

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Monday, August 26, 2013
City Hall at 12:00 P.M.**

AMENDED AGENDA

- 1. Call to Order, Certification of Quorum.**
- 2. Public/Citizens Comments.**
- 3. Discuss and Approve minutes of July 25, 2013.**
- 4. Discussion & Consideration of Gonzales Historic Homes Association' Request for Funding.**
- 5. Discussion & Consideration of Road Signs.**
- 6. Discussion & Consideration of Gonzales Brochures**
- 7. Discussion & Consideration of Marketing Plan for 10/1/2013 – 09/30/2014.**
- 8. Discussion & Consideration of twenty points of interest for businesses.**
- 9. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website.**
- 10. Report on Upcoming Events.**
- 11. Financial Report.**
- 12. Report from Committee Members and Staff.**
- 13. Next Regular Meeting will be September 24, 2013 at 12:00PM at City Hall.**
- 14. Adjourn.**

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at _____, the _____ day of August, 2013; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members.

Barbara Friedrich, Main Street Administrator

The meeting facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please Contact the City Secretary's office at (830)672-2815 for further information.

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Gonzales Municipal Building
820 St. Joseph Street , Gonzales, Texas
Thursday, July 25, 2013 - 12:00 P.M.**

M I N U T E S

- 1. Chair Richard Tiller called the meeting to order at 12:00pm and certified a quorum with Paul Frenzel, Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Cindy Munson ,Barbara Friedrich, Tim Patek, and Daisy Scheske. Alison Rodriguez and Meena Patel were absent. Marketing consultant Loretta Shirley was also present.**
- 2. Public Comment- Cindy Munson commented on the Connections Community Resource Guide.**
- 3. Discuss and Approve minutes of June 27, 2013 – Following discussion, Barbara Crozier moved to approve the minutes of June 27, 2013 as amended. Ann Covert seconded the motion. The motion prevailed by unanimous vote.**
- 4. Discussion on procedures to place items on the agenda – Tim Patek stated that he felt the Tourism Committee should have the same procedures as City Council. Any committee member that wishes to place an item on the agenda should send a request to Richard Tiller and then he would forward to Barbara Friedrich to place on the agenda.**
- 5. Discussion & Consideration of Rockin' S Marketing Design Contract – Ann Covert inquired about billboard cost under Media Services and Barbara Crozier asked about adding services to investigate free advertising. Following discussion, Barbara Crozier moved to recommend that City Council approve Rockin' S Marketing & Design Contract with an amendment to Media Services to include negotiating and investigating added value media opportunities, press release, potential editorial cover, calendar listings, etc. to the contract. Ann Covert seconded the motion. The motion prevailed by unanimous vote.**
- 6. Discussion & Review of Marketing Plan for 10/1/2013 – 09/30/2014 – Loretta Shirley presented the proposed Marketing Plan for 10/1/2013 – 09/30/2014. She presented several advertising opportunities. The total amount of the plan was \$143,174.46. Since the plan was over the proposed advertising budget of \$140,000.00, the committee was asked to send Loretta their thoughts and recommendations in order to revise the plan. The committee will discuss and approve the plan at the next Committee Meeting on August 22, 2013.**

- 7. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website – Marketing Consultant Loretta Shirley provided a written report.**
- 8. Report on Upcoming Events – Barbara Crozier reported that the Crystal Theater would have their Summer Workshop Performance on July 26, 2013 at 7 p.m.**
- 9. Financial Report – The committee reviewed the financial report for June 2013.**
- 10. Report from Committee Members and Staff – Paul Frenzel provided information on replacing the Road Signs and asked that this be place on the August agenda. Daisy Scheske spoke on the Chamber of Commerce quarterly report, and Ann Covert submitted a list of marketing suggestions and spoke on the budget request she submitted.**
- 11. Next Regular Meeting will be August 22, 2013 at 12:00 PM at City Hall.**
- 12. Adjourn – No further matters were discussed. The meeting was adjourned by consensus.**

Barbara Friedrich, Recording Secretary

RECEIVED

AUG 12 2012

APPLICATION

Organization Information

Date: August 12, 2013
Name of Organization: Historic Homes Association
Address: 623 St. Michael
City, State, Zip: Gonzales TX 78629
Contact Name: Vicki Frenzel
Contact Phone Number: 830-857-4102
Web Site Address for Event or Sponsoring Entity: www.gonzalestexas.com
Is your organization: Non-Profit ☒ Private/For Profit ☐
Tax ID #: 7406183606 Entity's Creation Date: 1996
Purpose of your organization: To preserve and promote historic homes and buildings and to attract tourists

Name of Event or Project: Winterfest Historic Homes Tour
Date of Event or Project: December 7 & 8, 2013
Primary Location of Event or Project: St. Louis Street this year
Amount Requested: \$1000
How will the funds be used? Promotional brochures/rack cards \$900
Tour day tickets \$100

Primary Purpose of Funded Activity/Facility: to attract tourists by showcasing our homes and buildings

Percentage of Hotel Tax Support of Related Costs

30% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax
— Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for
the Funded Event.
— Note 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 —

We are under the Chamber of Commerce
for insurance purposes.

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

1. **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

2. **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants:

3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity.
\$900 brochure/rack cards (10,000 cards)

4. **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** 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:

5. **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;

6. **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.**

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate? _____

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? _____

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?

Questions for all Funding Requests:

How many years have you held this Event or Project: 17

Expected Attendance: 500

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 100-200

How many nights will they stay? 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: No

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

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Gonzales	2012	\$491.19	
"	2011	\$631.69	

How will you measure the impact of your event on area hotel activity?

Please list other organization, government entities and grants that have offered financial support to your project: Chamber of Commerce

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet;

Paid Advertising _____ Newspaper _____ Radio _____ TV _____

Press Release to Media _____ Direct Mailing to out of town recipients _____

Other _____

What areas does your advertising and promotion reach?

What number of individuals will your proposed marketing reach that are located in another city or county? _____

(If a permanent facility (e.g.museum, visitor center)

Expected Attendance Monthly/Annually: 500 (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: 20%⁺

ROAD SIGNS

183N

Alamo has fallen
Enemy on the march
Sam Houston gives the order
"Put Gonzales to the torch" (Reset pole)
Visit historic Gonzales
Birthplace of Texas Freedom (Replace pole & sign)

If you are interested
In facts from the past
How long did the battle
At San Jacinto last ?
Visit the Memorial Museum
Gonzales, Texas

90A-E (Pending)

Families threatened
Freedom in doubt
Men of Gonzales
Take the only way out
Visit historic Gonzales
Birthplace of Texas Freedom

The Alamo under siege
And destined to fall
How many Gonzales men
Answered Travis' call ?
Visit the Memorial Museum
Gonzales, Texas

183S

Travis in trouble (Replace sign)
Alamo may fall (Replace sign)
Gonzales "Thirty-Two" (Replace sign)
Answer his call (Replace sign)
Visit historic Gonzales (Replace sign)
Birthplace of Texas Freedom (Replace sign)

Texas Outlaws
Opened fire at will
How many men
Did John Wesley Hardin kill ?
Visit the Old Jail Museum
Gonzales, Texas

90A-W

Enemy demands our cannon (Reset pole)
Tries to take it by force (Reset pole)
We answer "Come & Take It" (Reset pole/Replace sign)
But you'll suffer great remorse (Reset pole/Replace sign)
Visit historic Gonzales
Birthplace of Texas Freedom (Reset pole)

The fight for Texas freedom
Was dealt a mighty blow
How many Gonzales men
Died at the Alamo ?
Visit the Memorial Museum
Gonzales, Texas

Replace 9 signs or all 24.

Replace 1 pole.

Reset 6 poles.

Cost:

New signs	\$60 each
Poles	Possibly donated by the city
Labor	ISF

MARKETING PLAN OVERVIEW

October 2013 - September 2014

Purpose:

To maximize hotel occupancy by promoting Gonzales as a preferred heritage tourism destination.

