Thank you! - Membership Renewals January–March

Volume 34, Issue 4
319 Broadway, Rockport, TX 78382 (361) 729-6445

April-June 2019

Chairman’s Message

President/CEO’s Message

For the Love of the Outdoors

Business After Hours

Effective recovery moving forward

Take advantage of these 10 highlights

Aransas County Day legislative visit allows for grateful recognition

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For the Love of the Outdoors

Business Expo XXII

Tuesday, April 23
4 p.m. – 7 p.m.
Rockport Festival Grounds

Five new directors slated for Chamber Board

During the March Chamber of Commerce Board meeting, the Nominating Committee submitted the following persons for election at the Annual Board of Directors for a term of three years beginning July 1, 2019. The members are presented as:

1. Shana Brader, Sunkissed Graphics and Seaworthy Marine
2. Ramona LeBlanc, The Boiling Pot
3. Chad Lee, Lee Construction
4. Taylor Place, The Lawn Guys
5. Robert Scott, Individual

If you have any further questions, please call the Chamber of Commerce office at 729-6445.

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Chairman’s Message – by Jatin Bhakta

There is no doubt in everyone’s mind the recovery of our area is going to take a long time. The narrative we hear is that you would not see the effects of the recovery until 2022 or at least five years and not a full effect until 2027.

One of the important steps in the process is the economic development. The skill will be shown in how long it takes to move forward. The ability to keep an Economic Development Corporation. The skill that allows us to move forward is moving forward.

Reasons for the formation of an EDC

Mid-October of 2017, the Long Term Recovery Team was formed and two former City Managers came to assist our community with the difficulties associated with recovery. As this team worked through issues, it was evident our community was lagging behind due to not having an Economic Development Corporation.

President/CEO’s Message – by Diane Probst

Rockport-Fulton Night at the Hooks Game - This opening night is a chance for our community to get in front of thousands of people to help with the perception about the recovery. The event is April 4 at 6:15 p.m. We are asking everyone to be there at 5:45 p.m. Tickets are $12 per person and available at the Chamber. The Band, Choir, Little Bay Sea Queens, NBOTC Color Guard, the Bay Blizzers and the Little League Stars of the Game will be highlighted. Join in!

For the Love of the Outdoors April 6 - 6:15 p.m.

The Love of the Outdoors Event, 8:30 a.m. to 8 p.m. Saturday, April 6 at the Chamber. All tickets will be sold for $12 per person and available at the Chamber. The Band, Choir, Little Bay Sea Queens, NBOTC Color Guard, the Bay Blizzers and the Little League Stars of the Game will be highlighted. Join in!

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President/CEO’s Message – by Diane Probst
**WELCOME NEW MEMBERS JANUARY-MARCH, 2019**

**Aransas Pass Aquatic Center**
(361) 758-7777
mraupa@arparks.gov
400 N. Johnson Ave.
Aransas Pass, TX 78336
Bay Blazer: Nanci Koski

**Surfside At Sunset - Flounder Giggling Trips**
(361) 790-3275
captdave1@tx.antiq.net
310 Burgundy St.
Rockport, TX 78382
Bay Blazer: Nanci Koski

**Rockport-Fulton Ducks Unlimited**
(512) 705-1996
307 Royal Oak Dr.
Rockport, TX 78382
Bay Blazer: Michelle Lewis

**Sunie Lee Sawyer**
- Key Allison Real Estate
(979) 589-0500
dpoppoomah@gmail.com
1978 Shore Drive
Rockport, TX 78382
Bay Blazer: Michelle Lewis

**Personalization Digital Marketing**
(361) 279-9078
kathleendigitalmarketing@hotmail.com
401 S. Live Oak St.
Rockport, TX 78382
Bay Blazer: Michelle Lewis

**La Tostada Mexican Restaurant**
(361) 758-9873
ricardol.ianquiza@gmail.com
2450 Hwy 35 N.
Rockport, TX 78382
Bay Blazer: Jennifer Pakebusch

