



Social Growth and Crew Strategy

Where to show up, who to call, and how to fill sites with plant crews.

Prepared for Michael Brooks by Skratch Creative · August 2026

We went looking for where crew lodging actually gets bought on this stretch of coast. What we found changes the campaign, and it is good news for you.

The finding that changes everything

Point Comfort is largely a no per diem market. We read through roughly fifteen live craft job postings at Point Comfort and Port Lavaca from Bilfinger, BrandSafway, Turner Industries, Palacios Marine & Industrial, Marquis, Standard Constructors, Clark Constructors and Pro Mechanical. Not one of them advertised per diem or housing. A Bilfinger pipefitter listing at Point Comfort says it outright: this site does not offer per diem.

What that means for you. A large share of the craft working Formosa is local hire with no lodging subsidy. The man is paying for his own bed out of a \$22 to \$30 an hour wage, and he is booking it himself. He is not waiting on a coordinator.

So your \$425 site is not only a business to business product. It is a consumer product, and the arithmetic sells it without any help from us.

\$14

A day for a full hookup site, taken by the month at \$425 plus electric.

29

Miles from the Formosa gate at Point Comfort.

4

Safety councils badge Formosa, two of them in Louisiana. Those crews are travelling.

2

Turnaround seasons a year, spring and fall, booked in the two months before.

Run two motions, not one.

- **Motion A, direct to worker.** Faster, higher volume, lower ticket. Facebook groups, Facebook Marketplace, Google. You are selling the daily math to a man who is paying his own way.
- **Motion B, business to business.** Slower, bigger tickets. Block bookings with the contractors who do house travelling crews for peak turnaround windows.

Motion A is the one nobody is running and it costs almost nothing. Start there.

Facebook groups to join

Every group below was found through search and exists. We could not verify member counts because Facebook blocks automated reading, so treat sizes as unknown and check public or private when you arrive.

Turnaround and industrial worker groups — the priority

Group	Why it matters
Shutdowns & Turnarounds USA facebook.com/groups/1077002940146882	The strongest one we found. Indexed posts include Texas City turnaround calls. Appears to be public.
Per Diem Jobs by Industrial Projects Report facebook.com/groups/786757611337987	Per diem specific, so the highest intent for lodging in the whole list.
Real Refinery & Turnaround Oilfield Jobs facebook.com/groups/7030751236997136	Indexed posts reference pipefitter and boilermaker work in Southeast Texas.
turnaround, refinery and oil field jobs facebook.com/groups/187970566412529	Came up in two separate searches.
Turnaround Jobs facebook.com/groups/653641716797322	Worth joining, scope not confirmed.

How to be in these groups without getting thrown out. These are job boards. Almost all of them ban vendor advertising, and a post that reads like an ad gets you removed on the first offense.

Join with your **personal profile**, not the business page. Put Palacios, Texas in your bio. Then do one thing only: **answer the question when somebody asks it**. These groups get a steady stream of men asking where to stay near Point Comfort. Reply in the thread with a plain factual answer. Distance, price, what is included, whether you have room. One comment. No link, no emoji, no pitch. Let them message you.

Never post to the feed in a job group unless an admin tells you a housing thread is allowed. If you want feed presence, buy it. Industrial Projects Report sells placement, which turns a ban risk into a paid channel.

Local buy, sell and jobs groups

Group	Use
Port Lavaca Classifieds & Jobs facebook.com/groups/plclassifieds	Classifieds groups usually allow local business posts. Safe to post availability once a week with price and phone number.
Matagorda County Buy, Sell or Trade facebook.com/groups/MCSwapShop	Same. Your own county.
Local hiring Port Lavaca Texas facebook.com/groups/980326023026278	Comment only.
Jobs hiring in Victoria Texas facebook.com/groups/Jobs77901	Comment only.

Jobs Hiring in the Crossroads Area, Victoria facebook.com/groups/3145714322347304	Comment only.
Now Hiring in Victoria Tx facebook.com/groups/992054837482869	Comment only.