Texas Tourism Mission Statement:

- Tourism revenues provide significant economic benefits for the Texas Economy.
- The Office of the Governor, Economic Development and Tourism develops a marketing plan to meet the needs of the mission statement.
- Texas Tourism's mission is to enhance and extend local economic development efforts by marketing Texas as a tourist destination in out of state domestic and international markets, thereby generating non Texan travel to the state and ultimately creating revenue and jobs.

Gonzales Marketing Overview:

- This plan is designed to entice visitors from a 150 mile radius to plan a trip to come tour Gonzales' heritage tourism assets and attend our events.
- Gonzales will also be promoted out of the state through marketing opportunities made available by the Office of the Governor, Economic Development and Tourism's marketing plan.



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience

Texas Tourism FAQ's

Q. What is the economic impact of tourism in Texas?

A. Preliminary estimates show that travel spending in Texas totaled more than \$ 65 billion in 2012, an increase of 6% over 2011. This directly supported 564,000 jobs and generated nearly \$ 4.4 billion in local and state taxes. Travel supports jobs across many industry sectors including leisure and hospitality, transportation, retail trade, services, finance, real estate, construction, insurance, government and others.

Q. How did the Texas hotel industry perform in 2012?

A. Texas hotels collected an estimated \$ 8.1 billion in revenues in 2012, an increase of 10% over the previous year. More than 90 million room-nights were sold across the state, with occupancy increasing 2.8 percentage points to 62.3%.

Q. How many domestic visitors travel to Texas?

A. Domestic visitation to Texas increased 6% over 2011 with an estimated 220 million domestic travelers having visited Texas destinations in 2012. More than 70% traveled in Texas for leisure, and 30% traveling for business. Texas had the 3rd largest share of domestic visitation in the U.S.

Q. What are the top origin states for domestic leisure visitors to Texas?

A. Visitors travel to Texas from every state in the country. Top markets include California, Louisiana, Oklahoma, Illinois, Florida, Arkansas, Missouri, Kansas, New Mexico and Indiana.

Q. How do these estimates compare to the previous year?

A. 2012 was a strong year for tourism in Texas with all indicators showing positive growth in visitation, economic impact and hotel performance. Final estimates for 2012 will be available in summer 2013.

Q. How many international travelers visit Texas?

A. Roughly 7.5 million international travelers visited Texas with direct travel spending of \$ 4.8 billion in 2011. Top origin markets include Mexico, Canada, the United Kingdom, Germany, Brazil, Japan and China.

Source: Travel Research Reports, Office of the Governor, Economic Development & Tourism, May 2013



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience Continued:

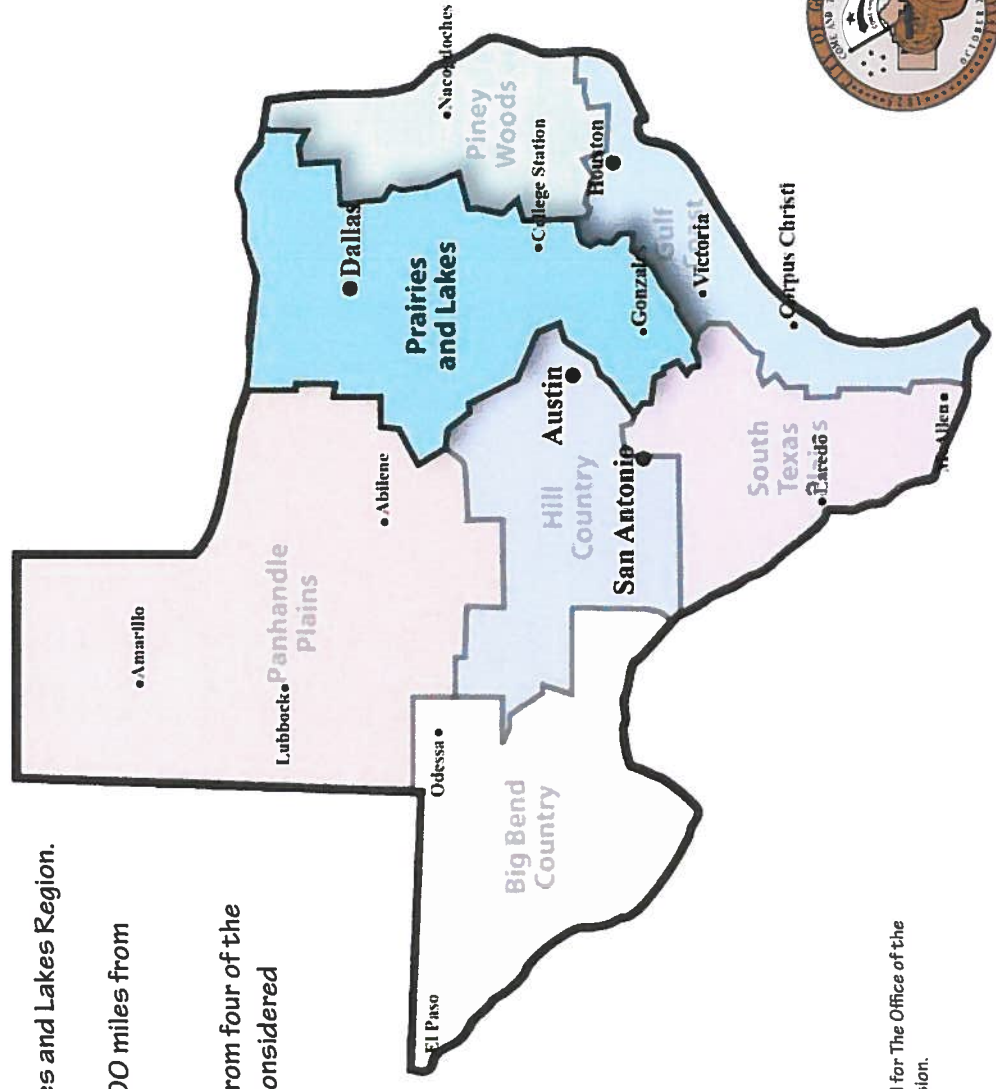
Physical Location

Texas is divided into seven tourism regions. The following data is presented to clarify travel patterns in the Gonzales area and help in determining the audience.

Gonzales is located in the Prairies and Lakes Region.

Gonzales is located less than 100 miles from three other regions.

Due to location travel patterns from four of the seven tourism regions must be considered in planning.



Map Source: Texas Destinations 2011 prepared for The Office of the Governor, Economic Development & Tourism Division.



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience Continued:

Prairies and Lakes Region

- Texans generated 49.7% of Person-Days to the Prairies & Lakes Region; Non-Texans 50.3%
- Top 3 Texan origin DMAs - Dallas-Fort Worth, Houston, Austin; Non-Texan DMAs - Oklahoma City, Los Angeles, Chicago
- Leisure travel represented 68.1% of Person-Days to the Prairies & Lakes Region
- Business travel represented 31.9% of Person-Days to the Prairies & Lakes Region
- Activity categories: Touring 7.9%, Nature 7.9%, Culture 13.9%, Attractions 11.9%, Outdoor Sports 4.1%
- Average Party Size (Adults and Children) 1.86 persons
- Average length of Stay was 2.09 days (overnight and days); 3.31 nights (overnight only).
- Average distance traveled 508 miles
- Average Per Person Per Day Spending \$ 123.30
- Average Age 45.1 years
- Average Household Income \$ 87,104
- Employment: Employed 70.1%, Retired 10.6%, Not Employed 19.3%
- Marital Status: Married 69.3%, Never Married 18%, Divorced/Widowed 12.7%
- Children in Household: Yes 39.3%, No 59.8%

Hill Country Region

- Texans generated 71.5% of Person-Days to the Hill Country Region; Non-Texans 28.5%
- Top 3 Texan origin DMAs - Dallas-Fort Worth, Houston, San Antonio; Non-Texan DMAs - Atlanta, Los Angeles, Oklahoma City
- Leisure travel represented 70.9% of Person-Days to the Hill Country Region
- Business travel represented 29.1% of Person-Days to the Hill Country Region
- Activity categories: Touring 11.9%, Nature 17.3%, Culture 19% Attractions 13.6%, Outdoor Sports 8.7%
- Average Party Size (Adults and Children) 1.79 persons
- Average length of Stay was 2.00 days (overnight and days); 3.24 nights (overnight only).
- Average distance traveled 435 miles
- Average Per Person Per Day Spending \$ 118.80
- Average Age 44.8 years
- Average Household Income \$ 89,139
- Employment: Employed 69.6%, Retired 14.1%, Not Employed 16.3%
- Marital Status: Married 71%, Never Married 18.9%, Divorced/Widowed 10.1%
- Children in Household: Yes 31.9%, No 60.9%

Source: Texas Destinations 2011 prepared for The Office of the Governor, Economic Development & Tourism Division.



