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

Ø Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☑ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $ ~~4000.00~~ 2000.00

☑ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ 4000.00

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☑ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ 2000.00

What tourist attractions will be the subject of the signs?

Christmas On The Beach ~~a~~ month long event

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 1

2. Expected Attendance: 6,000+ Prior year's attendance: Over 4,331

3. How many people attending the Event or Project will use City of Rockport hotels? minimally 1,000

   Number of nights will they stay: minimally 1

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   Not yet, but looking to partner with a hotel and RV park to offer a "Christmas On The Beach" Package.

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used: No idea, Rockport Fulton Chamber did it previously.

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
_____	$_____	$_____	_____
_____	$_____	$_____	_____
_____	$_____	$_____	_____

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   Survey of guests/viewers when they visit the display along with survey of hoteliers.

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   PCBank Cards

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   No ~~event~~ charge, donations are accepted.

   Net profit goal for 2023 is 15,000 to be distributed to 30 nonprofits involved. This is our goal for 2023.

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____
TV: $_____
Other Paid Advertising: $_____ $2,000

Number of Press Releases to Media 2
Number Direct Mailings to out-of-town recipients Ø
Other Promotions Social Media - Facebook & Instagram

9. Will you include a link to local hotels on your website for booking during this event?
yes!!

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
yes!!

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
Billboards in San Antonio, DFW, Houston

12. What geographic areas does your advertising and promotion reach?
World wide web!

13. How many individuals will your proposed marketing reach who are located in another city or county? unlimited - Social media

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center): N/A

Expected Attendance Monthly/Annually: _____

Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

Overnight Visitors

TOTAL visitors from >75 miles away	**1091**
Total Rooms Occupied (2 persons)	**545.5**
Total Nights	**546**
Predicted Hotel Night Revenue Generated:	
$100 per night	**$ 54,600.00**
Amount Requested	
15% of Predicted Revenue	**$ 8,190.00**

Christmas on the Beach

Eligibility and Priority for Hotel Occupancy Tax Funds

Historic Information

Records received from the Rockport Fulton Chamber of Commerce, the previous organizer of the event:

2020 (COVID)

2781 cars

7200 guests

$10, 074.17

2021

1897 cars

5059 guests

$8132.90

2022

Current COTB team

organized in less than 3 months

ZERO paid staff

ZERO funding)

Total Funds Collected: over $8700

Cars: over 1,687

People: over 4331

of Zip Codes: USA - 57, Texas 133

States: 33 PLUS Texas

#Countries: 5

Attached is the ZIP Code tally sheet for reference. We also have 83 pages of data collected (**surveys**) by volunteers from vehicles willing to stop at the entrance of COTB. Copies can be provided upon request.

Marketing Programs

Current marketing programs include sharing our story with Texas wide

publications - hardcopy and internet based - along with news channels.

We also are pursuing billboard advertising in the San Antonio, Houston, and Dallas - Fort Worth markets for the coming season.

Lastly, we are looking to partner with a local hotel and RV Park to offer special “Christmas On The Beach” Package for the 2023 season.

Christmas on the Beach

Christmas on the Beach

Required Supplemental Information for Hotel Occupancy Tax Funding Application 2023-2024

1 - Detailed Budget
All funds spent for our first year, 2022, were personal funds.

The money used to get things rolling was donated by us, our families and friends, along with a few members of the community. We took a leap of faith and jumped in with both feet. Fifteen 15 other nonprofits came with us for the ride!!

At the end of the season, our Bright Light Award night (all City Councilors were invited :) was held and each participating NPO received their portion of the donations collected from viewers. Each check was $546.62!

We are working on a budget for the coming 2023 Christmas season and are already planning the expansion of the displays and organization.

2 - Marketing Plan
Our main strategy for marketing is through social media. We believe in using technology for good and enjoy spreading the word via Facebook and Instagram. We were featured in the Rockport Pilot multiple times throughout the season, along with the Caller Times. We will be sharing our story with other news outlets of the coastal bend and our state as Christmas 2023 approaches.

We will also pursue billboard advertising in the San Antonio, Houston, and Dallas - Fort Worth markets for the coming season.

3 - Schedule of Activities
COTB is a month long event that brings all people together.

It is a free event open every night of December, plus a week before and after to “catch” Thanksgiving and New Year’s visitors too.

We are diligent and intentional about communicating with other City and County offices when planning the event. The City of Rockport, The Navigation District of Aransas County, Rockport Cultural Arts District are just a few groups we collaborate and cooperate with to assure ALL events in our community are successful and complimentary of each other.