RV, full time and workamper groups

Group	Use
RV Park Reviews facebook.com/groups/rvparkreviews	Recommendation driven. Threads asking about long term parks near Houston come up constantly. Answer them.
Roadtreking (RV Lifestyle) facebook.com/groups/roadtreking	Same. We found live threads asking about affordable RV parks near Houston and mid to south Texas winter escapes.
FULL Time RV Living facebook.com/groups/FULLTimeRVLiving	Long stay audience.
Workampers facebook.com/groups/weloveworkamping	Recruiting channel, not a sales channel. Post that you need a workamper couple for the season.
FULL-TIME RV Work Campers facebook.com/groups/270829523807657	Same.

When you answer a thread in an RV group, say you own the park. Something like "I own a park in Palacios so take this with a grain of salt, but here is what it costs." That disclosure is what keeps you from being removed, and it reads as honest rather than sneaky.

Birding groups

Group	Use
Gulf Coast Bird Club facebook.com/groups/224515721089695	Post sightings, not ads.
Birding the Upper Texas Coast facebook.com/groups/1518933261543303	Same.
What's This Bird? facebook.com/groups/whatsthisbird	National identification group. Good place to be visible with a good photo.
Gulf Coast Bird Observatory facebook.com/GulfCoastBirdObservatory	A page, not a group. Follow and engage.

The birding move. Birders do not want advertising. They want sightings. So post your own bird list from the property once a week. A photo of a roseate spoonbill on your shoreline with "seen this morning at the resort" is a sighting report and an advertisement at the same time, and it is welcome in every birding group there is. Also get the property listed as an eBird hotspot.

Two honest gaps

Winter Texans. We could not verify a strong Winter Texan Facebook group outside the Rio Grande Valley. That world is Valley centred and Palacios is off that axis. We would put that effort into birding instead, where you have a real credential.

Houston. We could not verify a Houston specific camping group either. The Houston demand is real, we found people asking about it inside the national RV groups, but there is no obvious group to join. Answer those threads and put the Houston effort into paid geo targeted ads instead, which is a cleaner channel anyway.

Who to call for crew business

CALL THIS ONE FIRST

Palacios Marine & Industrial

Headquartered at 2392 State Highway 35 N in Port Lavaca, twenty minutes from you, with operations in Freeport, Houston, Corpus Christi, Deer Park, Louisiana, Alabama and Jamaica. They move crews between Gulf Coast sites for a living. They are hiring scaffold builders, bolt-up and skilled trades right now.

Phone: 361-893-5390. They are local, they know Palacios, and the name is literally your town.

Contractors verified as working Point Comfort and Port Lavaca

Company	What they are hiring for
Bilfinger	Point Comfort. Pipefitter, general foreman, bolt-up, foreman, site leader, safety manager. The strongest single B2B target after PMI.
BrandSafway	Point Comfort. Scaffold carpenter and builder. Scaffolding is the biggest headcount spike in any turnaround.
Turner Industries	Port Lavaca. Boilermaker.
Marquis Industrial Services	Port Lavaca and Seadrift. Scaffold, insulation, coatings.
Standard Constructors	Point Comfort. Multi craft.
Clark Constructors	Point Comfort. Bolt-up.
Pro Mechanical USA	Port Lavaca. Pipefitter, bolt-up, insulator helper.
Wood PLC and Crest Industries	Port Lavaca. Pipefitters.

The badging line, and why it matters

Every contractor working Formosa Point Comfort has to badge through one of four safety councils: the Alliance Safety Council in Baton Rouge, HASC in Pasadena, the Safety Council of Southwest Louisiana in Lake Charles, or the Brazosport Safety Council in Freeport.

Two of those four are in Louisiana. That tells you crews are travelling to Point Comfort from Baton Rouge and Lake Charles, and travelling crews need beds. There is also a Formosa badging office at 2313 FM-1593 in Point Comfort. A man standing in that line has just arrived and does not have a place to stay yet. That is the highest intent physical spot in your whole market, and a stack of one page rate sheets left where he can pick one up will outperform a lot of advertising.