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience Continued:

South Plains Region

- Texans generated 65.7% of Person-Days to the South Texas Plains Region; Non-Texans 34.3%
- Top 3 Texan origin DMAs - Houston, San Antonio, Dallas-Fort Worth; Non-Texan DMAs - Los Angeles, Little Rock-Pine Bluff, Norfolk-Portsmouth-Newport News, VA
- Leisure travel represented 79.2% of Person-Days to the South Texas Plains Region
- Business travel represented 20.8% of Person-Days to the South Texas Plains Region
- Activity categories: Touring 13.8%, Nature 12.3%, Culture 22% Attractions 18.7%, Outdoor Sports 4.3%
- Average Party Size (Adults and Children) 2.15 persons
- Average length of Stay was 2.40 days (overnight and days); 3.55 nights (overnight only).
- Average distance traveled 502 miles
- Average Per Person Per Day Spending \$ 112.20
- Average Age 44.4 years
- Average Household Income \$ 87,203
- Employment: Employed 70.5%, Retired 11.9%, Not Employed 17.6%
- Marital Status: Married 75.1%, Never Married 13.8%, Divorced/Widowed 11.1%
- Children in Household: Yes 44.3%, No 55.7%

Gulf Coast Region

- Texans generated 63.8% of Person-Days to the Gulf Coast Region; Non-Texans 36.2%
- Top 3 Texan origin DMAs - Houston, Dallas-Fort Worth, San Antonio; Non-Texan DMAs - Los Angeles, Chicago, New Orleans
- Leisure travel represented 76.1% of Person-Days to the Gulf Coast Region
- Business travel represented 23.9% of Person-Days to the Gulf Coast Region
- Activity categories: Touring 11.9%, Nature 22.3%, Culture 16.9% Attractions 12.2%, Outdoor Sports 9.2%
- Average Party Size (Adults and Children) 2.01 persons
- Average length of Stay was 2.23 days (overnight and days); 3.38 nights (overnight only).
- Average distance traveled 487 miles
- Average Per Person Per Day Spending \$ 115
- Average Age 44.5 years
- Average Household Income \$ 84,649
- Employment: Employed 65.9%, Retired 10.4%, Not Employed 23.7%
- Marital Status: Married 72.4%, Never Married 18.2%, Divorced/Widowed 9.5%
- Children in Household: Yes 39.1%, No 60.9%

Source: Texas Destinations 2011 prepared for The Office of the Governor, Economic Development & Tourism Division.



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience Continued:

Gonzales Target Audience

- The following is based on information provided by the Texas Destinations 2011 report and Gonzales' physical location.
- 62.68% of potential visitors are from the state of Texas
- 37.32% of potential visitors are from outside the state of Texas
- Top 3 Texan origin DMAs - Dallas-Fort Worth, Houston, San Antonio
- Non-Texan DMAs - Los Angeles, Oklahoma City
- 73.58% of visitors travel for leisure
- 26.42% of visitors travel for business
- Visitors Travel for the following activities:
 - Touring 11.38%
 - Nature 29.9%
 - Culture 17.95%
 - Attractions 14.1%
 - Outdoor Sports 6.58%
 - Other 20.09%
- Average Party Size (Adults and Children) 1.95 persons
- Average length of overnight stays 3.37 nights
- Average distance willing to travel 483 miles
- Average Per Person Per Day Spending \$ 117.33
- Average Age 44.63 years
- Average Household Income \$ 87,024
- Employment:
 - Employed 65.9%
 - Retired 10.4%
 - Not Employed 23.7%
- Marital Status:
 - Married 68.83%
 - Never Married 17.2%
 - Divorced/Widowed 10.8%
- Children in Household: Yes 38.65%, No 61.35%



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience Continued:

Gonzales Target Audience

- The following information is provided by the 2012 Texas Attractions Profile.

- Activity by Category - % of visitors.

Shopping.....	40%
Touring/Sightseeing	35%
Historic Sites.....	28%
State or Local Parks	30%
Museum / Art Exhibits.....	17%
Festivals / Fairs.....	11%

*Visitors participated in more than one activity.

- Destination Attraction Visited by Visitors - % of Visitors

Alamo	32.59%
Hill Country	15.05%
Galveston Island	13.54%
Six Flags Fiesta Texas	12.51%
Dallas Cowboy's Stadium	10.38%
San Marcos Outlet Mall	9.8%
Sea World of Texas	9.19%
Rangers Ball Park.....	7.83%
Six Flags Over Texas	7.57%
San Antonio Zoo	7.39%

- 45% made the decision to visit attractions more than two weeks in advance.

- 57% said the main purpose of the trip was to visit an attraction.

- Sources Used for Planning Trip

Friends/Family Recommendation	34%
Internet Search (Google, Yahoo, ect.)	19%
Attraction Website	16%
City/Destination Website.....	9%
TravelTex.com	7%
State Travel Guide	3%



GONZALES ADVERTISING SCHEDULE AND RECOMMENDATIONS:

The advertising campaign for Gonzales over the last two years has included heavy targeted focus in Austin, San Antonio and Texas state travel magazines. The prior campaigns were constructed using information provided from previous reports from the Office of the Governor, Economic Development and Tourism. As tourism in Texas increases new reports are published. Advertising schedules and recommendations have been adjusted accordingly.

The following recommended advertising schedule is designed to promote Gonzales as a premier heritage tourism destination to the defined target audience.

In addition to the recommended repeat advertising methods new opportunities have been included for discussion and consideration.



Recommended Repeat Ads

Publication	Ad Size	Pub Date	Cost	Type
TourTexas.com	Destination Pg	Annual	\$ 1,595.00	Web
TourTexas.com	Add PDF	Annual	\$ 250.00	Web
TourTexas.com	Add Video	Annual	\$ 250.00	Web
TourTexas.com	Med Rectangle	1-Oct-13	\$ 495.00	Web
TourTexas.com	Med Rectangle	1-Sep-14	\$ 495.00	Web
TourTexas.com	Sky Banner	1-May-14	\$ 375.00	Web
TourTexas.com	Sky Banner	1-Jun-14	\$ 375.00	Web
TourTexas.com Enewsletter	Featured Spot	15-Aug-14	\$ 1,250.00	Web
TourTexas.com Enewsletter	Exclusive Banner	15-Oct-14	\$ 700.00	Web
TourTexas.com Enewsletter	Stand Alone	15-May-14	\$ 2,850.00	Web
Texas Highways	Full Page	1-May-14	\$ 5,461.96	Print
Texas Highways	Full Page	1-Sep-14	\$ 5,461.96	Print
Texas Highways	Full Page	1-Nov-14	\$ 5,461.96	Print
Texas Highways Events Calendar	Full Page	Spring 14	\$ 1,656.18	Print
Texas Highways Events Calendar	Full Page	Fall 2014	\$ 1,656.18	Print
Texas State Travel Guide	1/2 Page	Annual	\$ 10,906.22	Print
AAA Texas Journey	1/3 Page	May/June 14	\$ 5,686.50	Print
AAA Texas Journey	1/3 Page	Sep/Oct 14	\$ 5,686.50	Print
AAA Texas Journey	1/3 Page	Nov/Dec 14	\$ 5,686.50	Print
Texas Monthly	2 Page Spread	1-May-13	\$ 11,880.00	Print
Texas Monthly	Full Page	1-Sep-14	\$ 9,504.00	Print
Texas Monthly	Full Page	1-Nov-14	\$ 9,504.00	Print
TexasMonthly.com	Premium Box	1-May-14	\$ 892.50	Web
TexasMonthly.com	Premium Box	1-Jun-14	\$ 892.50	Web
TexasMonthly.com	Premium Box	1-Sep-14	\$ 892.50	Web