SPAIN = 3

CANADA = 7

MEXICO = 26
97963
78366
75069

Germany = 2

NEW MEXICO = 13
87121

South Dakota = 24
57106
57719

UTAH = 8
84501

MARYLAND = 9
21202

NEBRASKA = 19
68119

OHIO = 4
44236

MISSOURI = 8
64427
64154
64064

IDAHO = 2
83646

South Carolina = 2
29215

OREGON = 2
97057

Louisianna = 9
70726
71423

NORTH CAROLINA = 1
27513

NEVADA = 2
88901

KANSAS = 9
66047
67455
66012

COLORADO = 29
81007
81416
80109

WISCONSIN = 29
53010
54615
54017
54871
53713

IOWA = 15
50701

Michigan = 14
49329
49333

OKLAHOMA = 29
73737
73107

ARKANSAS = 4
71820

INDIANA = 19
47933
46250
47129
46164
46034
46795

New York = 10
~~1503~~ 11375
14301

ILLINOIS = 9
60156
60007
61443

Minnesota = 13
55349

ARKANSAS = 2
72002

MONTANA = 5
59701

Virginia = 8
24018
23322

FLORIDA = 13
32536
33626

WASHINGTON = 4
98102

ALASKA = 1

Pennsylvania = 2
19019

CALIFORNIA = 1
Los Angeles 90001

WYOMING = 15
82210

STOCKDALE TX = 2
78160

EDNA TX = 4
77957

McKinney TX = 2
75069

Odem TX = 7
78370

Hobson TX = 2
78117

CEDAR Park TX = 2
78613

North Zulch TX = 2
77872

WACO TX = 15
76633
76712
76701
76692

Leander TX = 8
78641

BAYSIDE TX = 8
78340

Floresville TX = 2
78114

Elgin TX = 4
78621

League City TX = 4
77573

ADKINS TX = 6
78101

EL CAMPO TX = 6
77437

Conroe TX = 1
77301

Canyon Lake TX = 6
78070

Tyler TX = 4
75701

Dripping Springs TX = 5
78620

SARITA TX = 2
78385

TRAVIS County TX = 2
78645

AITUDA TX = 1
79830

REFUGIO TX = 6
78377

SAN MARCOS TX = 4
78666

DONE

396

Rockport TX = 2,794
78382
78381

DALLAS/FtWORTH = 62
76116
75234

SAN Antonio TX = 192
78073
78229
78254
78015
78114
78101
78250
78213
78232
78070

ARANSAS PASS/
INGLESIDE TX = 183
78362
78336
78335

PORTLAND TX = 34
78374

Woodlands TX = 1
77354

Tomball TX = 1
77375

AUSTIN TX = 90
78616
78731
~~78745~~
78745
78757
73301

DIVINE TX = 7
78016

Columbus TX = 8
78943

HOUSTON TX = 52
77077
77027
77520
77055

EL PASO TX = 2
79835

HARLIGEN TX = 9
78550

FULTON TX = 60
78358

Seguin TX = 20
78123

College STATION TX = 9
77802

GIDDINGS TX = 4
78942

CORPUS CHRISTI TX = 101
78410
78412
78413
78414

Kemper TX = 3
76539

NIXON TX = 4
78140

Round Rock TX = 3
78664

ORANGE GROVE TX = 2
78372

TAFT TX = 4
78390

PLAINVIEW TX 4
79072

Sugarland TX = 1
77478

Victoria TX = 18
77901

MICO TX = 5
78056

AMARILLO TX = 2
79101

HARRISON County TX = 1
77634

HUFSMITH TX = 1
77634

ARLINGTON TX = 2
76001

Goliad TX = 2
77963

PORT ARANSAS = 5
78418

Abilene TX = 2
79605

LUBBOCK TX = 7
79382

Kilgore TX = 2
75662

Pleasonton TX = 6
78064

CAMPWOOD TX = 4
78382

Needleville TX = 8
77461

Sinton TX = 4
78387

Weimer TX = 2
78962

LAKE JACKSON = 2
77566

George West TX = 2
78022

KERRVILLE TX = 6
78028

STOCKDALE TX = 1
78160

NEW Braunfel TX = 13
78130

BOERNE TX = 9
78006

BISHOP TX = 3
78343

HONDO TX = 2
78861

DONE

~~Port~~ 392

Port LaVaca TX = 9
77979

Liberty Hills TX = 8
78642

Yoakum TX = 3
77995

Muldoon TX = 3
78945

Gregory TX = 2
78359

Dennison TX = 8
75020

Mineral Wells TX = 4
76067

LAWRENCE TX = 4
75160

CUERO TX = 1
77954

MARBLE FALLS = 4
78654

Caldwell TX = 3
77836

LAVernia TX = 7
78121

San Augustine = 3
75972

DONE

398

~~4284~~
~~1510~~
~~1494~~
~~71~~
~~1~~

Cedar Park TX · 78613 · 2
Austwel TX · 77950 · 2
MATHIS TX - 78368
Buda TX 78610 - 4
Runge TX 78151 · 2
~~Roanoke VA 24018 - 3~~