Job titles to target on LinkedIn

They control the lodging line: turnaround manager, turnaround coordinator, turnaround logistics planner, site leader, project director, project manager, construction manager.

They feel the pain: site superintendent, general foreman, craft recruiter, recruiting manager, safety manager. The safety manager knows the headcount before anybody else does.

They sign: procurement manager, travel coordinator, regional operations manager.

The universe here is small, maybe sixty to a hundred and fifty people you can actually find. That is good. It means you can work the whole list by hand.

A four touch outreach sequence that does not read as spam

1. **Day one. Connect, no pitch.** "Neighbor in Palacios. We run the RV resort on Tres Palacios Bay, twenty nine miles from Point Comfort. Connecting with folks running work at the plant." Under three hundred characters. No ask.
2. **Day three to five, once they accept. One message, one number.** "Not selling you anything today. Just so it is on file, we hold blocks of RV sites and rental units at \$425 a site per month plus electric, prorated at \$19 to \$23 a day on the last month, rental RVs at \$1,000 a month. Twenty nine miles to Point Comfort. If a turnaround ever leaves you short on beds, that is the offer." Then stop.
3. **Day twenty. Be useful, do not follow up.** Send them something worth knowing. "Heads up, the South Texas Project has an outage window coming, it usually tightens rooms in Bay City." Now you are a source, not a vendor.
4. **Day forty five. The only real ask.** "Can I send a one page rate sheet to whoever handles crew lodging on your side?" This is the money question, because what you actually want is the name of the coordinator, who is almost never the person you connected with.

After that, quarterly, timed to turnaround season. Never weekly.

Do the unglamorous version too. Print two hundred one page rate sheets and physically visit the PMI office in Port Lavaca and the Bilfinger site office at Point Comfort. In this industry a walk in from a local owner beats five hundred LinkedIn messages. LinkedIn's real job is to get you the name before you walk in.

Turnaround season, and when to sell

Per the American Fuel and Petrochemical Manufacturers, turnarounds run in **spring and fall**, deliberately scheduled before and after the summer driving season when demand is low. Each unit turns around every three to five years, an event runs weeks to months, and the work is planned years ahead. AFPM also notes there is a limited pool of specialists who travel the industry to staff them. Those are the men who need beds.

The South Texas Project at Wadsworth, in your own county, schedules refueling outages in spring and fall on an eighteen month cycle per unit across two units, which works out to an outage roughly every nine months on site. Each one brings hundreds of craft professionals from across the country. Unit 2 ran thirty five days from October 2025. Unit 1 ran thirty two days from March 2026.

When you sell	For what window	What is driving it
January and February	March through May	Spring Gulf Coast turnarounds plus the STP spring outage
June and July	September through November	Fall turnarounds plus the STP fall outage
December through February	Fills the same months	Birders and long stays. This is your leisure trough filler, and conveniently it overlaps the selling window rather than the occupancy window

One thing we could not verify: exactly how far ahead crew lodging gets booked. The turnaround itself is planned years out, but the beds usually get sorted once headcount is locked, which is late. The calendar above is our reasoning, not a cited figure. If you get one thing out of a contractor call, ask them this.

One conflict to manage. Spring turnaround season and spring bird migration are the same weeks. Hold back a defined block of waterfront pads for birders rather than selling the whole property to a crew, or you will lose the higher yield guest to fill the lower yield one.

Listings and directories

Where	Cost	Why
Google Business Profile	Free	The single highest return item in this whole document. Men search "RV park near Formosa" on a phone. Add extended stay and monthly rate attributes and post weekly.
LodgeLink 1-844-590-5465	Free to list	A workforce lodging booking platform for construction and energy crews. Their supplier page states there is no fee to list. Call to confirm they take RV parks, their page mentions hotels and lodges.
Facebook Marketplace	Free	List the monthly site under Property Rentals and refresh weekly. This is where a price sensitive worker with no per diem actually looks.
Campendium	Free listing	Owner listing form available.