Recommended Repeat Ads Continued

Publication	Ad Size	Pub Date	Cost	Type
REAL Magazine	Full Page	1-Jun-14	\$ 1,994.00	Print
REAL Magazine	Full Page	1-Sep-14	\$ 1,994.00	Print
REAL Magazine	Full Page	1-Nov-14	\$ 1,994.00	Print
Discover Gonzales	Multiple Ads	1-Mar-14	\$ 2,900.00	Print
Southern Living	1/3 Page	1-Nov-13	\$ 4,151.00	Print
Southern Living	1/3 Page	1-May-13	\$ 4,151.00	Print
Southern Living	1/3 Page	1-Sep-13	\$ 4,151.00	Print
Total			\$ 111,199.46	

Other Repeat Opportunities

Certified Folder Display

Certified Folder Display is the company that distributes 175,000 Gonzales rack cards to locations in San Antonio, Austin, Houston, I-10 Corridor and Corpus Christi. The cost of this contract will be approximately \$ 18,100. It is highly recommended that this contract be renewed in April of 2014.

Bar Z Adventures

Bar Z Adventures is the company that provides the software platform and hosting for the Tour Gonzales App. The cost of these services is \$ 7,500 per year. It is highly recommended that this contract be renewed in April of 2014.



Descriptions of Recommended Publications and Web Ads

TourTexas.com - State travel website. City listings divided into the 9 state travel regions. Generated 1,901 direct leads last year, video content viewed by 1,898 potential visitors, banner ads viewed by 25,000 visitors per month. Recently added download-able version of our brochure.

TourTexas.com E-Newsletter - Email delivered directly to 100,000 potential opt-in travelers.

Texas Highways Magazine - Official Travel Magazine of Texas

Texas Highways Events Calendar - Travelers pick up the Texas Highways Events Calendar at the 12 Texas Travel Information Centers and more than 100 area CVB visitor centers around the state. Additional distribution is by mail to those requesting individual copies or fulfillment packets with a Texas Highways Events Calendar included.

Texas State Travel Guide - The Texas State Travel Guide is the State's premier publication encouraging travel to and within Texas. Primary fulfillment publication for Texas Tourism. Backed by a \$24 million marketing budget targeting out-of-state domestic and international markets. Targeted Distribution—by direct request and through controlled distribution at high-traffic visitor centers. Digital version of the guide is on Texas Tourism website, www.TravelTex.com. More than 900,000 readers.

AAA Texas Journey Magazine - Delivered to the homes of all AAA members in Texas. Texas Journey magazine is published six times per year and features travel, automotive, and lifestyle editorial.



Descriptions of Recommended Publications and Web Ads

Texas Monthly - With a total readership of more than 2.5 million, Texas Monthly delivers the state's largest and most affluent print audience. Subscribers make up 90% of Texas Monthly audience and they are a loyal base: they spend 1.4 hours reading the magazine, a number much higher than the industry average. They also act on information they see in the magazine: 92% take action as a result of reading Texas Monthly.

Texas Monthly.com - Mirror of Texas Monthly magazine. Email newsletters delivered to over 25,000 opt-in subscribers.

REAL Magazine - REAL magazine reaches more than 76,600 residents in the greater Austin area. It's distributed to more than 58,000 Austin American-Statesman subscribers in highly desirable ZIP codes and targeted growth areas. The average income is \$89,140.

Southern Living - The Southern Living Points South Travel Directory is included in the Southern Living magazines that are distributed to TX, OK, LA, and MO. The circulation of these publications is over 600,000. In Texas Southern living circulation is 360,000 and reaches affluent readers who fit the target audience. There are also added value advertising opportunities available when a minimum of three ads are placed.



OTHER ADVERTISING OPPORTUNITIES TO CONSIDER

Added Value and Editorial Coverage

in addition to paid advertising additional added value and editorial coverage will be actively pursued throughout the year. Travel editors for major publications will be contacted, free calendar listings and event information will be submitted and other opportunities will be investigated.

The following pages include new advertising venues to be considered.

It was requested that some additional opportunities be investigated to expand on the current ad campaign. Each new advertising venue should be considered with the target audience and advertising budget in mind.



TravelTex.com

Option 1 – Sponsored Link Options On Interior Page (Item C. Sponsored Link in below spec sheet)

- City Page Sponsored Link (Ex: Dallas) - \$500/Month
- Cities & Regions interior page Sponsored Link (Ex: Prairies and Lakes) - \$600/Month
- Things to Do Page interior page Sponsored Link (Ex: Arts & Culture) - \$600/Month

Option 2 – Co-Op Banner Options on Interior Page (Item B. Co-Op Banner in below spec sheet)

- City Page Co-Op Banner (Ex: Dallas) - \$800/Month
- Cities & Regions interior page Co-Op Banner (Ex: Prairies and Lakes) - \$900/Month
- Things to Do Page interior page Co-Op Banner (Ex: Arts & Culture) - \$900/Month

Option 3 – Co-Op Banner Options on Home Page (Item B. Co-Op Banner in below spec sheet)

- Cities & Regions Co-Op Banner - \$1,000/Month
- Things to Do Co-Op Banner - \$1,000/Month
- Places to Stay Co-Op Banner - \$1,000/Month

Option 4 – Header on Interior Page (Item A. Page Header in below spec sheet)

- City Page Header (Ex: Dallas) - \$1,000/Month
- Cities & Regions interior page Header (Ex: Prairies and Lakes) - \$3,000/Month
- Things to Do Page interior page Header (Ex: Arts & Culture) - \$3,000/Month
- Places to Stay Page interior page Header (Ex: Hotels, Motels & Inns) - \$3,000/Month

Option 5 – Page Takeover (Sub-pages ONLY)

Cities & Regions (Home page not available for Page Takeover)

- Interior Page of Cities (Ex: Dallas Page) - \$1,250/Month
 - Header Placement, Sponsored Link Placement, Co-Op Banner Placement
- Interior Page of Regions (Ex: Hill Country Page) - \$3,500/Month
 - Header Placement, Sponsored Link Placement, Co-Op Banner Placement
- Interior Page of Things to Do (Ex: Beaches) - \$3,500/Month
 - Header Placement, Sponsored Link Placement, Co-Op Banner Placement



Google Ad Words Campaign

With AdWords, you can reach new customers as they search on Google for words related to your business, or browse websites with related themes. Plus, you stay in control of your advertising costs.

- AdWords, Google's online advertising program, lets you reach new customers and grow your business.
- Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.
- There's no minimum spending commitment. You can pause or stop anytime.

Reach people at the precise moment they're searching for what you offer

Your ad is displayed to people who are already searching for the kinds of products and services you offer. So those people are more likely to take action.

You can choose where your ad appears -- on which specific websites and in which geographical areas (states, towns, or even neighborhoods).

The Google Display Network (GDN) alone reaches 80% of Internet users in the US.

Control your budget

With cost-per-click (CPC) bidding, you're charged only when someone clicks your ad, not when your ad appears. There are a variety of bidding options you can choose from.

You decide how much or little you want to spend monthly, and you'll never be charged more than that amount. There's no minimum spending commitment.

See exactly what's working in your ad, and build on it

View a report of how your ad is doing -- see how many new customers connect to your business from your ad, where they're coming from, and more.

Use AdWords tools to edit and improve your ad, and increase the number of potential customers who contact your business.



Other Types of Opportunities

Texas Tourism Co-Op Program

In September of 2014 the new Texas Tourism Co-Op program should be introduced. Through this program there will be opportunities to purchase at a variety of price points that will add value and increase marketing impact. Domestic and international and print and web options will be available.

Texas Independence Trails and Texas Historic Commission

The Texas Historic Commission promotes the ten Texas Heritage Trails Regions of which Texas Independence Trails is a part.