Montgomery TX 77377-2
Woodsboro TX 78393 - 3 - 3
Kingsville TX 78363-3
Goliad TX 77963 - 3
Liverpool TX 77577 · 2
Rockdale TX 76567 · 4
Temple TX 76502 - 2-4
Jarrel TX 76537 - 2
Katy TX 77494 - 4

Pipe Creek TX 78063 · 2
Bastrop TX 78602 - 4 - 2
~~Minnesota - 2~~
~~Florida · 1 - 2-4~~
Blanco TX 78606 · 2 · ~~3~~
~~Texas - 3~~
~~Tx~~ Falls City TX 78113 - 3

Palacio TX 77465 · 3
Georgetown TX-78626 -4
Canyon TX - 79015 · 4
~~Washington - 3-4~~
~~Nebraska - 8~~

~~orange grove TX~~
~~78372 - 2~~

~~ALASKA - 1~~
~~Philadelphia PA 19019 -~~
2

INDIANA - ~~46~~19
47933
46250
47129
46164
46034
46795

~~maryland - 7~~

~~Illinois - 7~~

Rockport Little Theatre

FUNDING HISTORY	
FY 22-23	Requested FY 23-24
0	$94,000

ROCKPORT LITTLE THEATRE
P.O. Box 1241 Rockport, Texas 78381
99 North Austin St. Rockport, Texas 78382
www.rockportlittletheatre.org
(361) 450-1465

May 30, 2023

Honorable Mayor Tim Jayroe and City Council
2751 SH 35 Bypass
Rockport, TX 78382

RE: Request Hotel Occupancy Tax (HOT) Funding 2023-2024

Dear Mayor Jayroe and City Council,

Rockport Little Theatre respectfully requests consideration of $94,000 in Hotel Occupancy Tax (HOT) funds for fiscal year 2023-2024. These funds will assist our organization in continuing to provide performing art events through our theater located at 99 North Austin St., in the Cultural Arts & Historic District of downtown Rockport Texas. Additional funding is requested to purchase much needed signage to increase visitor traffic to RCAD and our location.

Rockport Little Theatre (RLT) is a 501(c)(3) nonprofit organization established in 2010 to provide a vehicle for the education, production, and development of the performing arts, including but not limited to, drama, musical and related cultural productions and to encourage participation from within the local community.

In August of 2020, RLT purchased the old Western Auto building and adjacent property between North Austin St. and Magnolia St. and bordered on the south by Peter St. in downtown Rockport. In mid 2021, our first two performances in our renovated building set the stage for an ambitious performance schedule for 2022-2023. With RLT now having a viable theater complex, we are challenged to produce a minimum of 6 major plays a year to continue theater operations into the future. The combined revenue from our BIG 6 shows primarily covers event expenses and our monthly mortgage payments; additional funding from our, member, sponsor, building, and grant programs allows for upgrades to our facility and future ownership of the land and building. Our request for supplemental event funding from available HOT funds will enable RLT the to expand its repertoire of dramatic performances, add additional educational workshops, place more focus on live music and hire additional contracted entertainers.

I believe that Rockport Little Theatre's performing arts events, coupled with the financial support of the city's HOT funds, will be a benefit to the cultural vitality and tourism appeal of Rockport and will promote community engagement, fosters artistic development, and help preserve the city's artistic heritage. It is an investment that yields numerous benefits for both residents and visitors, making Rockport an even more vibrant and culturally rich destination.

Sincerely,

George V. Sherman III
RLT Board President

Hotel Occupancy Tax Funding Application

Date: 5-29-2023

Organization Information

Name of Organization: Rockport Little Theatre

Address: PO Box 1241

City, State, Zip: Rockport, Texas 78381

Contact Name: George Sherman Contact Phone Number: 361-230-2660

HOT Contract Email: ritrockport@gmail.com

Web Site Address for Event or Sponsoring Organization: www.rockportlittletheatre.com

Type of Organization: _____Governmental __X__ Non-Profit _____Private/ For-Profit

Tax ID #: 13-4252182 Organization's Creation Date: May 15th, 2010

Purpose of Organization: To provide a vehicle for the education, production, and development of the performing arts, including, but not limited to drama, musical and related cultural productions and to encourage community participation in all aspects thereof.