RV LIFE Campgrounds	Free to claim	You are already listed whether you claim it or not. Claim it.
The Dyr , AllStays, RV Parky	Free	Low effort, index well in search.
Good Sam	Subscription plus \$1 to \$3 per reservation	You already carry a 9/9/9 inspection score there with no photos on it. Fix that first, it is free.
RoverPass	10 to 15% commission	Also the listing that currently shows your rates 35 to 40 percent too low. Correct it either way.
Hipcamp	10% commission	Leisure only.
Passport America	50% discount model	We would skip this. A 50 percent transient discount works against a \$425 monthly site. If you use it at all, restrict it to shoulder season transient.
Workamper News 800-446-5627	First ad free	For recruiting a workamper couple, not for selling sites. After the free one it is \$49 or \$89 for two weeks.
Texas Association of Campground Owners	Call for dues	Runs texascampgrounds.com and a spring trade show.

Who to join locally

JOIN THIS ONE

ABC Texas Mid Coast Chapter

1408 N Ben Jordan Street, Victoria. 361-572-0299. Associated Builders and Contractors. Their members are literally the contractors on your target list, they are ninety minutes away, they run safety training and a construction academy, and **they run a fishing tournament**.

Why it matters: you are a marina on Tres Palacios Bay. Sponsoring a contractors association fishing tournament puts your name in front of exactly the right room, in the one context where you have something nobody else has. Ask about dues and about sponsoring the tournament in the same call.

Organization	What you get
Port Lavaca Chamber of Commerce	Highest priority chamber. This is Formosa's chamber.
Palacios Chamber of Commerce palacioschamber.com	Your own town, cheap, and they run the Nature in Palacios tourism content and are tied into Matagorda Bay Birdfest.
Bay City Chamber of Commerce & Agriculture	Covers the Bay City plants and the South Texas Project.
Victoria Chamber and Jackson County Chamber	Wider Crossroads reach. Formosa announced a Jackson County facility.
Matagorda County EDC Mike Ferdinand, 979-245-8913	Economic development offices field workforce housing questions directly and route them. Call him and introduce yourself.
HASC, Health & Safety Council Pasadena, 888-955-SAFE	Carries the Formosa Point Comfort orientation. Membership gets you into member only events, which is where turnaround managers physically stand in one room.
Contractors Safety Council of the Coastal Bend	Corpus Christi. Secondary.
Workforce Solutions Golden Crescent Victoria	Regional workforce board. They know when a contractor is about to place forty travellers.
Manpower Port Lavaca, LaborMax Victoria	Staffing agencies. When they place travellers, somebody has to house them. Short local calls, high return for the effort.

The birding one, because it is in your town. Matagorda Bay Birdfest is held in Palacios, at the East Side Elementary Annex on 2nd Street, in mid April. Sponsorship is openly offered. Contacts are Laurie Mann Beck and Paula Whitney at matagordabaybirdfest.org. Sponsor it, become the official lodging, and get your name on the map they hand every attendee. That is the highest return single action on the leisure side of the business.

Posting cadence

Your own Facebook page, two to three posts a week

- **Monday, the crew post.** One photo of a real site with a truck on it. Price in the first line. Phone number in the text, link in the first comment, because Facebook suppresses posts with links in them.
- **Wednesday, the place post.** Bay, sunset, fish, birds. This is what feeds the algorithm and reaches Houston.
- **Friday, availability plus short video.** A thirty to sixty second phone walk through of an open site, shot vertical, no music, you talking. This will outperform every photo you ever post.

LinkedIn, one to two posts a week from your personal profile

Not the company page. Company pages get a fraction of the reach. Text or a single image, no links in the post body. What works here is specific and numerical: "Bay City hotels fill during STP outage weeks. Here is what forty beds twenty nine miles from Point Comfort costs."

What works and what fails with this audience

Works: the price stated plainly in the first line, a real human face, water and drone shots, "three sites left for March," a photo of an actual guest's rig with their permission.

