

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, July 9, 2015
Gonzales Municipal Building at 12:30 P.M.
AGENDA

CALL TO ORDER AND CERTIFICATION OF QUORUM

PUBLIC COMMENTS

The public comments section of the meeting is for citizens to address the advisory committee as a whole

APPROVAL OF MINUTES

1. Approval of June 11, 2015 Minutes

ITEMS TO BE CONSIDERED

2. Discuss and Consider Hotel/Motel Application from Gonzales Elks Lodge #2413
3. Discuss and Consider guidelines for billboard decisions
4. Discuss and Consider details on Lunch and Learn, July 30, 2015
5. Discuss and Consider shifting more dollars to Texas Highways and Television ads
6. Discuss and Consider removal of Talking House's Signs
7. Discuss and Consider purchasing Television advertising during Chasing American Legends
8. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website

STAFF/COMMITTEE REPORTS

9. Report from brochure committee
10. Report on Upcoming Events
11. Financial Report
12. Staff Report
13. Next regular meeting will be August 6, 2015 at 12:30 p.m.

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 2nd day of July, 2015 at 2:00 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. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or may not be available to attend this event, this notice is being posted to meet the requirements of the Texas Open Meetings Act and subsequent of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.


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.

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, June 11, 2015

City Hall at, 820 St. Joseph

12:30 p.m.

The regular meeting of the Gonzales Tourism Advisory Committee was called to order by Chairman Barbara Crozier at 12:30 p.m. A quorum was present.

Members present: Barbara Crozier, Ken Morrow, Ann Covert, Alison Guerra Rodriguez, Brandy Eggar; Dawn O'Donnell, Paul Frenzel, Meena Patel; **Members absent:** Chris Kappmeyer. **Ex officio present:** Daisy Scheske of the Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Loretta Shirley, Marketing Consultant; Tim Patek, Liaison-Parks and Recreation; **City Officials present:** Mayor Bobby Logan, **Guests:** Joel Gammage, Doug Pehlan, James McMains, Keith Nason, Valerie Riddle and Rob Brown.

2. In Public Comments: Joel Gammage recapped the weekend car show with positive results. He reported it to be a great success. Over 200 cars were exhibited. 26 cars came after registration dateline. It was reported that there were 3500 viewers. 3% was local. Hotels were 60% to 100% filled. The visitors loved the town. They want to come back. There were 32000 views in social media of the event. The event reinvested in the community. Keith from Bell Oaks and Boothe B & B reported that they were 60% full and they plan a package deal for next year. The Police were very cooperative. The businesses were pleased with shoppers. The organizers see the possibility of big growth of this event. One hiccup was that a couple of the downtown businesses were unaware of the large crowds and were not prepared. Chairman Crozier suggested that we have Main Street and the Chamber help in making the businesses aware of events that are ongoing downtown.

Valerie Riddel, publisher of the Gonzales Inquirer, presented information about opportunities for publicity through the Granite Group. The newspaper receives valuable hits and this is something we might want to consider in our new marketing advantage.

3. Approval of Minutes. The minutes, with one correction in item 2 "Items to be considered" were approved as presented. The date was changed from June 21 to May 21.

Action Items:

Agenda item #3 was discussed and considered. Ann Covert corrected the date on the application to reflect 2015 request. Meena Patel moved that we recommend the \$6,000. request for publicity of the 2015 Come and Take It celebration. With a second by Alison G. Rodriguez, the motion passed with all members present voting AYE. This request is a \$1,000. Increase from last year as stated in attached

letter. It was recommended that publicity/advertising be extended to a broader geographical reach to attract more guests since name bands will be entertaining this year. \$20,000. was approved by Council to attract bigger bands. Bid bands have been signed for the event.

4. Discuss and Consider billboard selections. No action was taken on this item. Chairman Crozier suggested that we consider guidelines within which our marketing consultant could make the timely decision on choice of billboards so we don't miss out on the ones we really want. Available boards are grabbed quickly by others that are in a position to move on a decision. The guidelines could include list of potential roads, right hand read, top position, lighted and other. Barbara Crozier and Dawn O'Donnell volunteered to assist in seeking locations. This will be discussed in July meeting.