Event Information

Name of Event or Project: Theatrical Plays (6/year), Comedies, Dramas & Musicals plus Theatre Signage.

Date of Event or Project: Year Round

Primary Location of Event or Project: Rockport Little Theatre @ 99 North Austin St. Rockport, Texas 78382

Amount Requested: $ 94,000

How will the funds be used: Performance licensing, set design, props/costumes, promotions/advertising, concessions, printing costs, entertainment contracts, technical expenses, playbill production/printing, posters, pamphlet creation and theatre signage.

Primary Purpose of Funded Activity/Facility: To attract visitors to our theatre and the Rockport Cultural Arts District. RLT primary task is to entertain and engage visitors and the community with a wide range of productions, including dramas, comedies, musicals, and other performing arts events. Our theatre also provides a platform for talented individuals to showcase their acting, singing, and dancing skills through these live theatrical productions.

Percentage of Hotel Tax Support of Related Costs

__84%__ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

__16%__ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

__0__ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities ___ 0_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

X **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ 48,000

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

X **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ 46,000

What tourist attractions will be the subject of the signs? The sign will indicate the location of Rockport Little Theatre @ 99 North Austin St. in RCAD. A programable color digital information board will announce RLT events and events throughout the business district, as well as city wide events. The signage will conform to Heritage District guidelines.

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 20 years, 2 ½ years at current location

2. Expected Attendance: 5000 per year_____ Prior year's attendance: 4250 per year _____

3. How many people attending the Event or Project will use City of Rockport hotels? 5% _____

   Number of nights will they stay: 2 _____

   Do you serve a room block for this event at an area hotel and if so, for how many rooms at which hotels:

   NO

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from the and number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
2022	$ 0	$ 3,600	0
2021	$ 0	$ 1,000	0
	$	$	

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)? Compile a visitor's log requesting zip codes, email addresses and lodging information. Track visitor information from credit card data compiled by our online ticketing service, TIX.com.

6. Please list other organization, government entities, and grants that have offered financial support to your project: Castaways, The Barrow Foundation, The Nystrom Foundation, Margaret Sue Rust Foundation, Greater Houston Community Foundation, MalJohn Industries, Fulton Oaks Charity Fund and the many Friends & Supporters of RLT.

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used? Event admission is $20 per person. Net profit from the event is approximately $9,000 per show which is used to pay monthly interest/principal on our mortgage, fund our educational workshops, contract outside entertainers, perform smaller one-day events and maintain theatre facilities/equipment.

1. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet: Big 6 Shows

   Newspaper: $ 450 per show___
   Radio: $_____
   TV: $_____
   Other Paid Advertising: $ 750 per show (Social Media, Constant Contact Email)

   Number of Press Releases to Media 12/year (Email 1 and 2 weeks prior to event with 54% open rate)

   Number Direct Mailings to out-of-town recipients 18/year (2 Emails prior event, 1 Reminder 50% open rate)

   Other Promotions Show posters, pamphlets, website, social media

2. Will you include a link to local hotels on your website for booking during this event? YES

3. Will you negotiate a special rate or hotel/event package to attract overnight stays? YES

4. What new marketing initiatives will you utilize to promote hotel and convention activity for this event? Expand our promotions into Radio/TV through both PSA and paid ads. Begin utilizing Facebook business tools to purchase and boost ads. Link Facebook ads to Instagram, Twitter, and our website.

5. What geographic areas does your advertising and promotion reach?
   Our ads and promotions reach both local and regional areas. Our social media reach is national.

6. How many individuals will your proposed marketing reach who are located in another city or county? 1000+

7. If the funding requested is related to a permanent facility (e.g., museum, visitor center): Expected Attendance Monthly/Annually: 675 per show / 4050 per year

   Percentage of those in attendance that are staying at area hotels/lodging facilities: 5 %

Please Submit to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

2023-2024 HOT Funding Request

Event Funding

6 Live Performances | Request: $8,000/show* | Total: $48,000

Average cost per show is calculated from 9 plays between 2021 and 2023.
RLT plans on performing 6 major plays per year.

