

Exhibit A: Quarterly Report

City of Rockport - Hotel Occupancy Tax Quarterly Report

Recipient Organization: **Rockport Center for the Arts**

Quarter Covered: **Q1, October – December 2025**

Total Funding Awarded:\$ **150,000**

Funding Received this Quarter:\$ **37,500**

1. Expenditure Summary

- Total HOT Funds Expended this Quarter:\$ **16,393.60**
- Itemized List of Expenditures (attach receipts/invoices):

<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Amount</u>
12/8/2025	3234	Prost Marketing, Inc	16,393.60

2. Event/Activity Summary

- Event/Project Name: **Rockport Center for the Arts**
- Date(s) of Event/Project: **October 1, 2025 – September 30, 2026**
- Location: **204 S Austin St, Rockport, TX 78382**
- Description of Activity: **Encouragement & Promotion of the Arts Related to Tourism**

3. Measurable Outcomes

- Estimated Attendance: **8,107 (9,196 with ROCC Attendance)**
 - How did you arrive at these numbers **Collect at entry to Giftshop & Gallery, Class registration, Clicker count at events.**
- Estimated Overnight Visitors: **732 averaging 3.75 nights per stay = 2,745**
 - How did you arrive at these numbers **Customer provided data at entry**

Breakdown of Expenditures related to your requested HOT Categories

- Encouragement and promotion of the arts: \$ **16,393.60**
- Historical restoration and preservation projects, encouragement for tourists to visit historic sites and museums: _____
- Signage directing the public to sights: _____
- Convention Center Facilities or Visitor Center : _____
- Personnel and furnishings of convention facility: _____
- Sporting Events: _____

4. Certification

I certify that the information provided in this report is true, accurate, and complete, and that all HOT funds were used in compliance with Texas Tax Code Chapter 351, City of Rockport City Council directions and the City of Rockport Agreement.

Authorized Representative: 

Title: **Executive Director**

Date: **1/13/2026**

Note: Reports, receipts and invoices will be provided to City Council.

PROST MARKETING, INC

4007 McCullough #510
San Antonio, Texas 78212
Phone 210-824-7799 Fax 210-415-0981

Pd 12/8/25 ck# 3234

DATE: 12/03/25
INVOICE # 5300
FOR: Media

Bill To:
Rockport Center for the Arts
ATT: Karen Ernst
106 S Austin
Rockport, TX 78382

DESCRIPTION	AMOUNT
EXHIBIT PROMOTIONS (JAN/FEB 2026) LISA FREDERICK (HEB)	
<u>HEB - LISA FREDERICK</u>	
HEB - Digital Campaign - Digital, META	5,250.00
TEXAS MONTHLY	1,500.00
EBLAST	4,600.00
TEXAS HIGHWAYS	800.00
<u>MCKELVEY-WYATT - SHAWN COX</u>	
PUNCHDRUNK DIGITAL - DIGITAL, META	50.00
EBLAST	4,250.00
TOUR TEXAS - FEATURED	3,250.00
	890.00
TOUR TEXAS - ANNUAL PAGE	
PROST MARKETING CONSULTING - JAN	1,300.00
	2,000.00
Date: <u>12/5/25</u>	
Amount: <u>7,496.40</u>	
Category: <u>Advertising</u>	
Class: <u>General</u>	
Bank: <u>Prosp. Aransas Co. HOT</u>	
Memo: <u>Invoice #</u>	
TOTAL	\$ 23,890.00

If you have any questions concerning this invoice, contact Debbie Prost, debbie@prostmarketing.com

THANK YOU FOR YOUR BUSINESS!

Date: 12/5/25
Amount: 16,393.60
Category: Advertising
Class: General
Bank: Prosp. COR HOT - RCA
Memo: Invoice #