5. Discuss and Consider Lunch & Learn Hospitality Training. This would be a forum for training our front line employees in hotels and restaurants that greet guest and engage our visitors. Ann commented that she had offered two seminars for training in the past. The businesses were very receptive. Chairman Crozier suggested that perhaps we could move towards that in the future. Ken Morrow suggested and all agreed that July 31 would be a good date for the Lunch and Learn and if necessary that July 24 be a backup date. Ann and Daisy and Meena were appointed as a task force to assist Loretta with this.

6. Discuss Marketing strategies for 2015-2016: Loretta sent a report of ideas that are attached for consideration at the July Tourism Committee meeting.

7. Report by Marketing: There was no report. Loretta was out of town.

8. Report on upcoming events.

Friday night concerts in June.

Ribbon Cutting for Wells Fargo Bank

Songwriter Series at Templen Bar

Crystal Theater will present Midsummer Nights Dream on May 18.

Farmers Market on Saturday mornings 9-Noon at Laurel Ridge

9. Financial Report: The financial were reviewed. Ann Covert asked about the amount of money expended for postage, posing the question about our brochure distribution. Daisy Scheske of the Chamber responded that the funds were distributed quarterly, and that yes she responded to requests when she had brochures. Distribution of brochures were discussed and a follow-up report will be provided.

10. Staff report. Discussion was had regarding possibility of providing items of hospitality such as Chocolates and fountain pens for the hotels/motels/B & Bs. Chairman Crozier appointed Brandy and Meena as a taskforce to look into some possibilities.

Chairman Crozier noted that this year, advertising for a Marketing Manager will be initiated by the City. Discussion was had as to the fact that the City has formed a selection committee and Ken Morrow from Tourism was appointed to sit on that committee. The date for request to be broadcast is June 22 and expected day of hiring is in July.

There was no further business to come before the Committee. With a motion by Brandy Eggar and a second by Meena Patel, the meeting adjourned at 1:30 p.m.

The PR Letter was distributed for review. Report will be forthcoming in the July meeting.

The next regular meeting is scheduled for July 9, at 12:30 p.m.

Attachments:

Marketing Review from Loretta Shirley

Waltz Across Texas flyer from Granite Group Combo

ANN COVERT, CPM, SECRETARY

APPLICATION

Organization Information

Date: 07-01-2015

Name of Organization: Gonzales Elks Lodge # 2413

Address: P O Box 762

City, State, Zip: Gonzales, Texas 78629

Contact Name: Bubba Bozka

Contact Phone Number: 830.857.3825

Web Site Address for Event or Sponsoring Entity:

Is your organization: Non-Profit ☒ Private/For Profit ☐

Tax ID #: 74-1717048

Entity's Creation Date:

Purpose of your organization: Elks invest in their communities through programs that help children grow up healthy and drug-free, by undertaking projects that address unmet need, and by honoring the service and sacrifice of our veterans.

Name of Event or Project: Gonzales Elks Golf Tournament

Date of Event or Project: August 1st and August 2nd, 2015

Primary Location of Event or Project: Gonzales Independence Golf Course

Amount Requested: \$2,000.00

How will the funds be used? To advertise event, accommodate participants / spouses with Gonzales hospitality and rental expense of course.

Primary Purpose of Funded Activity/Facility: To raise funds for charity that is a restricted fund.

Percentage of Hotel Tax Support of Related Costs

@20% Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

@10% Note Percentage of Total Facility Costs Covered by Hotel Occupancy

Tax for the Funded Event.

-0- 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.**

X

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate? 144 + spouses.

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? @100 to 120

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?
@ 70% of the participates stay in the local hotel/motels and the spouses shop Gonzales retailers.

Questions for all Funding Requests:

How many years have you held this Event or Project: 36 Years

Expected Attendance: @250+

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? @ 50 to 75

How many nights will they stay? 2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not in the past

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

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

Last year we requested a show of hands during the dinner on Saturday night.

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

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?