As a participating member of the Texas Independence Trails Region there are many opportunities to benefit from these marketing efforts. Include print, web, and trade shows. Recommended become Texas Independence Trail Region Member at \$ 500 or \$ 1,000 level.

Texas Travel Industry Association Travel Summit

The 2013 Texas Travel Summit conference is scheduled on September 22-24 in Corpus Christi. The conference is the only statewide event in Texas that provides the opportunity for the entire Texas travel and tourism industry to network with other industry leaders and learn about a vast array of industry topics including travel trends, marketing and promotions, best practices, new products and services, and advocacy to help the industry grow and prosper. The conference is designed to EDUCATE, INNOVATE, and COMMUNICATE. Cost for first attendee is \$ 335, each additional attendee \$ 280 before August 23.

Organize a FAM Tour

FAM stands for "familiarization" tour. It is bringing people (in this case travel media) to Gonzales to experience what the state has to offer first-hand. The purpose of hosting a media FAM tour is to garner positive editorial publicity about a destination and/or organization. This is different than paid advertising in that publicity generated through media relations efforts is the editorial opinion of the writer, which is often considered more valuable than paid advertising.



GONZALES MARKETING REVENUE:

- Revenues to promote Gonzales are provided through the local hotel occupancy tax.

Use of Local Hotel Occupancy Tax Revenues

Criteria #1: First, every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry.

Criteria #2: Every expenditure of the hotel occupancy tax must clearly fit into one of nine statutorily provided categories for expenditure of local hotel occupancy tax revenues.

- 1) Funding the establishment, improvement, or maintenance of a convention center or visitor information center. Texas law specifies that for a facility to be funded as a convention center, it must be a facility primarily used to host conventions and meetings. In other words, holding local resident meetings in a facility would not count toward qualifying the facility as a convention center, but meetings of individuals from out-of-town who in part stay at hotels would qualify.
- 2) Paying the administrative costs for facilitating convention registration.
- 3) Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity.
- 4) Expenditures that promote the arts. There are many success stories of cities that have partnered with the arts entities to turn one day arts events into multi-day events that can substantially increase tourism and hotel activity.
- 5) Funding historical restoration or preservation programs.
- 6) Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million. To qualify under this authorization, the sporting event must be one that would "substantially increase economic activity at hotels and motels within the city or its vicinity." The statutory authorization also requires that a majority of the participants in the sporting event also be tourists to the area.
- 7) Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities. Texas law further requires that before local hotel tax to be used for this purpose, the sports facilities and fields must have been used a combined total of more than 10 times for district, state, regional, or national sports tournaments in the preceding calendar year.
- 8) Funding transportation systems for tourists.
- 9) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

*It is important to note that Texas law also provides that the hotel occupancy tax may not be used for general revenue purposes or general governmental operations of a municipality. It also may not be used to pay for governmental expenses that are not directly related to increasing tourism and hotel and convention activity. For example, consider a request to use the hotel occupancy tax to pay for construction of additional lighting, restrooms, roads, sidewalks, or landscaping in a downtown area. These are expenditures for which the city would traditionally use its general revenues. Therefore, such an expenditure would violate the prohibition against using the hotel tax for "general governmental operations of a municipality." It is difficult to argue that such improvements to a non-tourism facility would "directly" promote tourism and hotel activity. At best, one could argue the improvements would "indirectly" enhance tourism and hotel activity—which is not sufficient under the clear language of the Tax Code to qualify for funding from the hotel occupancy tax.

*Resource - Texas Hotel Lodging Association, What Cities Need to Know to Administer Municipal Hotel Occupancy Taxes - Abridged Version, Fall 2011



Tour Gonzales App Enhanced Business Listings

As discussed in the June 1013 Toursim Advisory Committee Meeting plans have been made to add 20 businesses to the Tour Gonzales App at no charge. The attached flyer outlines the information and details for local business owners.

This information will be distributed to business owners via the following methods:

- City of Gonzales Website
- Chamber of Commerce Email Blast
- Newspaper Press Release
- Facebook - City of Gonzales, Tour Gonzales, Main Street



ROCKIN' S MARKETING AND DESIGN
427 ST. GEORGE STREET, SUITE 204
GONZALES, TX 78629
LORETTA@ROCKINSMARKETING.SOM



Tour Gonzales

The Tour Gonzales App
is now live on the
App Store and Google Market!



Local businesses can be part of the app. Put yourself in front of Gonzales' visitors with a point of interest in the app and on tourgonzales.com.

The regular cost for an enhanced business listing on the Tour Gonzales app is \$ 250 per year. You now have the opportunity to upgrade your businesses listing for no charge.

There are 20 upgraded business listings available. The first 20 businesses to contact us will be upgraded.

The free upgrade includes:

- Up to 10 Photos
- A full description of your business
- A GPS location map point
- All business contact information

A One-On-One Appointment will be scheduled with each business, photos will be taken for you and assistance will be provided to write a detailed business description and make sure all information is included.

For more information contact:



ROCKIN' S MARKETING AND DESIGN
427 ST. GEORGE STREET, SUITE 204
GONZALES, TX 78629
LORETTA@ROCKINSMARKETING.COM

1. Marketing Schedule – September 2013

AAA Texas Journey	1/6 Page	September	\$3,260.00
Austin Monthly	Full Page	September	\$2,106.00
AustinTexas.org	Banner	September	\$227.00
REAL Magazine	Full Page	September	\$2,345.00
REAL Magazine.com	Featured Event	September	\$300.00
San Antonio Magazine	Full Page	September	\$2,106.00
Texas Highways	Full Page	September	\$5,461.93
Texas Monthly	Full Page	September	\$9,504.00
Texas Monthly.com	Box	September	\$892.50
Tour Texas	Rectangle Banner	September	\$495.00
		Total	\$33,306.43

2. Marketing Update

- a. Almost completed Oct 1 ad schedule and marketing plan.

3. Smart Phone App Update

- a. Developed plan for adding business info to app.

4. Web and Social Media Update

Tour Gonzales App Stats

August New Downloads	128
Region	% of Users
Austin	25.00%
Houston	20.00%
San Antonio	25.00%
DFW	20.00%
Corpus	10.00%

Tour Gonzales Website

July, 2013

Pageviews	5,600
New Visitors	81%

Tour Gonzales Facebook

Likes	81
# People Reached	1,200

FINANCIAL STATEMENT

AS OF: JULY 31ST, 2013

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>810-TEXAS CAPITAL FUNDS</u>						
4-810.110 TEXAS CAPITAL GRANT FUNDS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	164,600.00	108,108.46	255,309.84	155.11	0.00	(90,709.84)
4-811.801 INTEREST INCOME	<u>200.00</u>	<u>132.29</u>	<u>511.82</u>	<u>255.91</u>	<u>0.00</u>	<u>(311.82)</u>
TOTAL 811-HOTEL/MOTEL	164,800.00	108,240.75	255,821.66	155.23	0.00	(91,021.66)
<u>813-FORFEITURES</u>						
4-813.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-813.508 FORFEITURE INCOME	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
<u>814-MUNICIPAL COURT</u>						
4-814.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-814.501 MUNICIPAL COURT FEES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 814-MUNICIPAL COURT	0.00	0.00	0.00	0.00	0.00	0.00
*** TOTAL REVENUES ***	164,800.00	108,240.75	255,821.66	155.23	0.00	(91,021.66)