**Whopping Crane Manor**
(361) 445-4673
505 S. Church Street
Rockport, TX 78382
Bay Blazer: Diana Pardue

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**High Tide Fencing**
(361) 758-1741
hyt@fatfenceinc@yahoo.com
1416 E. Market St.
Rockport, TX 78382
Bay Blazer: Debbie Williams

**Tiger Rock Martial Arts**
(361) 229-1715
ris@ranchpark.net
140 S. Young Street
Rockport, TX 78382
Bay Blazer: Dawn Walker

**Sapling Spaw Glass Contractors, Inc.**
(512) 412-8880
nanci.koski@spawsapglass.com
2209 N. Padre Island Dr.
Corpus Christi, TX 78413
Bay Blazer: Nanci Koski

**B & B Concessions**
(512) 468-7871
bbconcession@gmail.com
17022 Midnight Sun Lane
Richmond, TX 77469
Bay Blazer: Andrea Hattman

**Rockport Village Mobile Home Park**
(361) 790-3275
admin@park evacuated
1000 N. Live Oak Street
Rockport, TX 78382
Bay Blazer: Michelle Lewis

**Simmons, John**
(512) 413-5154
john@theht Geschäete
307 Windy Summer Street
Rockport, TX 78382
Bay Blazer: John Simmons

**Kim's Beachside Cafe**
(361) 279-9078
kimcafe@tvantish.com
107 S. Austin St.
Corpus Christi, TX 78404
Bay Blazer: Andrea Hattman

**Goin Coastal Outfitters**
(361) 758-6245
1217 N. Padre Island St.
Rockport, TX 78382
Bay Blazer: Sunset Blazer

**Angler's RV Retreat**
(512) 321-9463
mac@anglersrvretreat.com
4161 Highway 35 N., Unit 3
Fulton, TX 78358
Bay Blazer: Robert Mitchell

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**Lucky Sun Home Rentals**
(361) 758-0688
beachrentals@chic.ru
2441 LM 1006 N.
Aransas Pass, TX 78336
Bay Blazer: Dawn Walker

**Spaw Glass Contractors, Inc.**
(512) 412-8880
nanci.koski@spawsapglass.com
2209 N. Padre Island Dr.
Corpus Christi, TX 78413
Bay Blazer: Nanci Koski

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(512) 468-7871
bbconcession@gmail.com
17022 Midnight Sun Lane
Richmond, TX 77469
Bay Blazer: Andrea Hattman

**Rockport Birding & Kayak Adventures**
113 S. Kossuth
Fulton, TX 78358
Bay Blazer: Michelle Lewis

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**For more information about Rockport Birding & Kayak Adventures, find them online at: www.shopbingocean.com or call them at 877-892-4737. For more information about the Business of the Month program, contact a Business Builder or the Rockport-Fulton Chamber of Commerce at executiveassistant@1rockport.org.**
It’s exciting! Over 100 businesses will be able to take part in the Diamond, Platinum, and Partner levels of sponsorship, with much needed replacement funds due to the Chapter 41 and Recapture Funding situation, and the state of Texas tourism department will assist where they can in the overall restoration efforts. The group received a very warm welcome from all officials and feel positive about the trip and its outcomes. It gave the group an opportunity to get a better understanding of the recovery effects from the tragic Harvey disaster.

In the Chamber Newsletter! Advertise Here...

It is crucial to good economic health of a community. The idea of the formation of an EDC is not to do grandiose or big things. It is to simply put in place an organization that can grow our community more suitable for natural resources and in a controlled way. This quote comes to mind: ‘If you don’t know where you are going, how are you going to get there.’ Planning has been crucial to good economic health of a community.

Tourism is great...

All these years we have focused on growing tourism. Tourism was built by great temporal demand for our area. Our area has been identified as a destination for families, couples, and friends. We have grown tourism from $23M in spending by tourists to $100M now 30 years later. That is great. We will not change what tourism means to this community. In our area, however, we are doing a disservice to our future community if we don’t manage the economy and make it sustainable.

