

GONZALES TOURISM ADVISORY COMMITTEE MEETING

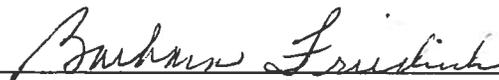
Thursday, February 13, 2014
City Hall at 12:30 P.M.

AGENDA

1. Call to Order, Certification of Quorum.
2. Public/Citizens Comments.
3. Discuss and Approve minutes of January 15, 2014.
4. Discuss and Consider DVS Promotion's request for funding.
5. Discuss and Consider voting policy for requests for funding in excess of \$2,499.00.
6. Discuss and Consider billboard proposals.
7. Discuss and Consider advertising options in the Austin area to replace advertising in Real Magazine which is no longer being published.
8. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
9. Report on Upcoming Events.
10. Financial Report.
11. Report from Committee Members and Staff.
12. Next regular meeting will be March 13, 2014 at 12:30 p.m.
13. 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 www.cityofgonzales.org the 7th day of February 2014 at 1:40 a.m. (p.m.) 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

**Thursday, January 15, 2014
City Hall at 12:30 P.M.**

MINUTES

- 1. Call to Order, Certification of Quorum.**
Chair Richard Tiller called the meeting to order at 12:30 pm and certified a quorum with Paul Frenzel, Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Meena Patel, Barbara Friedrich, Daisy Scheske and Tim Patek. Alison Rodriguez was absent. Marketing consultant Loretta Shirley and Mayor Robert A. Logan were also present.
- 2. Public/Citizens Comments.**
Ann Covert announced that the Spade and Trowel Garden Club has agreed to spend funds to light Courthouse Square.
- 3. Discuss and Approve minutes of November 14 and December 12, 2013.**
Following discussion, Paul Frenzel moved to approve the minutes of November 14 with the correction that Mayor Robert A. Logan was present and to approve the minutes of December 12, 2013. Meena Patel seconded the motion. The motion prevailed by unanimous vote.
- 4. Discuss and Consider Billboards.**
Loretta Shirley presented a proposal of cost of billboards. This campaign will include a series of three billboards in the Houston or San Antonio area toward Gonzales. All locations will be leased on a 12 month term.
Following discussion, Ken Morrow moved to approve to recommend to City Council to fund up to \$50,000.00 for a billboard campaign. Meena Patel seconded the motion. The motion prevailed by unanimous vote.
- 5. Discuss and Consider GCHC-GC Jail Museum THMD Information Center request for funding.**
This item was tabled at the November meeting for further information about the project. Glenda Gordon of Gonzales County Historical commission presented the requested information to the committee.
Following discussion, Anne Covert moved to recommend to City Council to fund up to \$5,000.00 to GCHC-GC Jail Museum THMD for placing THMD signage at Riverside Community Center, Gonzales Memorial Museum, and Eggleston House. Meena Patel seconded the motion. The motion prevailed by unanimous vote.
- 6. Discuss and Consider advertising in True West Magazine.**
Loretta Shirley reported that True West Magazine wanted to do a feature story in their magazine in the October issue. If the City did not advertise, they would not give a full feature in this issue.
Following discussion, Meena Patel moved to recommend to City Council to fund advertising in True West Magazine. Anne Covert seconded the motion. The motion prevailed by unanimous vote.

7. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.

Loretta Shirley presented the Marketing Report to the Committee. She stated that we would need to order the Gonzales Brochure and requested that the brochure committee meet to go over the brochure for changes. Loretta spoke of a Fam Tour in Gonzales. The committee would have to provide a meal and rooms. She reported that the google ad campaign had over 1,000 direct clicks.

8. Report on Upcoming Events.

Lions Club Marti Gras
Gonzales Chamber of Commerce Banquet
Crystal Theater Valentines Weekend

9. Financial Report.

Financial Report was reviewed.

10. Report from Committee Members and Staff.

Will check back next year with the San Antonio Stock Show as to advertising.
Bo Davis will be coming to Tourism Committee for funding for PBR.
Appointment/Reappointment of Committee Members will be on March agenda.

11. Next regular meeting will be February 13, 2014 at 12:30 p.m.

12. Adjourn.

No further matters were discussed. Meeting was adjourned by motion by Meena Patel and seconded by Paul Frenzel.

Barbara Friedrich, Recording Secretary



February 6, 2014

**PBR Gonzales Bull Riding 2014
Media and Marketing Plan**

RE: H.O.T Funding

Our proposed Media and Marketing plan includes the media buy from sponsorship trades, and what we plan to use the H.O.T funding to budget for media buys and marketing materials to promote the PBR event in outer lying areas. Our Media Buy expenses for 2013 were well over \$6,000 and our goal for 2014 will exceed that amount in a effort to promote for a 2 day event.

The following is a Schedule of Activities that will take place during the weekend of the event and encourage people to stay for the duration of the weekend.