9 Show Total	Budget Item	Per Show*
$17,029.17	Performance Licenses & Contracts	$1,892.13
$13,605.80	Set Design, Props & Costuming	$1,511.75
$13,035.57	Event Support (Concessions, Beverages & Merchandise)	$1,448.39
$10,763.96	Printing & Copying Costs (Playbills & Scripts)	$1,195.99
$4175.64	Promotions & Advertising	$463.96 ⊕
$26,365.85 / 25 mos	Insurance, Utilities, Email, Website & Janitorial Services	$1,054.63/mos
$71,370.19	Totals	$7,566.85*

Marketing Plan

Currently: $500/Show ⊕ Request: $1,000/Show

Newspaper Ads	Rockport Pilot	Corpus Christi Caller Times
Website Promotions	http://www.rockportlittletheatre.com	
Social Media	Facebook	Twitter Instagram
Posters & Pamphlets	Printed Color Media	8 ½ x 14 4 x 5
Email Promotions	Constant Contact	

2023-2024 HOT Funding Request

Signage Funding

Request: $46,000

Rockport Little Theatre is requesting HOT funding in the amount of $46,000 for the installation of signage on RLT property 99 North Austin St. The sign will include both standard backlit lettering and a digital information board. The sign will comply with Heritage District guidelines.

$8,000	Standard 2' x 6' RLT Sign (translucent plastic with internal LED lighting)
$8,000	Signage foundation and support structure
$30,000	Programable 3' x 6' two-side digital LED board

Rockport Little Theatre Historic Timeline

2003 – 2017: RLT began performances in October 2003 with two theatrical productions per year at the Rockport Historical School.

2008: The Rockport Little Theatre Association was officially created for the purpose of providing quality live theatre and entertainment to Rockport and the surrounding community and was declared to be a 501(c)(3) exempt organization with public charity status 509(a)(2) on May 15, 2010.

2014: RLT board votes to start a building fund to save money from fundraisers for their "dream theatre" and future home.

2017 (Spring): RLT board holds a planning retreat to establish five-year and ten-year plans to secure their own permanent venue.

2017 (Summer): Hurricane Harvey hits Rockport on August 25, 2017, causing extensive damage to the Rockport Historical School and RLT becomes homeless.

2018: The Rialto Theater in Aransas Pass offers their theatre as a temporary venue for RLT to perform their productions for a rental fee plus a percentage of ticket sales.

2019: The La Palma Event Center offers RLT the opportunity to return to Rockport to perform, offering theater space for a rental fee on show weekends plus a percentage of ticket sales. For the first time, RLT performs more than two productions in a year: *Steel Magnolias,* a radio play of *Sunset Boulevard*, *Oliver!* and *Holder Posey the Felonious Photographer.* In February 2020, RLT had sell-out performances of *Always...Patsy Cline,* which would be the final performances held at La Palma Event Center, which sold in May 2020.

2020: RLT board of directors implements its plan to purchase a permanent building for their future home, and on August 2020, officially secures the property and building on 99 N. Austin Street in Rockport.

2021: Building demolition and renovation are implemented, utilizing the "permanent" building fund and acquired grants. Upon completion, a "soft" opening of the theater is held on July 4th weekend with a performance by singer-entertainer Nadine Royale. The comedy M*A*S*H and the musical NUNSENSE close out a successful 1st year.

2022: Sponsorship and grant monies are utilized to build improve theater seating, build a front-of-house wall/tech booth and install two emergency exits. The first full year in the new theatre brought Rockport audiences more productions such as *The Death & Life of Sneaky Fitch*, *Arsenic & Old Lace*, and the musical *All is Calm*. Most important, we held our first Summer Youth Theatre Workshop and performed *The Wizard of OZ*. The year also brought many smaller comedy events and musical performances.

2023: The current year has solidified our presence in the Rockport Cultural Arts District with record audience attending *ANN (Ann Richards)* comedy, *Murder on the Orient Express* and *The Foreigner*.

We currently gearing up for our second Summer Youth Theatre Workshop with a kids performance of *Alice in Wonderland*. The remaining performance schedule includes 12 *Angry Men* (Drama) and *The Fantastiks* (Musical).

Rockport Little Theatre — Performance History

Date	Performance
October 2003	***Blithe Spirit***
March 2004	*Doin' Time at the Alamo*
November 2004	***Murder on the Rerun***
March 2005	*Cemetery Club*
November 2005	***Lone Star Love Potion***
March 2006	*Nunsense*
November 2006	***Opal's Million Dollar Duck***
March 2007	*The Odd Couple*
November 2007	***Murder at the Howard Johnson's***
February 2008	*Plaza Suite*
November 2008	***Night of One Acts***
February 2009	*Last of the Red Hot Lovers*
March 2010	***The Sunshine Boys***
November 2010	*Sylvia*
March 2011	***Rumors***
November 2011	*The Best Little Whorehouse **in** Texas*