Get involved... It is time to get involved. At the Chamber, we have several programs to get you connected. Start volunteering today to make your voice heard. The first place to start is to visit the Chamber office or one of the Board members of the Chamber. Tell them what you are interested in and they will loop you in.

It’s A Wrap...

In closing, the rebound of the community is going to be great. But the path ahead is going to be exhausting and aggravating, in equal measure. Hang in there and know that your Chamber Board and Staff are working hard to recover the infrastructure in the area and between what we have in the future generations will be proud to come home. Thank you for the privilege of your time.

Highlights

Aransas County Airport – Rockport, TX 78381 - M: (830) 263-0008
PO Box 1480
Rockport, TX 78381
ADVERTISE HERE...

Ribbon Cuttings & Grand Reopenings

Rockport-Fulton 93% open post Hurricane Harvey

Defies historical data that a community loses 40-50% of businesses after a hurricane

Defies historical data that a community loses 40-50% of businesses after a hurricane. The survey found that only 34% of Rockport-Fulton’s 93% of businesses suffered catastrophic damage. This result surprised the Rockport-Fulton Chamber of Commerce in conjunction with Texas A&M University’s South Texas Economic Development Center was one community officials were excited to see. Despite the extent of the property damage, over 93 percent of businesses have reopened. The survey sample size reached 13 percent of the local business population that is representing a good overall reading of the community.

Results had strong indications of the following: while some businesses are in fact performing better or hiring more staff now than before Harvey, the majority of them are facing the challenges of falling sales, a reduced customer base, and staffing needs. Business conditions and the overall local economy are recovering, but the majority of respondents expect full recovery to occur no sooner than 2021. Over 40 percent of the businesses planned to hire more in 2019. Fewer staff are expected. One of the top issues indicated was maintaining the customer base related to tourist traffic and staffing the business. Businesses suffered an average of 43 percent in property damage. About 10 percent of them were nearly destroyed.

Challenges remain as of 2019 for the local business climate. However, amazing resilience has persisted. The outlook is positive,” said Glenn Gomez, Rural Business Development Executive of the Rockport-Fulton Chamber of Commerce.

An unexpected outcome of the survey was more than half of the local businesses want the Rockport-Fulton Chamber of Commerce to provide assistance them in creating a Business Continuity Plan in preparation for the next disaster. The survey also indicated over 40 percent had no plan for Harvey. “We are grateful for the assistance of Dr. Jim Lee in conducting this survey. We are anticipating a great summer for our businesses and have plans in the works to create a Business Continuity Plan Program,” said Duane Probst, President/CEO of the Rockport-Fulton Chamber of Commerce.

The 2019 Business-Survey Results can be accessed via bit.ly/2FHeF37.

Hotel/rental rooms at 58%, hoping for 73% by summer’s end

Hotels are experiencing a little better March/Spring Break now that the weather has improved. Advertising and promotion is ramping up for the summer. A strategic plan for the next five years is being developed to help recover tourism. Stakeholder interviews will be held April 1 and 2 to gather information. A Social Media Influencer will be in town next week. She has over 100K followers on Instagram. She is a fish, fly, and women’s media relations person has been contracted to help move out positive information in regards to the perception of our recovery. New TV Commercials have been developed. Ranching hospitality classes continue to draw a good monthly attend through the Tourism Cares grant. Business owners are taking advantage of the free customer service training for their staff.

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In the Chamber Newsletter!

For more information contact us:
Rockport-Fulton Chamber of Commerce
319 Broadway • membership@rockport.org

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The Rockport-Fulton Chamber of Commerce is preparing for the annual Hurricane Breakfast to be held on Wednesday, June 5 at the Rockport Service Center on the Bypass. More than 100 people are anticipated in attendance, to hear the most up to date information on preparing for the Hurricane Season. For more information on the breakfast, go to https://bit.ly/2Z9v79s.

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For more details and other community events go to www.rockport-fulton.org