Thurs. July 10th 7:30 p.m. - PBR Calcutta at Running M Bar & Grill
Fri. July 11th 5:30 p.m. Doors Open 7:30 p.m. - PBR Gonzales Bull Riding
Fri. July 11th 10:00 p.m. Official PBR After Party
Sat. July 12th 9:00 a.m. "Riders Cup" Golf Tournament
Sat. July 12th 5:30 p.m. Doors Open 7:30 p.m. - PBR Gonzales Bull Riding
Sat. July 12th 10:00 p.m. Official PBR After Party

Thank You,

Bo Davis
DVS Productions



PBR Gonzales Bull Riding 2014
Proposed Media and Marketing Plan

- Media Print: **\$6,000 in-kind sponsor – The Gonzales Cannon** (*sponsor trade*)
Victoria Advocate
Shiner Gazette
Yoakum
Hallettsville Herald
Molton Eagle
- Radio: **\$3,500 in-kind sponsor – KCTI** (*sponsor trade*)
Victoria and surrounding area – KIXS
Victoria and surrounding area - Tejano Station
San Antonio Y100
- Web: www.pbrgonzales.com website
Posted and linked on the PBR website pbr.com
Posted and linked on Gonzales Chamber website
- Social Media: **Facebook.com/pbrgonzales**
- Print: **300 Posters distributed**
2,000 Flyers distributed
Table tents in local restaurants and bars
- Promotions: **PA reads and signage at the PBR Bull Riding at Cowboys**
Dancehall in San Antonio
Magnets displayed on 20 vehicles
Decals on 27 Stewart Trucking semi's

Proposed Paid Media Buy: \$7,900

The Victoria Advocate

- "Our circulation: Monday, Tuesday, Thursday, Friday, Saturday, 31,927; Wednesday, 32,155; and Sunday, 33,368. We average 3 readers per copy daily and 3.1 on Sundays (avg. 90,000 readers per day) \$1,500

Shiner, Yoakum, Hallettsville and Molton - 2 weeks in each publication \$600

Victoria – KIXS/JACK – 176 - 30 sec spots reaching over 250,000 listeners in South TX
Costing approx. \$2,800

Univision - KXTN 40 sec spots \$1,500

San Antonio – Y100, Est. Costs \$1,500

HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

State Law: By law of the State of Texas, the City of Gonzales collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- i) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention facilities or visitor information centers, or both;
- ii) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- iv) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** that the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms, and
- v) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- vi) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.

City Policy: The City of Gonzales accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application by January 1, April 1, July 1 and October 1. The application will be reviewed by the Gonzales Tourism Committee at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Gonzales. The amount that you are requesting should not exceed more than 25 percent of the gross amount of hotel night revenue that you are predicting that will be created or sustained by your event. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of

hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

a) **historic information on the number of room nights used during previous years of the same events;**

b) **current information on the size of a room block that has been reserved at area hotels** to accommodate anticipated overnight guests attending the event requesting hotel tax funds;

c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event;** and/or

d) **examples of marketing of the programs and activities that are likely to generate encourage overnight visitors** to local lodging properties.

Use of Local Vendors: The Gonzales Tourism Committee encourages all event organizers to patronize Gonzales businesses for food, supplies, materials, printing, etc.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the City of Gonzales's funding of a particular event.

Supplemental Information Required With Application: Along with the application, please submit the following:

| | |
|------------------|---|
| <u> X </u> | Proposed Marketing Plan for Funded Event |
| <u> X </u> | Schedule of Activities or Events Relating to the Funded Project |

Submit to: City of Gonzales
Attention: Tourism Advisory Committee
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

For Questions Contact: Tim Patek
Parks and Recreation Director
City of Gonzales

APPLICATION

Organization Information

Date: February 4, 2014
Name of Organization: DVS Productions
Address: PO Box 96 – 10785 W State Hwy 97
City, State, Zip: Gonzales, TX 78629
Contact Name: Bo Davis
Contact Phone Number: 512-921-0018
Web Site Address for Event or Sponsoring Entity: www.pbrgonzales.com
Is your organization: Non-Profit _____ Private/For Profit X
Tax ID #: _____ Entity's Creation Date: 1994
Purpose of your organization: Promote and Produce of events bull riding, rodeo and special events.

Name of Event or Project: PBR Gonzales
Date of Event or Project: July 11 & 12, 2014
Primary Location of Event or Project: J.B. Wells Arena
Amount Requested: \$6,000
How will the funds be used? Advertising and Marketing for event
(See attached media plan)

Primary Purpose of Funded Activity/Facility: To bring a Professional Organization's event to the City of Gonzalez.

Percentage of Hotel Tax Support of Related Costs

8% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax
0 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 _____

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.
 X

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.**
100%

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate? 70 contestants, 30 stock contractors

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? 100%

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?

A majority of the participating athletes and stock contractors will stay Fri night and a small percentage will stay both nights. 85% of the contract personnel will stay 1-2 nights. 5% of patrons that attend the event will stay 1 to 2 nights.

Questions for all Funding Requests:

How many years have you held this Event or Project: 5 years

Expected Attendance: 2,500-3,000 per performance

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 30% (1) night, 20% (2) nights, 5% (3) nights

How many nights will they stay? 1-3

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes just for our staffing needs, Sleep Inn (20 room nights for staff), plus a special rate being offered to fans and participants to book their own room at Sleep Inn and Holiday Inn & Suites.