FINANCIAL STATEMENT

AS OF: JULY 31ST, 2013

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	1,000.00	1.52	236.85	23.69	0.00	763.15
7-811.217 MISCELLANEOUS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 2-SUPPLIES EXPENSE	1,000.00	1.52	236.85	23.69	0.00	763.15
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	<u>500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>500.00</u>
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	500.00	0.00	0.00	0.00	0.00	500.00
<u>4-CONTRACT/OPER SERVICES</u>						
7-811.401 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.407 TELEPHONE	300.00	0.00	0.00	0.00	0.00	300.00
7-811.408 MEMBERSHIP DUES	2,000.00	0.00	0.00	0.00	0.00	2,000.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.412 CHAMBER OF COMMERCE	5,000.00	0.00	2,500.00	50.00	0.00	2,500.00
7-811.413 PIONEER VILLAGE	5,000.00	0.00	3,623.55	72.47	0.00	1,376.45
7-811.414 JB WELLS PARK	5,000.00	0.00	7,070.00	141.40	0.00	(2,070.00)
7-811.415 MAIN STREET	5,000.00	0.00	5,000.00	100.00	0.00	0.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	<u>2,500.00</u>	<u>0.00</u>	<u>1,596.58</u>	<u>63.86</u>	<u>0.00</u>	<u>903.42</u>
TOTAL 4-CONTRACT/OPER SERVICES	24,800.00	0.00	19,790.13	79.80	0.00	5,009.87
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	90,000.00	4,128.61	44,957.80	49.95	0.00	45,042.20
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	10,000.00	0.00	3,124.40	31.24	0.00	6,875.60
7-811.520 MARKETING AND PROMOTIONS	10,000.00	37.00	10,944.69	109.45	0.00	(944.69)
7-811.521 SPECIAL PROJECTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.522 EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	0.00	0.00	0.00	0.00	0.00	0.00
7-811.526 MEMORIAL MUSEUM	15,000.00	0.00	0.00	0.00	0.00	15,000.00
7-811.527 EGGLESTON HOUSE	2,500.00	0.00	0.00	0.00	0.00	2,500.00
7-811.528 JB WELLS HOUSE	5,000.00	2,499.82	2,499.82	50.00	0.00	2,500.18
7-811.529 RIVERSIDE MUSEUM	<u>5,000.00</u>	<u>71.76</u>	<u>290.99</u>	<u>5.82</u>	<u>0.00</u>	<u>4,709.01</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	137,500.00	6,737.19	61,817.70	44.96	0.00	75,682.30

FINANCIAL STATEMENT

AS OF: JULY 31ST, 2013

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
6-CAPITAL OUTLAY EXPENSE						
7-811.610 OFFICE FURNITURE & EQPT	<u>1,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>
TOTAL 6-CAPITAL OUTLAY EXPENSE	1,000.00	0.00	0.00	0.00	0.00	1,000.00
TOTAL 811-HOTEL MOTEL	164,800.00	6,738.71	81,844.68	49.66	0.00	82,955.32
	=====	=====	=====	=====	=====	=====

FINANCIAL STATEMENT

AS OF: JULY 31ST, 2013

500-RESTRICTED USE FUNDS

814-MUNICIPAL COURT

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-814.555 CHILD SAFETY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.556 COURT SECURITY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.557 COURT TECHNOLOGY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.558 JUDICIAL EFFICIENCY EXPENSE	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 814-MUNICIPAL COURT	0.00	0.00	0.00	0.00	0.00	0.00
	=====	=====	=====	=====	=====	=====
*** TOTAL EXPENSES ***	164,800.00	6,738.71	81,844.68	49.66	0.00	82,955.32

*** END OF REPORT ***

8-16-2013 8:25 AM

D E T A I L L I S T I N G

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.202

POSTAGE

B E G I N N I N G B A L A N C E

0.00

5/30/13	6/19	B18453	Misc	051315	03531 TO ALLOCATE MONTHLY POSTAGE		JE# 011060		110.68	110.68
				=====	MAY ACTIVITY	DB: 110.68	CR: 0.00		110.68	

6/13/13	6/14	A48758	CHK: 096533		11157 POSTAGE ADJUSTMENT- BROC 0299		OVERDUE POSTAGE		2.75	113.43
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6/30/13	7/18	B18761	Misc	061315	03605 TO ALLOCATE MONTHLY POSTAGE		JE# 011162		121.90	235.33
				=====	JUNE ACTIVITY	DB: 124.65	CR: 0.00		124.65	

7/31/13	8/01	B18920	Misc	071315	03656 TO ALLOCATE MONTHLY POSTAGE		JE# 011236		1.52	236.85
				=====	JULY ACTIVITY	DB: 1.52	CR: 0.00		1.52	

				=====	ACCOUNT TOTAL	DB: 236.85	CR: 0.00			
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7-811.217

MISCELLANEOUS

B E G I N N I N G B A L A N C E

0.00

7-811.304

OFFICE EQPT & FURNITURE

B E G I N N I N G B A L A N C E

0.00

7-811.401

TELEPHONE

B E G I N N I N G B A L A N C E

0.00

7-811.402

UTILITIES

B E G I N N I N G B A L A N C E

0.00

7-811.407

TELEPHONE

B E G I N N I N G B A L A N C E

0.00

7-811.408

MEMBERSHIP DUES

B E G I N N I N G B A L A N C E

0.00

7-811.409

SUBSCRIPTIONS

B E G I N N I N G B A L A N C E

0.00

8/05/13	8/09	A51121	CHK: 097212		11314 TEXAS PARKS & WILDLIFE M 2706		080513		20.00	20.00
				=====	AUGUST ACTIVITY	DB: 20.00	CR: 0.00		20.00	

				=====	ACCOUNT TOTAL	DB: 20.00	CR: 0.00			
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8-16-2013 8:25 AM

D E T A I L L I S T I N G

PAGE: 2

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.411	SPECIAL CONTRACTS								
	B E G I N N I N G B A L A N C E								
	0.00								

7-811.412	CHAMBER OF COMMERCE								
	B E G I N N I N G B A L A N C E								
	0.00								

5/01/13	5/08	A47432	CHK: 095950	11059	SPECIAL CONTRACTS 1ST QU 0041		1ST QUARTER 2013		2,500.00	2,500.00
			=====		MAY ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	
8/07/13	8/16	A51234		11337	FUNDS FOR TOURISM RELATE 0041		080713		2,500.00	5,000.00
			=====		AUGUST ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	
			=====		ACCOUNT TOTAL DB:	5,000.00	CR:	0.00		

7-811.413	PIONEER VILLAGE								
	B E G I N N I N G B A L A N C E								
	0.00								

5/28/13	5/30	A48094	CHK: 096231	11120	1ST QTR. FYE OCT 2013 1027		1ST QTR FYE OCT 13		3,623.55	3,623.55
			=====		MAY ACTIVITY DB:	3,623.55	CR:	0.00	3,623.55	
			=====		ACCOUNT TOTAL DB:	3,623.55	CR:	0.00		

7-811.414	JB WELLS PARK								
	B E G I N N I N G B A L A N C E								
	0.00								

5/08/13	6/06	A48323	CHK: 096287	11145	TJHRA PROMOTIONAL ITEMS 0222		179692		7,070.00	7,070.00
			=====		MAY ACTIVITY DB:	7,070.00	CR:	0.00	7,070.00	
			=====		ACCOUNT TOTAL DB:	7,070.00	CR:	0.00		

7-811.415	MAIN STREET								
	B E G I N N I N G B A L A N C E								
	0.00								

4/01/13	4/03	A46383	CHK: 095604	10946	FIREWORKS DISPLAY 7/04/2 2992		04012013		5,000.00	5,000.00
			=====		APRIL ACTIVITY DB:	5,000.00	CR:	0.00	5,000.00	
			=====		ACCOUNT TOTAL DB:	5,000.00	CR:	0.00		

7-811.417	INSURANCE								
	B E G I N N I N G B A L A N C E								
	0.00								

8-16-2013 8:25 AM

D E T A I L L I S T I N G

PAGE: 3

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.430

TRAVEL & TRAINING

B E G I N N I N G B A L A N C E

0.00

4/02/13	4/02	P02209	PYEXP	00336					131.36	131.36
4/02/13	4/11	B17745	PYEXP	03262		JE# 010638			131.36CR	0.00
4/12/13	6/28	A49358	CHK: 000000	11205	CAKE AT HEB	2931	687853		8.50	8.50
4/24/13	6/28	A49326	CHK: 000000	11205	SOUTHWEST AIRLINES VCT	2931	04/25/2013		1,156.98	1,165.48
=====				APRIL ACTIVITY	DB:	1,296.84	CR:	131.36CR	1,165.48	
5/03/13	6/28	A49332	CHK: 000000	11205	ICSC NEW YORK, NY	2931	05/03/2013		96.51	1,261.99
5/17/13	7/12	A50086	CHK: 000000	11225	WARRIOR WEEKEND SUPPLY &	2931	762175		134.59	1,396.58
5/28/13	5/30	A48140	CHK: 096249	11120	TRAVEL EXPENSE ADVANCE 5	3037	TRAVEL EXPENSE		200.00	1,596.58
=====				MAY ACTIVITY	DB:	431.10	CR:	0.00	431.10	
=====				ACCOUNT TOTAL	DB:	1,727.94	CR:	131.36CR		