March	**2012**	***Noises Off***
November	2012	Fiddler on the Roof
March	**2013**	***The Sensuous Senator***
November	2013	*The Psychic*
March	**2014**	***The Amorous Ambassador***
November	2014	*Young Frankenstein*
March	**2015**	***9 to 5***
November	2015	*The Addams Family Musical*
March	**2016**	***Cash on Delivery***
November	2016	*The Best Little Whorehouse in Texas*
March	**2017**	***The Mousetrap***
May	2018	*The Vagina Monologues*
November	**2018**	***Steel Magnolias***
February	2019	*Steel Magnolias Redux*
March	**2019**	***Sunset Boulevard Radio Show***
May	2019	*Oliver!*
September	**2019**	***Holder Posey Melodrama***
February	*2020*	*Always, Patsy Cline*
September	**2021**	***M*A*S*H***
November	2021	*Nunsense*
April	**2022**	***The Death & Life of Sneaky Fitch***
June	2022	*Divorce Sale*
June	**2022**	***24 Hr Play Festival***
August	2022	*Wizard of OZ (Youth)*
September	**2022**	***Arsenic & Old Lace***
December	2022	*All is Calm (Musical)*
January	**2023**	***ANN (Ann Richards Tx Govenor)***
March	2023	*Murder on the Orient Express*
May	**2023**	***The Foreigner***
June	2023	*Alice the Musical (Youth)*
July	**2023**	***24 HR Play Festival***
September	**2023**	***12 Angry Men (Jurors)***
December	2023	*The Fantastiks (Musical)*

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 20 2012

ROCKPORT LITTLE THEATRE
PO BOX 1241
ROCKPORT, TX 78381-1241

Employer Identification Number:
13-4252182
DLN:
17053236399031
Contact Person:
MAXWELL SULLIVAN ID# 31696
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
May 15, 2010
Contribution Deductibility:
Yes
Addendum Applies:
Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,

Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)

Wendell Family Fund – 4th of July Fireworks

FUNDING HISTORY	
FY 22-23	Requested FY 23-24
0	$1,600

Hotel Occupancy Tax Funding Application 2023-2024

Date: May 8, 2023

Organization Information

Name of Organization: Wendell Family Fund

Address: 3257 Inwood Dr

City, State, Zip: Houston, TX 77019

Contact Name: Lisa Wendell Contact Phone Number: 281.546.3579

HOT Contract Email: lisa@slwendell.com

Web Site Address for Event or Sponsoring Organization: wendellfamilyfireworks.com

Type of Organization: ____ Governmental X Non-Profit ____ Private/ For-Profit

Tax ID #: 45-5463001 Organization's Creation Date: July 2013

Purpose of Organization: Organize a fireworks celebration for visitors and residents

Event Information

Name of Event or Project: Wendell Family

Date of Event or Project: July 4, 2023

Primary Location of Event or Project: Little Bay Area

Amount Requested: $ 1600

How will the funds be used: To promote the event to visitors and residents through social media and newspaper ads and to pay for banner announcing/reminding the event.

Primary Purpose of Funded Activity/Facility:

To bring people to town for the celebration, advertise to local residents, local businesses, and out of town visitors and businesses to gain additional financial support for the show.

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☒ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $ 1000

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ _____

☐ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $_____

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☒ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ 600

What tourist attractions will be the subject of the signs?

4th of July fireworks show announcement on a banner on Business 35

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 55+

2. Expected Attendance: 15,000 Prior year's attendance: _____

3. How many people attending the Event or Project will use City of Rockport hotels? 3000 estimate

   Number of nights will they stay: 2-4

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   NO

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used estimate
	City HOT Funds	Others	
July 2022	$ 0	$ 85k	3000
July 2021	$ 0	$ 79k	3000
July 2020	$ 0	$ 71k	3000

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   majority of visitors staying in hotels and rental homes are here for the celebration events which culminates with our fireworks show

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   HEB, Ace Hardware, IBC Bank (see website for very long list)

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   The event is free to all visitors and residents, profits are usually less than 10% and roll over to future shows.

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Newspaper: $ 3000
Radio: $ _____
TV: $ _____
Other Paid Advertising: $ 1000

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions social media campaigns (paid) to reach out of town & local residents

9. Will you include a link to local hotels on your website for booking during this event?
We have not in the past but could add this to our website. Might require additional funds for programming website.