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 | July 2011 | \$3,000 | 40 room nights, est. |
| Gonzales | July 2012 | \$3,000 | 50 room nights, est. |
| Gonzales | July 2013 | \$3,000 | 50 room nights, est. |

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

Through management sources of the host hotel.

Please list other organization, government entities and grants that have offered financial support to your project: N/A

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

Paid Advertising \$8,000 Newspaper X Radio X TV _____

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

Other _____ Website and email blast _____

What areas does your advertising and promotion reach?

Gonzales, Hallettsville, Shiner, Yoakum, Victoria, Austin, San Antonio

What number of individuals will your proposed marketing reach that are located in another city or county? Over 500,000 people

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

Expected Attendance Monthly/Annually: 2,500 per performance, plus sponsor seating

Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: 10%

Barbara Friedrich

From: Loretta Shirley <loretta@rockinsmarketing.com>
Sent: Thursday, February 06, 2014 4:42 PM
To: Barbara Friedrich
Subject: Fwd: Summer Concert Series advertising recommendations
Attachments: ATT00001.htm; ATT00002.htm; COG.2014..pptx; ATT00003.htm

Please include as an action item on the Tourism Agenda. Since the Real Magazine is no longer being published these are some other options to consider. The funds are budgeted for REAL magazine, so we will move them over to something else with the same company. This will help us reach the Austin Market with our Summer Concert and summer tourism ads.

Thanks,
Loretta

Begin forwarded message:

From: "Thomas, Lianne (CMG-Austin)" <Lianne.Thomas@coxinc.com>
Subject: Summer Concert Series advertising recommendations
Date: January 28, 2014 1:17:20 PM CST
To: "Loretta Shirley (loretta@rockinsmarketing.com)"
<loretta@rockinsmarketing.com>

Good afternoon Loretta!

I hope your week is off to a good start and you're staying safe in this crazy, ice weather! Did you ever connect with Marty about the billboard buy?

I've put together some advertising recommendations for the Summer Concert Series and the 4th of July event. Please see the attachment and let me know if you have any questions. I've given you pricing with a 12x commitment that you can use throughout the year (for Come and Take It and Winterfest ads)

I know you said you meet with city council at the first of the month so just let me know the best time to follow up next week.

Stay warm!

Best,

LIANNE M. THOMAS | MULTIMEDIA SALES CONSULTANT
lianne.thomas@coxinc.com | O: 512.445.3827 | C: 210.833.4893 | F: 512.445.1785
StatesmanSolutions.com | statesman.com | austin360.com

StatesmanSolutions
digital | print | social | events | research

COX MEDIA
GROUP Austin

CITY OF GONZALES

Advertising Solutions
April – July 2014



COME AND TAKE IT

Summer Concert Series

- **Austin360 Print** – Reach targeted and engaged event-seekers weekly
 - Publishes every Friday – 120,000 circulation
 - 1/6 page, full color weekly
 - May 2 – May 30
 - \$350 per ad (free color included with 12x commitment)
- **Austin360.com, Statesman.com, Yahoo.com** – Behaviorally-targeted display ads targeting users engaging with Texas Travel, Texas history and events
 - 50,000 targeted impressions per month
 - 300x250 and 728x90 ad units
 - \$750 per month

Monthly investment: \$2,500

Additional recommendation: Austin360 Weekend Best Bets Email Blast – Reach 18,000 subscribers every Thursday through a sponsorship of weekly email blast to engaged weekend planners looking for things to do!

- \$350 per run with 12x commitment



COME AND TAKE IT

4th of July

- **Austin360 Print** – Reach targeted and engaged event-seekers weekly
 - Publishes every Friday
 - 1/2 page, full color
 - June 20 and June 27
 - \$880 per ad (12x rate – free color included)
- **Austin360.com, Statesman.com, Yahoo.com** – Behaviorally-targeted display ads targeting users engaging with Texas Travel, Texas history and events
 - 75,000 targeted impressions per month
 - 300x250 and 728x90 ad units
 - \$1,000 per month

Monthly investment: \$2,760

Additional recommendation: Austin360 Weekend Best Bets Email Blast – Reach 18,000 subscribers every Thursday through a sponsorship of weekly email blast to engaged weekend planners looking for things to do!

- \$350 per run with 12x commitment



COME AND TAKE IT

Additional Recommendation

- **Digital Video Service**
 - :90 second Tourism video explaining the history behind the City of Gonzales, including shots of the historic grounds – Telling the story of "Come and Take It"
 - 4 hour shoot, creation of You tube channel
 - 200,000 online display impressions
 - :30 second video also included
 - \$1500 total



COME AND TAKE IT

Additional Information

1. Marketing Schedule – Spring Texas Events Calendar

2. Marketing Update

- a. New Visitor Guide / Brochure Ordered.
- b. Visitor Guide / Brochure Distribution

3. Smart Phone App Update

a. Bar Z new interactive website software is ready, they are now working on a platform to move it from the app to a website. Going to re-design tourgonzales.com website and migrate content to new platform at same time.