7-811.502

ADVERTISING

B E G I N N I N G B A L A N C E

0.00

4/01/13	7/26	A50562	CHK: 096978	11276	MONTHLY BILLING FOR MAY	1044	461855		1,363.61	1,363.61
4/03/13	4/03	A46354	CHK: 095574	10944	E-BROADCAST ADVERTISING	3025	240904		2,850.00	4,213.61
4/12/13	6/06	A48505	CHK: 096374	11145	DOMAIN NAME REGIS. FEES	2895	1057		329.97	4,543.58
4/18/13	4/25	A46960	CHK: 095837	11013	ADVERTISEMENT SPREAD	2714	TM61453		11,880.45	16,424.03
4/18/13	4/25	A46964	CHK: 095823	11013	NOTEPADS	2819	9048		1,137.75	17,561.78
4/19/13	4/25	A46980	CHK: 095820	11013	FULL PAGE ADVERTISEMENT	3171	2013-26741		2,340.00	19,901.78
4/19/13	4/25	A46981	CHK: 095820	11013	FULL PAGE ADVERTISEMENT	3171	3012-8697		2,340.00	22,241.78
4/30/13	5/22	A47766	CHK: 096088	11093	CITY OF GONZALES REAL MA	0114	865386401		1,315.00	23,556.78
=====				APRIL ACTIVITY	DB:	23,556.78	CR:	0.00	23,556.78	
5/01/13	5/08	A47468	CHK: 095981	11059	4 COLOR BANNER WIDE SKYS	2404	240899		375.00	23,931.78
5/01/13	5/08	A47469	CHK: 095981	11059	4 COLOR DEST SPOTLIGHT	2404	240901		600.00	24,531.78
5/01/13	6/14	A48716	CHK: 096434	11157	JUNE SUMMER CONCERT RET	0114	966418001		550.00	25,081.78
5/01/13	7/26	A50563	CHK: 096978	11276	MONTHLY BILLING FOR JUNE	1044	463422		1,363.61	26,445.39
5/04/13	6/06	A48504	CHK: 096290	11145	FULL PAGE COLOR FOR MAY	2867	579		375.00	26,820.39
5/17/13	6/06	A48467	CHK: 096356	11145	SA MAGAZINE-PRINT JUNE	2478	2013-8698		2,340.00	29,160.39
5/17/13	6/06	A48524	CHK: 096357	11145	MONTHLY STATEMENT	3171	2013-8698		2,340.00	31,500.39
5/23/13	6/06	A48513	CHK: 096384	11145	4 COLOR, 1/3 PAGE, DISPL	3024	237944		827.69	32,328.08
5/31/13	6/06	A48464	CHK: 096387	11145	4 COLOR BANNER WIDE SKYS	2404	240900		375.00	32,703.08
5/31/13	6/06	A48503	CHK: 096389	11145	FULL PAGE FOUR COLOR 12X	2840	2013-15104		2,200.00	34,903.08
5/31/13	6/14	A48715	CHK: 096434	11157	COG REAL MAGAZINE U 76	0114	865738901		1,630.00	36,533.08
=====				MAY ACTIVITY	DB:	12,976.30	CR:	0.00	12,976.30	
6/01/13	6/14	A48821	CHK: 096444	11157	BROCHURES	1044	465119		1,363.61	37,896.69
6/06/13	6/19	A49009	VOID: 096357	11180	REVERSE VOIDED CHECK	3171	2013-8698		2,340.00CR	35,556.69
6/25/13	7/12	A49965	CHK: 096863	11224	GRAPIC DESIGN WESITE UPD	2895	1062		800.00	36,356.69
6/28/13	7/26	A50583	CHK: 097026	11276	E-NEWS SPOTLIGHT, WEB DI	2404	240902		1,250.00	37,606.69
6/28/13	7/26	A50584	CHK: 097026	11276	E-NEWS EXCL BANNER, WEB	2404	240903		700.00	38,306.69

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
6/30/13	7/12	A49972	CHK: 096823	11224	COFG/JULY REAL MAGAZINE	0114	866783001		1,630.00	39,936.69
6/30/13	7/19	A50310	CHK: 096949	11246	INTERNET PREMIUM BOX	2714	IN62743		892.50	40,829.19
			=====	JUNE ACTIVITY	DB:	6,636.11	CR:	2,340.00CR	4,296.11	
7/01/13	7/19	A50260	CHK: 096892	11246	ADVERTISING	1044	466937		1,363.61	42,192.80
7/18/13	7/26	A50534	CHK: 097018	11276	BROCHURE FOR TOURISM	0230	81744		130.00	42,322.80
7/30/13	8/09	A51118	CHK: 097214	11314	ADVERTISING	2404	240127		2,140.00	44,462.80
7/31/13	8/16	A51346		11337	WEB DISPLAY	2404	240898		495.00	44,957.80
			=====	JULY ACTIVITY	DB:	4,128.61	CR:	0.00	4,128.61	
8/01/13	8/16	A51313		11337	RACK CARDS	1044	468703		1,363.61	46,321.41
8/13/13	8/16	A51305		11337	ANNUAL THLA MEMBERSHIP	0926	013-26099		321.16	46,642.57
			=====	AUGUST ACTIVITY	DB:	1,684.77	CR:	0.00	1,684.77	
			=====	ACCOUNT TOTAL	DB:	48,982.57	CR:	2,340.00CR		

7-811.503	ELECTRICAL LINE EXPENSE									
	B E G I N N I N G B A L A N C E									0.00

7-811.504	SIGNAGE & BANNERS									
	B E G I N N I N G B A L A N C E									0.00
4/16/13	4/17	A46749	CHK: 095741	10996	SIGN FOR INDEPENDENCE GO	3140	7995-1		1,812.50	1,812.50
			=====	APRIL ACTIVITY	DB:	1,812.50	CR:	0.00	1,812.50	
5/23/13	6/06	A48312	CHK: 096300	11145	SAFETY SNAPS AND ROPE	0219	00633803		64.01	1,876.51
5/30/13	6/06	A48500	CHK: 096364	11145	MESH STREET BANNER	2819	9160		1,232.41	3,108.92
			=====	MAY ACTIVITY	DB:	1,296.42	CR:	0.00	1,296.42	
6/28/13	7/03	A49642	CHK: 096752	11213	U BOLT PLATE & BIT SNAP	0219	00635706		15.48	3,124.40
			=====	JUNE ACTIVITY	DB:	15.48	CR:	0.00	15.48	
			=====	ACCOUNT TOTAL	DB:	3,124.40	CR:	0.00		

7-811.520	MARKETING AND PROMOTIONS									
	B E G I N N I N G B A L A N C E									0.00
4/11/13	4/25	A46963	CHK: 095823	11013	DECALS AND APPLICATIONS	2819	9016		423.80	423.80
4/18/13	4/25	A46965	CHK: 095823	11013	RACK CARDS	2819	9049		6,075.00	6,498.80
4/18/13	4/25	A46966	CHK: 095823	11013	PROMOTIONS 10,000 BROCHU	2819	9050		3,880.00	10,378.80
4/27/13	5/22	A47703	CHK: 096060	11093	CELL SERVICE	1071	2682-05052013		37.20	10,416.00
			=====	APRIL ACTIVITY	DB:	10,416.00	CR:	0.00	10,416.00	
5/27/13	6/20	A49102	CHK: 096566	11175	04/28/2013-05/27/2013 BI	1071	06052013		37.00	10,453.00
			=====	MAY ACTIVITY	DB:	37.00	CR:	0.00	37.00	