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
NO

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
paid social media campaigns

12. What geographic areas does your advertising and promotion reach?
surrounding cities and larger south texas cities (social media)

13. How many individuals will your proposed marketing reach who are located in another city or county? unknown at this time as we need funds to work on expanded reach

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

Expected Attendance Monthly/Annually: _____

Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

Airplanes & Coffee

FUNDING HISTORY	
FY 22-23	Requested FY 23-24
0	$25,000

Hotel Occupancy Tax Funding Application 2023-2024

Date: 6/29/2023

Organization Information

Name of Organization: Airplanes & Coffee 501c3 Organization

Address: 1519 Snow Bird Trail

City, State, Zip: Lewisville, TX 75077

Contact Name: Cody Stewart Contact Phone Number: 361-229-0857

HOT Contract Email: cstewart@actsaviation.com

Web Site Address for Event or Sponsoring Organization: https://airplanesandcoffee.com/

Type of Organization: _____ Governmental XXX Non-Profit _____ Private/ For-Profit

Tax ID #: 86-2488375 Organization's Creation Date: 1/31/2022

Purpose of Organization:

Airplanes and Coffee is a 501(C3) non-profit organization which aims to strengthen the flying community by getting as many new people involved with Aviation as possible.

Event Information

Name of Event or Project: Warbirds Over South Texas Airshow

Date of Event or Project: June 8th-9th 2024

Primary Location of Event or Project: Aransas County Airport

Amount Requested: $ 25,000.00

How will the funds be used: The funds will be used for advertising, safety crews, and event essentials.

Primary Purpose of Funded Activity/Facility:

The event's primary purpose is bring tourism to Rockport, inspire the younger generation of the Coastal Bend to pursue aviation in Rockport, and to bring awareness of the aviation local history. Also, the airshow is to commemorate the 80th anniversary of D-Day event of WWII.

Percentage of Hotel Tax Support of Related Costs

10% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

10 % Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

5% Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **1) Convention Center or Visitor Information Center:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **2) Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **3) Advertising, Solicitations and Promotions that directly promote tourism and the Hotel & Convention Industry:** to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **4) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: Amount requested under this category: $ _____

☒ **5) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: $ 25,000.00

☐ **6) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the municipality or its vicinity. Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **7) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** a) the commercial center of the city; b) a convention center in the city; c) other hotels in or near the city; and d) tourist attractions in or near the city. Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation? _____

_____

_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **8) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 4 years

2. Expected Attendance: over 10k Prior year's attendance: 3k-5k

3. How many people attending the Event or Project will use City of Rockport hotels? 50%

   Number of nights will they stay: 1 or 2 nights

   Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

   We are working with 3 hotels to possibly receive block rates for the event weekend.

4. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from and the number of hotel rooms used:

Event Date	Assistance Amount		Number of Hotel Rooms Used
	City HOT Funds	Others	
May 27th & 28th 2023	$ 0	$ 25,000	1,100 hotel nights via survey
December 10th & 11th 2022	$ 0	$ 20,000	est. 850 hotel nights
December 11th & 12th 2022	$ 0	$ 15,000	unknown

5. How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, survey of hoteliers, etc.)?

   At the event gate, every party must fill out a survey with zip codes, hotel/motel/airbnb nights booked, and number of people in the party.

6. Please list other organization, government entities, and grants that have offered financial support to your project:

   Aransas County and various local business sponsorships.

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

   This event will be the first time an admission charge will be required to help offset airshow performer costs.

8. Please list all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

   Newspaper: $_____
   Radio: $ 1000,00
   TV: $ 8,000.00
   Other Paid Advertising: $ 1,000.00

   Number of Press Releases to Media 10
   Number Direct Mailings to out-of-town recipients _____

   Other Promotions Full social media campaign and possible billbords

9. Will you include a link to local hotels on your website for booking during this event?
   yes with promotional codes.

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?
    yes with promotional codes.

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event? We intended to engage the Rockport/Fulton Chamber of Commerce, along with multiple news organization (KRIS, ect.) and social media/digital specialists

12. What geographic areas does your advertising and promotion reach?
    Central TX, South TX, and East TX metro networks

13. How many individuals will your proposed marketing reach who are located in another city or county? 250,000 - 350,000

14. If the funding requested is related to a permanent facility (e.g., museum, visitor center):

    Expected Attendance Monthly/Annually: 25,000 people est. annually

    Percentage of those in attendance that are staying at area hotels/lodging facilities: 50 %

Please Submit before May 31, 2023 to:
City of Rockport
City Secretary
tvaldez@cityofrockport.com

CITY COUNCIL AGENDA
Regular Meeting: Tuesday, July 11, 2023

AGENDA ITEM: 11

Deliberate and take action to either draw or reject the Community Development Loan (CDL) funds.