4. App Stats, Web and Social Media Update

Tour Gonzales App Stats

| | |
|-------------------|-------------------|
| Jan New Downloads | 61 |
| Region | % of Users |
| Austin | 52.00% |
| Houston | 6.00% |
| San Antonio | 13.00% |
| DFW | 15.00% |
| Corpus | 8.00% |

Tour Gonzales Website

| | |
|--------------|------|
| Pageviews | 3783 |
| New Visitors | 73% |

Tour Gonzales Facebook

| | |
|------------------|-----|
| Likes | 109 |
| People Saw Posts | 850 |

5. Other Updates and Info

- a. December Direct leads/brochure requests from ads – 241

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

| | APPROVED | FUNDED |
|---|--------------------|--------------------|
| Gonzales Chamber of Commerce & Agriculture Approved by City Council July 2, 2013 | \$5,000.00 | \$4,516.08 |
| Old Jail Museum Visitor Center Approved by City Council August 6, 2013 | \$5,000.00 | \$4,731.92 |
| Rusted Gingham Approved by City Council August 6, 2013 | \$3,500.00 | \$1,724.46 |
| Historic Homes Association Approved by Committee August 26, 2013 | \$1,000.00 | \$963.59 |
| Central Texas Independent Cattlemen's Association Approved by Committee September 26, 2013 | \$2,500.00 | |
| | <hr/> | |
| TOTAL | \$17,000.00 | \$11,936.05 |
| | | |
| PROPOSED BUDGET | \$25,000.00 | \$25,000.00 |
| APPROVED FUNDING | \$17,000.00 | \$11,936.05 |
| AVAILABLE FUNDS | \$8,000.00 | \$13,063.95 |

CITY OF GONZALES
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2014

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> | | | | | | |
| 4-810.100 TRANSFERS FROM GENERAL FUND | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 4-810.110 TEXAS CAPITAL GRANT FUNDS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 4-810.501 COURT SECURITY/TECHNOLOGY/CHI | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 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 | 385,000.00 | 83,194.38 | 276,117.88 | 71.72 | 0.00 | 108,882.12 |
| 4-811.801 INTEREST INCOME | 750.00 | 113.31 | 534.52 | 71.27 | 0.00 | 215.48 |
| TOTAL 811-HOTEL/MOTEL | 385,750.00 | 83,307.69 | 276,652.40 | 71.72 | 0.00 | 109,097.60 |
| <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 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 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 | 9,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 9,000.00 |
| 4-814.501 MUNICIPAL COURT FEES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| TOTAL 814-MUNICIPAL COURT | 9,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 9,000.00 |
| *** TOTAL REVENUES *** | 394,750.00 | 83,307.69 | 276,652.40 | 70.08 | 0.00 | 118,097.60 |

C I T Y O F G O N Z A L E S
 FINANCIAL STATEMENT
 AS OF: JANUARY 31ST, 2014

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 | 1,500.00 | 0.00 | 5.52 | 0.37 | 0.00 | 1,494.48 |
| 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 | 1,500.00 | 0.00 | 5.52 | 0.37 | 0.00 | 1,494.48 |
| <u>3-MAINT/BLDG-EQUIP-STRUCT</u> | | | | | | |
| 7-811.304 OFFICE EQPT & FURNITURE | <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 3-MAINT/BLDG-EQUIP-STRUCT | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| <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 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7-811.408 MEMBERSHIP DUES | 2,500.00 | 2,665.25 | 2,665.25 | 106.61 | 0.00 | (165.25) |
| 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 | 45,000.00 | 17,980.04 | 17,980.04 | 39.96 | 0.00 | 27,019.96 |
| 7-811.413 PIONEER VILLAGE | 10,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 10,000.00 |
| 7-811.414 JB WELLS PARK | 10,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 10,000.00 |
| 7-811.415 MAIN STREET | 10,000.00 | 0.00 | 4,661.91 | 46.62 | 0.00 | 5,338.09 |
| 7-811.417 INSURANCE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7-811.430 TRAVEL & TRAINING | <u>5,000.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>5,000.00</u> |
| TOTAL 4-CONTRACT/OPER SERVICES | 82,500.00 | 20,645.29 | 25,307.20 | 30.68 | 0.00 | 57,192.80 |
| <u>5-SPECIAL CHARGES EXPENSE</u> | | | | | | |
| 7-811.502 ADVERTISING | 140,000.00 | 0.00 | 33,073.56 | 23.62 | 0.00 | 106,926.44 |
| 7-811.503 ELECTRICAL LINE EXPENSE | 0.00 | 1,363.61 | 1,363.61 | 0.00 | 0.00 | (1,363.61) |
| 7-811.504 SIGNAGE & BANNERS | 10,000.00 | 0.00 | 10.44 | 0.10 | 0.00 | 9,989.56 |
| 7-811.520 MARKETING AND PROMOTIONS | 25,000.00 | 4,157.50 | 9,329.00 | 37.32 | 0.00 | 15,671.00 |
| 7-811.521 SPECIAL PROJECTS | 40,000.00 | 8,035.42 | 17,588.61 | 43.97 | 0.00 | 22,411.39 |
| 7-811.522 EVENTS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7-811.525 HISTORIC PRESERVATION | 25,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 25,000.00 |
| 7-811.526 MEMORIAL MUSEUM | 35,000.00 | 21,417.50 | 28,320.00 | 80.91 | 0.00 | 6,680.00 |
| 7-811.527 EGGLESTON HOUSE | 5,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| 7-811.528 JB WELLS HOUSE | 10,000.00 | 1,027.03 | 3,527.03 | 35.27 | 0.00 | 6,472.97 |
| 7-811.529 RIVERSIDE MUSEUM | <u>5,000.00</u> | <u>69.24</u> | <u>1,145.78</u> | <u>22.92</u> | <u>0.00</u> | <u>3,854.22</u> |
| TOTAL 5-SPECIAL CHARGES EXPENSE | 295,000.00 | 36,070.30 | 94,358.03 | 31.99 | 0.00 | 200,641.97 |