Fails: stock photos, flyers with six fonts, hashtag stacks, anything that reads like a corporate ad, and pasting identical copy into several groups. Facebook flags duplicate text across groups. Rewrite every one.

Three rules that matter more than any post.

One phone number everywhere, (361) 972-5454, and somebody answers it at six in the morning and eight at night. Crew coordinators call, they do not fill in forms.

Answer speed is the product. In turnaround lodging the winner is whoever confirms twenty beds first.

Never use the phrase "man camp" in anything a leisure guest might see. Say crew and contractor lodging on LinkedIn, waterfront RV resort everywhere else.

The first thirty days

Week one, free and fast

1. Claim and fill out the Google Business Profile. Add extended stay and monthly rate attributes. This is the biggest single lever in this document.
2. Call LodgeLink at 1-844-590-5465, confirm they take RV parks, and list. It is free.
3. List the monthly site on Facebook Marketplace under Property Rentals.
4. Claim the RV Life page and add photos to the Good Sam listing.
5. Correct the RoverPass rates.

Week two, join and listen

6. Join the five turnaround groups with your personal profile. Post nothing. Read for a week.
7. Join RV Park Reviews and Roadtreking. Same.
8. Join Gulf Coast Bird Club and Birding the Upper Texas Coast.
9. Start the habit: fifteen minutes a day answering "where do I stay near" threads. This one habit will probably outproduce everything else on this list.

Week three, pick up the phone

10. Build the one page rate sheet. \$425 plus electric, \$19 to \$23 prorated final month, \$1,000 rental RV, twenty nine miles to Point Comfort, (361) 972-5454.
11. Call Palacios Marine & Industrial at 361-893-5390.
12. Call ABC Texas Mid Coast at 361-572-0299 and ask about dues and the fishing tournament.
13. Call Mike Ferdinand at the Matagorda County EDC, 979-245-8913.
14. Join the Port Lavaca and Palacios chambers.

Week four, get physical and get the season started

15. Print two hundred rate sheets. Drop them at the PMI office in Port Lavaca and around the Formosa badging office at 2313 FM-1593.
16. Email Matagorda Bay Birdfest about 2027 sponsorship.
17. Post the free Workamper News ad to recruit a workamper couple for the season.
18. Start the LinkedIn sequence with twenty names from Bilfinger, BrandSafway, Turner and PMI.

What to measure

Number	Why this one
Calls to (361) 972-5454	The only number that matters for crew. Log where each caller heard about you.
Group comments that turn into messages	Tells you whether the comment habit is working before any revenue shows.
Monthly sites occupied	The actual product. Track it separately from nightly.
Named coordinators collected	The real output of the LinkedIn sequence. Ten names is a pipeline.
Google Business Profile calls and direction requests	Free, already tracked, and it will tell you how much of this is search.

What we could not verify, and did not guess at. Facebook member counts, because Facebook blocks automated reading. Whether LodgeLink accepts RV parks. Dues for ABC Texas Mid Coast, HASC or TACO. Industrial Projects Report advertising pricing. Exactly how far in advance crew lodging is booked. Everywhere a figure could not be confirmed, we said so rather than inventing one.

Sources. AFPM on refinery turnarounds. BIC Magazine on Gulf Coast turnaround timing. Bay City Tribune and Outage Calendar on South Texas Project refueling outages. LodgeLink supplier and workforce travel guides. ZipRecruiter and Indeed craft postings for Point Comfort and Port Lavaca. Bilfinger careers. Palacios Marine & Industrial. Alliance Safety Council, HASC, Brazosport Safety Council and Safety Council of Southwest Louisiana Formosa orientation listings. ABC Texas Mid Coast. Palacios, Port Lavaca, Bay City and Victoria chambers. Matagorda County EDC. Workamper News advertising rates. Campendium, RV Life, RoverPass, Hipcamp and Passport America owner pages. Texas Association of Campground Owners. Matagorda Bay Birdfest. Texas Parks and Wildlife coastal birding trail.