South to North from Brownsville to Arizona; East to West from Louisiana to San Angelo

What number of individuals will your proposed marketing reach that are located in another city or county? @ 200 _____

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

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

The following is a list of some of the local businesses where we purchase for the tournament:

HEB

Wal Mart

Reese's Print Shop

Gonzales Golf Course

Johnson Oil Co

Gonzales Cannon

Gonzales Inquirer

Dixie Donuts

36th Annual Elks Golf Tournament

Independence Golf Course

Gonzales, Texas

August 1st & 2nd, 2015
8 a.m. & 1 p.m.

Breakfast
Tacos Sat. &
Sun. Morn

Buy Your
Drive
Available

1st and 2nd Flight Saturday am / Sunday pm

3rd and 4th Flight Saturday pm / Sunday am

Format: 2 man scramble, 36 hole total,
Flighted to the lowest team member's attested handicap*
Only players with handicaps of three and up are permitted to play.

Limited to the 1st 72 teams — only 18 teams per flight

Entries accepted between July 6 - noon July 31, 2015

Call Bubba Bozka 830-857-3825

(No other individual will be accepting entries)

Entry Fee \$220.00 per team (cart not included)

Prizes per Flight

1st place — \$650.00

2nd place — \$450.00

3rd place — \$350.00

Mulligans
Available

Raffle for Scotty
Camron Putter
& Titlest Driver
Sat. Nite

Download the Tour Gonzales App!



COME AND
TAKE A TOUR!



www.tourgonzales.com

Beer, hot dogs and soft drinks included
both days during play.

Dinner and player's auction Saturday night following play.

FOR FURTHER INFORMATION, CONTACT BUBBA BOZKA, 830-857-3825

**All players must have an established handicap verifiable through their home course to play.*

**GONZALES TOURISM COMMITTEE
SPECIAL PROJECTS
APPROVED BY CITY COUNCIL
10/01/2014 - 09/30/2015**

	APPROVED	FUNDED
Gonzales Chamber of Commerce & Agriculture Approved by City Council September 2, 2014	\$5,000.00	\$5,000.00
Historic Homes Association Approved by Committee 09/11/2014	\$1,500.00	\$1,500.00
Rusted Gingham Approved by Committee 10/16/2014	\$2,000.00	\$2,000.00
Central Texas Independent Cattlemen's Association Approved by Committee 10/16/2014 Approved by City Council 11/03/2014	\$2,500.00	\$2,500.00
Gonzales Crystal Theatre Approved by Committee 10/16/2014 Approved by City Council 11/3/2014	\$10,000.00	\$2,803.43
DVS Productions Approved by Committee 02/12/2015 Approved by City Council 03/03/2015	\$5,000.00	
Authentic American Productions, LLC Approved by Committee 05/21/2015 Approved by City Council 06/02/2015	\$25,000.00	
TOTAL	\$51,000.00	\$13,803.43
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$51,000.00	\$13,803.43
AVAILABLE FUNDS	(\$26,000.00)	\$11,196.57

10/01/2015 - 09/30/2016

"Come & Take It" Committee Approved by Committee 02/12/2015 Approved by City Council 03/03/2015	\$20,000.00	
Total	\$20,000.00	

Barbara Friedrich

From: Loretta Shirley <loretta@rockinsmarketing.com>
Sent: Thursday, July 02, 2015 1:39 PM
To: Barbara Friedrich
Subject: Fwd: Lunch and Learn Hospitality Training

Please include this with item #3.

Begin forwarded message:

From: Tour Gonzales Info <info@tourgonzales.com>
Subject: Lunch and Learn Hospitality Training
Date: July 2, 2015 1:13:48 PM CDT
To: Loretta Shirley <loretta@rockinsmarketing.com>

Tourism Partners,

The Tourism Advisory Committee is making preparations to host a hospitality training at our next Lunch and Learn the last week of July. We are looking for your feedback about the day of the week and time that might be best for you and your employees to attend. We would like to know if you have a preferred day of the week, and or time of day that we can host the event so that you can send more of your staff, or so that you, as a business owner or manager, can attend.

Please reply to this message and state the day of the week and time of day that would be best for you. Please let us know if you will be sending staff, if so how many, or if you will be attending as a owner or manager.

Thank you so much. We wish to continue to provide good informational sessions that are beneficial to your business and the tourism industry in Gonzales.