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Jan-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 1-001.000 THRU 7-811.610

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

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

1/16/14 1/31 A56678 CHK: 098917 11740 THLA MEMBERSHIP 0926 014-23202 2,665.25 2,665.25
 ===== JANUARY ACTIVITY DB: 2,665.25 CR: 0.00 2,665.25
 ===== ACCOUNT TOTAL DB: 2,665.25 CR: 0.00

7-811.409 SUBSCRIPTIONS
B E G I N N I N G B A L A N C E 0.00

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

1/14/14 1/24 A56338 CHK: 098833 11733 OPERATING EXPENSES 0041 4TH QTR 2013 3,750.00 3,750.00
 1/14/14 1/24 A56338 CHK: 098833 11733 RENOVATIONS KITCHEN 0041 4TH QTR 2013 13,832.82 17,582.82
 1/30/14 1/31 A56622 CHK: 098891 11740 REIMBURSEMENT FOR TOURIS 0041 REIMBURSE 1-30-14 397.22 17,980.04
 ===== JANUARY ACTIVITY DB: 17,980.04 CR: 0.00 17,980.04
 ===== ACCOUNT TOTAL DB: 17,980.04 CR: 0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Jan-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 1-001.000 THRU 7-811.610

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

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

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

10/17/13 10/31 A53820 CHK: 098017 11524 COLOR BANNER,GROMMET BAN 3081 1862 3,648.50 3,648.50
===== OCTOBER ACTIVITY DB: 3,648.50 CR: 0.00 3,648.50

11/20/13 11/27 A54745 CHK: 098214 11599 500 FT. C-9 SPOOL, MALE 3292 24954 196.18 3,844.68
===== NOVEMBER ACTIVITY DB: 196.18 CR: 0.00 196.18

12/15/13 1/03 A55693 CHK: 098614 11652 C9 CLEAR BULB, 130 VOLT, 0952 5876 206.84 4,051.52

12/15/13 1/03 A55694 CHK: 098614 11652 C9 WARM WHITE LED BULBS 0952 5877 610.39 4,661.91
===== DECEMBER ACTIVITY DB: 817.23 CR: 0.00 817.23

===== ACCOUNT TOTAL DB: 4,661.91 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

7-811.430 TRAVEL & TRAINING
B E G I N N I N G B A L A N C E 0.00

7-811.502 ADVERTISING
B E G I N N I N G B A L A N C E 0.00

10/01/13 10/11 A53117 CHK: 097807 11476 ADVERTISING 1044 4715070 1,363.61 1,363.61

10/11/13 10/22 A53550 CHK: 097940 11512 TEXAS IND. MEMBERSHIP FE 1748 10/12-08/13 1,000.00 2,363.61

10/18/13 10/31 A53806 CHK: 098041 11524 TEXAS MONTHLY NOV ISSUE 2714 TM64430 9,503.85 11,867.46

10/21/13 11/26 A54539 CHK: 000000 11446 3 OF SOUTHERN LIVING 2931 051841 16.21 11,883.67

10/30/13 11/21 A54396 CHK: 098181 11553 ADVERTISING 3287 1402088 4,151.00 16,034.67
===== OCTOBER ACTIVITY DB: 16,034.67 CR: 0.00 16,034.67

11/01/13 11/08 A54036 CHK: 098106 11542 ADVERTISING 0668 237947 5,461.93 21,496.60

11/01/13 11/08 A54102 CHK: 098107 11542 ADVERTISING NOV/DEC 3255 40007806 5,686.50 27,183.10

11/01/13 11/21 A54301 CHK: 098135 11553 ADVERTISING 1044 472871 1,363.61 28,546.71

11/27/13 12/06 A54946 CHK: 098468 11603 4 COLOR, FULL PAGE DISPL 3024 242203 1,656.18 30,202.89

11/30/13 12/20 A55403 CHK: 098583 11640 TEXAS MONTHLY 2714 IN65096 892.50 31,095.39
===== NOVEMBER ACTIVITY DB: 15,060.72 CR: 0.00 15,060.72