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
6/27/13	7/19	A50262	CHK: 096887	11246	BILL ENDING 6/27/13	1071	06/27/13 BILL		6.69	10,459.69
6/28/13	7/03	A49648	CHK: 096777	11213	BROCHURES FOR TOURISM	0230	81575		448.00	10,907.69
			=====	JUNE ACTIVITY	DB:	454.69	CR:	0.00	454.69	
7/27/13	8/09	A51077	CHK: 097150	11314	6/28/13-7/27/13 MONTHLY	1071	6/28/13-7/27/13		37.00	10,944.69
			=====	JULY ACTIVITY	DB:	37.00	CR:	0.00	37.00	
			=====	ACCOUNT TOTAL	DB:	10,944.69	CR:	0.00		

7-811.521			SPECIAL PROJECTS							
			B E G I N N I N G		B A L A N C E					0.00

7-811.522			EVENTS							
			B E G I N N I N G		B A L A N C E					0.00

7-811.525			HISTORIC PRESERVATION							
			B E G I N N I N G		B A L A N C E					0.00

7-811.526			MEMORIAL MUSEUM							
			B E G I N N I N G		B A L A N C E					0.00

7-811.527			EGGLESTON HOUSE							
			B E G I N N I N G		B A L A N C E					0.00

7-811.528			JB WELLS HOUSE							
			B E G I N N I N G		B A L A N C E					0.00

7/03/13	7/12	A49940	CHK: 096836	11224	RECEIPTS FOR MAINTENANCE	1130	070313		2,499.82	2,499.82
			=====	JULY ACTIVITY	DB:	2,499.82	CR:	0.00	2,499.82	
			=====	ACCOUNT TOTAL	DB:	2,499.82	CR:	0.00		

7-811.529			RIVERSIDE MUSEUM							
			B E G I N N I N G		B A L A N C E					0.00

5/21/13	6/06	A48449	CHK: 096314	11145	PHONE AND INTERNET	1816	0000141785-004-5		129.46	129.46
			=====	MAY ACTIVITY	DB:	129.46	CR:	0.00	129.46	
6/21/13	7/03	A49677	CHK: 096757	11213	6/21/13 BILLING	1816	6/21/2013 BILLING		89.77	219.23
			=====	JUNE ACTIVITY	DB:	89.77	CR:	0.00	89.77	
7/21/13	8/02	A50815	CHK: 097077	11301	BILL ENDING 7/21/2013	1816	BILL END 7/21/13		71.76	290.99
			=====	JULY ACTIVITY	DB:	71.76	CR:	0.00	71.76	
			=====	ACCOUNT TOTAL	DB:	290.99	CR:	0.00		

8-16-2013 8:25 AM

D E T A I L L I S T I N G

PAGE: 6

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

7-811.610 OFFICE FURNITURE & EQPT

B E G I N N I N G B A L A N C E

0.00

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000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	88,520.81	2,471.36CR
ENDING BALANCES:	88,520.81	2,471.36CR

**GONZALES TOURISM COMMITTEE
SPECIAL PROJECTS
APPROVED BY CITY COUNCIL
10/01/2013 - 09/30/2014**

Gonzales Chamber of Commerce & Agriculture Approved by City Council July 2, 2013	\$5,000.00
Old Jail Museum Visitor Center Approved by City Council August 6, 2013	\$5,000.00
Rusted Gingham Approved by City Council August 6, 2013	\$3,500.00
TOTAL	\$13,500.00
PROPOSED BUDGET	\$25,000.00
APPROVED FUNDING	\$13,500.00
AVAILABLE FUNDS	\$11,500.00



In 2011, the average travel party to Texas spent \$782 per trip. Travel parties participating in Museums and Art Exhibits activities spent \$1,246 per trip – 59 percent more than the average travel party.

Based on data from the Office of the Governor, Economic Development and Tourism and studies commissioned by cities, nonprofit arts and culture industries generate \$2.46 billion in tourism spending. This translates into 21,000 jobs with earnings in excess of \$700 million. In addition, the state and local governments received \$158.5 million in tax revenue from these visitors.

Nonprofit Arts & Culture Industry Tourism in Texas (2011)

	State of Texas	Arts & Culture
Spending	\$63.15 Billion	\$2.46 Billion
Earnings	\$17.62 Billion	\$0.69 Billion
Employment	545,300	21,236
Local Tax	\$1.10 Billion	\$42.68 Million
State Tax	\$2.98 Billion	\$115.86 Million

Travel and tourism spending in Texas surpassed \$63.1 billion in 2011. Last year, travel-generated employment was 545,300 jobs with earnings in excess of \$17.6 billion.¹ Out-of-state visitors travel to Texas for a variety of reasons, but arts and culture are a major reason tourists come to Texas. According to research² commissioned by the Office of the Governor, Economic Development and Tourism, thousands of out of town visitors come to Texas to see the state's art and culture attractions such as the Alamo, Houston Museum District, Bob Bullock Museum, and the Kimbell Art Museum. In fact, four of the top ten activities for non-resident visitors are arts, culture, and history-related.

Top 10 Activities for Non-Resident Overnight Leisure Visitors

1. Visiting Friends/Relatives
2. Culinary/Dining Experience
3. Shopping
4. **Concert/Theater/Dance***
5. Touring/Sightseeing
6. **Historic Sites***
7. Nightlife
8. **National/State Parks***
9. Movies
10. **Museums/Art Exhibits***

¹ <http://www.travel.state.tx.us/TravelResearch/Economic-Impact.aspx>

² <http://www.travel.state.tx.us/TravelResearch/Travel-Volume-and-Behavior.aspx>

From the Dallas Business Journal

:<http://www.bizjournals.com/dallas/news/2013/06/28/dallas-based-hotels-are-following-the.html>

Jun 28, 2013, 11:42am CDT Updated: Jun 28, 2013, 1:41pm CDT

Dallas-based hotels are following the shale boom



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The oil and gas shale boom has been “phenomenal” for hotel and motel developers, including Dallas-based **La Quinta Inn & Suites** and Carrollton-based **Motel 6**.

Shale drilling in the Eagle Ford Shale in South Texas, the Permian Basin in West Texas and the Bakken in North Dakota brings an influx of workers who need a place to live.

Developers can’t build the hotels fast enough and low supply, high demand means rooms can rent for \$150 or \$200 a night in some cases.

La Quinta has more than 30 locations either open or under development in the Permian, Eagle Ford and Bakken shales.

“Every brand, La Quinta included, has seen tremendous growth,” said [David Wilner](#), senior vice president of franchise development. “We’re in every viable market that North Dakota has whether it’s Williston, Bismark or Fargo.”

He said one Fargo La Quinta was so busy another hotel of the same brand was built in the parking lot.

It’s been well documented that some [oil and gas producers set up man camps for workers](#) because of the housing shortage there.

Apartment builders also are capitalizing on the shale boom, Wilner said.

During the recession, that really sustained companies such as La Quinta, who could get financing through cities flush with cash from drilling while, at the same time nationally, banks tightened up their lending.

After building all these hotels, the question remains, how long will the shale boom last in these areas?

Though hydraulic fracturing remains controversial, Wilner said there's also pressure for the United States to use domestic energy.

"Right now we've done a lot of research and it looks like this boom is going to last longer than the ones that were experienced in the past," Wilner said.

The hotel industry has been burned before by the rise and fall of oil and gas.

La Quinta, for example, had a hotel in Colorado that opened in 2005 was running at 95 percent occupancy at \$200 a night because of drilling activity on the Western Slope. As companies left that area to go after shale oil and gas, hotel demand dried up, too.

Motel 6 also is [experiencing growth with its motels and extended-stay brand, Studio 6](#), operating in cities such as Odessa, Midland, Lewiston, N.D. and others, according HotelsNow.com.

The America's **Best Value Inn** stopped accepting reservations in Midland because it was exceeding 100 percent capacity, [Patrick Mullinix](#), executive vice president of development for parent company Vantage Hospitality Group, told HotelsNow.com.

The company is building four hotels in the Eagle Ford Shale in Pearsall, Cuero, Dilley and Cortulla and has a location under construction in Midland, the website reported.

Nicholas covers the energy and banking beats for the Dallas Business Journal.
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