SUBMITTED BY: Vanessa Shrauner

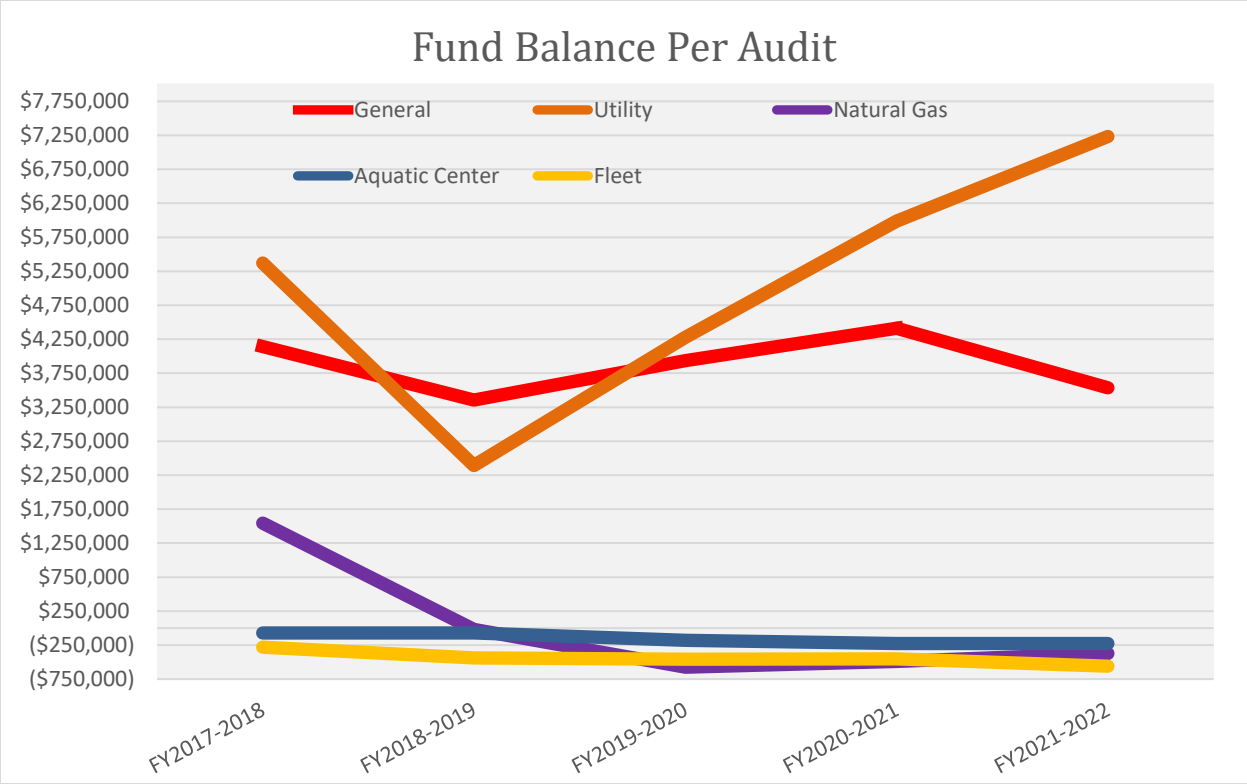
APPROVED FOR AGENDA: VRS

BACKGROUND: The Community Development Loan (CDL) is a FEMA program provided to communities that qualify for financial assistance following a declared disaster. The City of Rockport qualified for up to $5,000,000 to be spent by September 2022 with the last draw-down required by September 2023. According to FEMA regulations, the city does not qualify for the forgiveness program. Thus, the loan is set at 3% and must be paid back by September 2028. Over the last five years, the City of Rockport has identified projects that met the requirements for these funds and budgeted and spent accordingly:

	General	Utility	Gas	Aquatic Ctr	Other	Annually	
Budget 19/20	$354,946	$11,417	$204,539	$69,799	$144,633	$785,334	
Budget 20/21	$918,611	$486,736	$173,775	$90,316	$0.00	$1,669,438	
Budget 21/22	$1,814,165	$0.00	$116,498	$115,832	$0.00	$2,046,495	
TOTALS	$3,087,722	$498,153	$494,812	$275,947	$144,633	$4,501,267	TOTAL

To date, none of these proceeds have been drawn from the CDL. A decision needs to be made as to whether to draw from the CDL for reimbursement to ourselves, or to decline the loan altogether. This loan would not be included in the Interest and Sinking Fund (I&S) calculation, but rather in the respective General, Utility, Gas, or Aquatic Center Funds expenditures.

FISCAL ANALYSIS: These expenditures have already been paid from additional revenues, unspent budgeted funds, and fund balances. Using the unaudited fund balances, the general fund has taken the most hit with a swing of about $500,000 in the past 5 years. Accepting the loan will allow us to replenish our reserves and potentially fund some new initiatives, however, it is debt and will need to be paid off rather quickly.



RECOMMENDATION: Staff recommends not withdrawing from the CDL program and working on a conservative budget until we are able to replenish our reserves.