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Jan-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 1-001.000 THRU 7-811.610

| POST | DATE | TRAN # | REFERENCE | PACKET===== | DESCRIPTION===== | VEND | INV/JE # | NOTE | =====AMOUNT===== | =====BALANCE===== |
|-----------|---------------------------------|--------|-------------|-------------|--------------------------|------|------------------|----------|------------------|-------------------|
| 12/01/13 | 12/06 | A54886 | CHK: 098419 | 11603 | CC,HOUSTON,AUSTIN, SAT | 1044 | 474014 | | 1,363.61 | 32,459.00 |
| 12/07/13 | 1/27 | A56578 | CHK: 000000 | 11605 | GOOGLE ADWORDS | 2931 | 244-069-3222 | | 350.00 | 32,809.00 |
| 12/19/13 | 12/20 | A55239 | CHK: 000000 | 11544 | ADVERISTING | 2931 | 4427-7562-8592 | | 250.00 | 33,059.00 |
| 12/26/13 | 1/03 | A55774 | CHK: 098637 | 11652 | GEDC & MAIN STREET ADVER | 2729 | 122613-80 | | 14.56 | 33,073.56 |
| | | | ===== | | DECEMBER ACTIVITY DB: | | 1,978.17 | CR: 0.00 | 1,978.17 | |
| | | | ===== | | ACCOUNT TOTAL DB: | | 33,073.56 | CR: 0.00 | | |
| ----- | | | | | | | | | | |
| 7-811.503 | ELECTRICAL LINE EXPENSE | | | | | | | | | |
| | B E G I N N I N G B A L A N C E | | | | | | | | | |
| | | | | | | | | | | 0.00 |
| 1/01/14 | 1/10 | A56002 | CHK: 098703 | 11681 | CERTIFIED FOLDER DISPLAY | 1044 | 475215 | | 1,363.61 | 1,363.61 |
| | | | ===== | | JANUARY ACTIVITY DB: | | 1,363.61 | CR: 0.00 | 1,363.61 | |
| | | | ===== | | ACCOUNT TOTAL DB: | | 1,363.61 | CR: 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 |
| 10/01/13 | 11/08 | A53997 | CHK: 098068 | 11542 | FASTENERS, BOLTS, WASHER | 0219 | 00640687 | | 10.44 | 10.44 |
| | | | ===== | | OCTOBER ACTIVITY DB: | | 10.44 | CR: 0.00 | 10.44 | |
| | | | ===== | | ACCOUNT TOTAL DB: | | 10.44 | 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 |
| 10/01/13 | 10/11 | A53120 | CHK: 097800 | 11476 | 9/27/13 MONTHLY BILLING | 1071 | 09/27/13 BILL | | 37.00 | 37.00 |
| 10/08/13 | 10/11 | A53146 | CHK: 097831 | 11476 | MARKETING SERVICES | 2895 | 1073 | | 1,657.50 | 1,694.50 |
| 10/27/13 | 11/21 | A54302 | CHK: 098129 | 11553 | MONTHLY BILLING FOR CELL | 1071 | 9/28/13-10/27/13 | | 37.00 | 1,731.50 |
| | | | ===== | | OCTOBER ACTIVITY DB: | | 1,731.50 | CR: 0.00 | 1,731.50 | |
| 11/04/13 | 11/08 | A54089 | CHK: 098093 | 11542 | ENGRAVING CHARGE LEFT OF | 2819 | 9887 | | 125.00 | 1,856.50 |
| 11/11/13 | 11/21 | A54382 | CHK: 098179 | 11553 | MARKETING SERVICES | 2895 | 1075 | | 1,657.50 | 3,514.00 |
| | | | ===== | | NOVEMBER ACTIVITY DB: | | 1,782.50 | CR: 0.00 | 1,782.50 | |
| 12/06/13 | 12/06 | A54941 | CHK: 098459 | 11603 | MARKETING SERVICES | 2895 | 1078 | | 1,657.50 | 5,171.50 |
| | | | ===== | | DECEMBER ACTIVITY DB: | | 1,657.50 | CR: 0.00 | 1,657.50 | |
| 1/07/14 | 1/10 | A56022 | CHK: 098726 | 11681 | MARKETING SERVICES | 2895 | 1082 | | 1,657.50 | 6,829.00 |
| 1/24/14 | 1/31 | A56722 | CHK: 098899 | 11740 | TEXAS INDEPENDENCE RELAY | 3275 | 01/24/14 | | 2,500.00 | 9,329.00 |
| | | | ===== | | JANUARY ACTIVITY DB: | | 4,157.50 | CR: 0.00 | 4,157.50 | |
| | | | ===== | | ACCOUNT TOTAL DB: | | 9,329.00 | CR: 0.00 | | |

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Jan-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 1-001.000 THRU 7-811.610