Loretta Shirley
loretta@rockinsmarketing.com
830-263-2206

NRB NETWORK SPONSORSHIP OPPORTUNITIES

When you support the work of the NRB Network, you equip viewers in the United States and abroad with access to quality programming that helps them find, share, and grow their Christian faith. Your partnership enables us to broadcast impactful shows that demonstrate the authenticity of the Bible, affirm the resurrection of Jesus Christ, and reinforce Biblical values.

Diverse programming genres:

- Apologetics
- News & Talk
- Devotional
- Nature & Science
- History & Documentary
- Health & Fitness
- Family Informational
- Kids & Teens
- Music & Comedy
- Christian Films

Benefits of sponsorship:

- Global broadcast exposure
- Category exclusivity
- Potential tax advantages*

*NRB Network is a non-commercial, 501(c)(3) non-profit organization. Contributions are tax-deductible to the extent allowed by law.

SPONSORSHIP LEVELS

Editor (\$1,000/month*)

Includes a minimum of 4 on-air sponsor acknowledgements and online advertising with hyperlink to sponsor website on nrbnetwork.tv.

Director (\$3,000/month*)

Includes a minimum of 20 on-air sponsor acknowledgements and online advertising with hyperlink to sponsor website on nrbnetwork.tv.

Producer (\$12,000/month*)

Includes minimum of 80 on-air sponsor acknowledgements and online advertising with hyperlink to sponsor website on nrbnetwork.tv.

*Additional 25% premium applies to primetime programs



404 BNA Drive | Bldg 200, Suite 400 | Nashville, TN 37217 | (615) 866-2702
www.nrbnetwork.tv

1. Marketing Schedule --

a. Reviewing the Fall Campaign

Online / Web	20% of Annual Budget Dedicated to Online Presence (\$30,000)		
TourTexas.com	Med Rectangle	1-Nov-15	\$495.00
TourTexas.com	Sky Banner	1-Sep-15	\$375.00
TourTexas.com Enewsletter	Exclusive Banner	1-Sep-15	\$700.00
Texas Highways.com	Med Rectangle	1-Aug-15	\$470.25
Texas Highways.com	Med Rectangle	1-Oct-15	\$470.25
TexasMonthly.com	Premium Box	1-Sep-15	\$892.50
AustinTexas.org	Banner Ads	Sep to Nov 2015	\$775.00
AustinTexas.org Email Ads	Box	1-Nov-15	\$300.00
Total			\$4,478.00

Print				
Texas Highways	Full Page	1-Sep-15	\$5,461.96	contract
Texas Highways	Full Page	1-Nov-15	\$5,461.96	contract
Texas Highways Events Calendar	Full Page	Fall 2015	\$1,656.18	contract
AAA Texas Journey	1/2 Page	Sep/Oct 15	\$6,980.00	contract
AAA Texas Journey	1/2 Page	Nov/Dec 15	\$6,980.00	contract
Texas Monthly	Full Page	1-Sep-15	\$9,504.00	
Texas Monthly	Full Page	1-Nov-15	\$9,504.00	
Southern Living	1/6 Page	1-Sep-15	\$4,340.00	
Total			\$49,888.10	

2. Marketing Update

a. Billboard Lights, Lights were off on 130 board for a while due to storms, have been fixed. Please let me know if you go by and they are not on.

3. Smart Phone App Update

- a. Website and smart phone app update. Some issues, BarZ working to fix.

4. App Stats, Web and Social Media Update

Tour Gonzales App Stats

New Downloads	74
Active Users	338

Tour Gonzales Website

Pageviews	4 072
New Visitors	1,335

Tour Gonzales Facebook

Likes	492
Post Reach	2,491

5. Other Updates and Info

- a. May Direct leads/brochure requests from ads – 303

Gonzales Memorial Museum Visitor Numbers

	2014	2015	
January		303	
February		445	
March	1,445	1,777	
April	677	1,099	includes 6 tours
May	894	631	several canceled tours
June	729	1,148	only two weeks reported

Gonzales County Jail Museum Visitor Numbers

	2014	2015	
January	150	306	
February	300	410	
March	627	1,208	
April	290	675	school tour 300 kids
May	878	919	lost 275 for cancelled tours
June	443	947	

Brochure Committee Meeting

1. Visitor Guide – going to start ordering 3,500 instead of 2,500, trying to keep up with supply and demand while still putting out an updated brochure as often as possible.
2. Waking and Driving Tour Brochure – Going to double the order on these since we don't make that many changes to them. Considering some kind of redesign.
3. Padded Map – Going to simplify this with a list of businesses on the back and no map, make the map on the front larger so points of interest can be located easier, make it regular paper stock instead of gloss to make it more cost effective to order fewer at a time so we can update it more often.