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

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

| | | | | | | | | | | | |
|----------|-------|--------|-------------|----------|--------------------------|------|--------------|-----------|-----|----------|-----------|
| 10/29/13 | 10/31 | A53813 | CHK: 098002 | 11524 | BROCHURES | 2956 | 9721 | | | 963.59 | 963.59 |
| | | | ===== | OCTOBER | ACTIVITY | DB: | | 963.59 | CR: | 0.00 | 963.59 |
| 12/03/13 | 12/06 | A54949 | CHK: 098463 | 11603 | ADVERTISEMENT FOR BARN S | 3043 | 12/03/2013 | | | 1,694.49 | 2,658.08 |
| 12/12/13 | 12/20 | A55262 | CHK: 098543 | 11640 | ADVERTISING EXPENSES | 0041 | 12/12/13 | | | 4,516.08 | 7,174.16 |
| 12/12/13 | 12/20 | A55431 | CHK: 098578 | 11640 | ADVERTISEMENT FOR BARN S | 3043 | 12/12/13 | | | 29.97 | 7,204.13 |
| 12/18/13 | 1/03 | A55698 | CHK: 098641 | 11652 | RESTORATION/ADVERTISING | 1027 | 121813 | | | 2,349.06 | 9,553.19 |
| | | | ===== | DECEMBER | ACTIVITY | DB: | | 8,589.60 | CR: | 0.00 | 8,589.60 |
| 1/14/14 | 1/24 | A56491 | CHK: 098835 | 11733 | APPROVED EXPENSES | 3310 | 4TH QTR 2013 | | | 4,731.92 | 14,285.11 |
| 1/14/14 | 1/24 | A56492 | CHK: 098821 | 11733 | 4TH QTR 2013 REIMBURSEME | 3311 | 4TH QTR 2013 | | | 3,303.50 | 17,588.61 |
| | | | ===== | JANUARY | ACTIVITY | DB: | | 8,035.42 | CR: | 0.00 | 8,035.42 |
| | | | ===== | ACCOUNT | TOTAL | DB: | | 17,588.61 | CR: | 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

| | | | | | | | | | | | |
|----------|-------|--------|-------------|----------|-------------------------|------|-------------|-----------|-----|-----------|-----------|
| 10/09/13 | 10/17 | A53365 | CHK: 097909 | 11484 | ARCHITECTURAL/ENGR SERV | 1103 | 10-0501-5 | | | 522.50 | 522.50 |
| | | | ===== | OCTOBER | ACTIVITY | DB: | | 522.50 | CR: | 0.00 | 522.50 |
| 11/21/13 | 1/17 | A56168 | CHK: 098794 | 11715 | MUSEUM RESTORATION | 1103 | 10-0501-5-A | | | 6,380.00 | 6,902.50 |
| | | | ===== | NOVEMBER | ACTIVITY | DB: | | 6,380.00 | CR: | 0.00 | 6,380.00 |
| 1/13/14 | 1/24 | A56446 | CHK: 098859 | 11733 | MUSEUM RESTORATION | 1103 | 10-0501-7 | | | 2,090.00 | 8,992.50 |
| 1/28/14 | 1/31 | A56680 | CHK: 098923 | 11740 | CONCRETE WORK AT MUSEUM | 1046 | 013014 | | | 19,327.50 | 28,320.00 |
| | | | ===== | JANUARY | ACTIVITY | DB: | | 21,417.50 | CR: | 0.00 | 21,417.50 |
| | | | ===== | ACCOUNT | TOTAL | DB: | | 28,320.00 | CR: | 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

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Jan-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 1-001.000 THRU 7-811.610

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

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

| | | | | | | | | | | |
|----------|-------|--------|--------------|-------|------------------------|----------|----------|------------|------------|----------|
| 10/02/13 | 10/11 | A53121 | CHK: 097816 | 11476 | RECEIPTS FROM 4TH QTR | 1130 | 100313 | | 2,500.00 | 2,500.00 |
| | | | ===== | | OCTOBER ACTIVITY DB: | 2,500.00 | CR: | 0.00 | 2,500.00 | |
| 1/10/14 | 1/17 | A56189 | CHK: 098750 | 11715 | THE DRT --- ALAMO FUND | 2793 | 011014 | | 1,027.03 | 3,527.03 |
| 1/10/14 | 1/24 | A56447 | CHK: 098834 | 11733 | DRT EXPENSES 011104 | 1130 | 01/10/14 | | 1,027.03 | 4,554.06 |
| 1/17/14 | 1/22 | A56316 | VOID: 098750 | 11734 | REVERSE VOIDED CHECK | 2793 | 011014 | | 1,027.03CR | 3,527.03 |
| | | | ===== | | JANUARY ACTIVITY DB: | 2,054.06 | CR: | 1,027.03CR | 1,027.03 | |
| | | | ===== | | ACCOUNT TOTAL DB: | 4,554.06 | CR: | 1,027.03CR | | |

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

| | | | | | | | | | | |
|----------|-------|--------|-------------|-------|--------------------------|----------|--------------------|------|--------|----------|
| 10/10/13 | 10/11 | A53118 | CHK: 097842 | 11476 | 21 CURB STOPPERS | 1046 | 1478 | | 735.00 | 735.00 |
| 10/11/13 | 10/22 | A53561 | CHK: 097922 | 11512 | RIVERSIDE DEPT. 10/11/13 | 1816 | RIVERSIDE 10/11/13 | | 69.23 | 804.23 |
| 10/18/13 | 11/26 | A54579 | CHK: 000000 | 11446 | LIGHT FIXTURE, EXIT LIGH | 2931 | 80118165 | | 69.96 | 874.19 |
| | | | ===== | | OCTOBER ACTIVITY DB: | 874.19 | CR: | 0.00 | 874.19 | |
| 11/11/13 | 11/21 | A54324 | CHK: 098157 | 11553 | RIVERSIDE INTERNET & PHO | 1816 | RIVERSIDE 11/11/13 | | 69.21 | 943.40 |
| 11/22/13 | 11/27 | A54702 | CHK: 098247 | 11599 | ANNUAL INSPECTION | 1729 | 011231 | | 30.00 | 973.40 |
| | | | ===== | | NOVEMBER ACTIVITY DB: | 99.21 | CR: | 0.00 | 99.21 | |
| 12/06/13 | 12/20 | A55317 | CHK: 098538 | 11640 | NAILS, FLOORING | 0219 | 00644263 | | 17.99 | 991.39 |
| 12/06/13 | 12/20 | A55318 | CHK: 098538 | 11640 | FLOORING WOOD FILLER | 0219 | 00644275 | | 15.98 | 1,007.37 |
| 12/12/13 | 12/20 | A55373 | CHK: 098548 | 11640 | RIVERSIDE PHONE & INTERN | 1816 | RIVERSIDE 12/12/13 | | 69.17 | 1,076.54 |
| | | | ===== | | DECEMBER ACTIVITY DB: | 103.14 | CR: | 0.00 | 103.14 | |
| 1/11/14 | 1/24 | A56461 | CHK: 098840 | 11733 | RIVERSIDE PHONE & INTERN | 1816 | 1/11/14 RIVERSIDE | | 69.24 | 1,145.78 |
| | | | ===== | | JANUARY ACTIVITY DB: | 69.24 | CR: | 0.00 | 69.24 | |
| | | | ===== | | ACCOUNT TOTAL DB: | 1,145.78 | CR: | 0.00 | | |

7-811.610 OFFICE FURNITURE & EQPT
 B E G I N N I N G B A L A N C E 0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Jan-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 1-001.000 THRU 7-811.610

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

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000 ERRORS IN THIS REPORT!

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| | | | | |
|---------------------|-----|--------------|------|----------------|
| ** REPORT TOTALS ** | --- | DEBITS --- | ---- | CREDITS --- |
| BEGINNING BALANCES: | | 514,523.69 | | 514,523.69CR |
| REPORTED ACTIVITY: | | 620,983.15 | | 630,483.15CR |
| ENDING BALANCES: | | 1,135,506.84 | | 1,145,006.84CR |

TxDOT TRAVEL LITERATURE PROGRAM

Gonzales, TX
(name of center/city)

TRAVEL INFORMATION CENTER

VISITATION TOTALS

| YEAR <u>2013</u> | VISITOR TOTALS PER MONTH | IN-STATE AND OUT-OF-STATE MONTHLY VISITOR TOTALS | QUARTERLY TOTALS |
|------------------|--------------------------|---|--|
| JANUARY | 273 | # In-State <u>217</u> # Out-of-State <u>56</u> | TOTALS: Jan/Feb/Mar # Visitors <u>1,460</u> # In-State <u>1,172</u> # Out-of-State <u>288</u> |
| FEBRUARY | 397 | # In-State <u>287</u> # Out-of-State <u>110</u> | |
| MARCH | 790 | # In-State <u>668</u> # Out-of-State <u>122</u> | |
| APRIL | 248 | # In-State <u>221</u> # Out-of-State <u>27</u> | TOTALS: Apr/May/June # Visitors <u>1,025</u> # In-State <u>907</u> # Out-of-State <u>118</u> |
| MAY | 391 | # In-State <u>362</u> # Out-of-State <u>29</u> | |
| JUNE | 386 | # In-State <u>324</u> # Out-of-State <u>62</u> | |
| JULY | 387 | # In-State <u>77 308</u> # Out-of-State <u>79</u> | TOTALS: Jul/Aug/Sep # Visitors <u>1111</u> # In-State <u>951</u> # Out-of-State <u>160</u> |
| AUGUST | 443 | # In-State <u>413</u> # Out-of-State <u>30</u> | |
| SEPTEMBER | 281 | # In-State <u>230</u> # Out-of-State <u>51</u> | |
| OCTOBER | 528 | # In-State <u>463</u> # Out-of-State <u>65</u> | TOTALS: Oct/Nov/Dec # Visitors <u>1003</u> # In-State <u>822</u> # Out-of-State <u>181</u> |
| NOVEMBER | 269 | # In-State <u>211</u> # Out-of-State <u>58</u> | |
| DECEMBER | 206 | # In-State <u>148</u> # Out-of-State <u>58</u> | |

Old Jail
Restoration
in Progress

Texas Department of Transportation D16-062194

MAIL TO: TRAVEL LITERATURE/FULFILLMENT BRANCH
TxDOT, TRAVEL INFORMATION DIVISION
PO BOX 149248
AUSTIN, TEXAS 78714-9248

OR FAX TO: (512) 486-5944