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ACCOUNT:
DOCUMENTS:

PAGE: 1
2515350 06/30/2015
3

CITY OF GONZALES
HOTEL/MOTEL TAX FUND 30
P O DRAWER 547 3
GONZALES TX 78629 0

PF INT BEARING ACCOUNT 2515350

AVERAGE BALANCE 951,326.07
LAST STATEMENT 05/29/15 963,358.64
4 CREDITS 22,920.55
2 DEBITS 31,907.06
THIS STATEMENT 06/30/15 954,372.13

DEPOSITS
REF #.....DATE.....AMOUNT REF #.....DATE.....AMOUNT REF #.....DATE.....AMOUNT
06/19 6,519.62 06/19 12,154.78 06/22 4,091.22

OTHER CREDITS
DESCRIPTION DATE AMOUNT
ACCT ANALYSIS EARNINGS CREDIT MAY ST 06/02 154.93

OTHER DEBITS
DESCRIPTION DATE AMOUNT
113195115 CORP INTERNET BANKING TRANSFER TO CHECKING 06/04 20,799.60
38006649
112737881 CORP INTERNET BANKING TRANSFER TO CHECKING 06/23 11,107.46
38006649

ITEMIZATION OF OVERDRAFT AND RETURNED ITEM FEES

* TOTAL FOR *
* THIS PERIOD *
* YEAR TO DATE *

* TOTAL OVERDRAFT FEES: | \$.00 | \$.00 *

* TOTAL RETURNED ITEM FEES: | \$.00 | \$.00 *

DAILY BALANCE
DATE.....BALANCE DATE.....BALANCE DATE.....BALANCE
06/02 963,513.57 06/04 942,713.97 06/19 961,388.37

*** CONTINUED ***



Sage Capital Bank
Financial Wisdom. Texas Roots.

Member
FDIC

000 00001 01

ACCOUNT:

DOCUMENTS:

2515350

3

PAGE: 2

06/30/2015

CITY OF GONZALES

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PF INT BEARING ACCOUNT 2515350

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- - - - - DAILY BALANCE - - - - -	
DATE.....	BALANCE
06/22	965,479.59

- - - - - DAILY BALANCE - - - - -	
DATE.....	BALANCE
06/23	954,372.13

- - - - - DAILY BALANCE - - - - -	
DATE.....	BALANCE

6-18-15

DATE	DESCRIPTION	AMOUNT	CHECK NO.	DEPOSIT
6/18/15	CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 507 GONZALES, TX 78020	4519.62		
TOTAL CASH		4519.62		

DEPOSIT TICKET TOTAL DOLLARS

DEPOSITED FOR PAY BY AVAILABLE FOR DEPOSITED FOR

6-18-15

CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 507 GONZALES, TX 78020

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.SageCapitalBank.com

\$ 4519.62

⑆114913711⑆ ⑈02515350⑈ 009

\$6,519.62 6/19/2015

6-18-15

DATE	DESCRIPTION	AMOUNT	CHECK NO.	DEPOSIT
6/18/15	CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 507 GONZALES, TX 78020	12154.78		
TOTAL CASH		12154.78		

DEPOSIT TICKET TOTAL DOLLARS

DEPOSITED FOR PAY BY AVAILABLE FOR DEPOSITED FOR

6-18-15

CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 507 GONZALES, TX 78020

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.SageCapitalBank.com

\$ 12154.78

⑆114913711⑆ ⑈02515350⑈ 009

\$12,154.78 6/19/2015

6-19-15

DATE	DESCRIPTION	AMOUNT	CHECK NO.	DEPOSIT
6/19/15	CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 507 GONZALES, TX 78020	4091.22		
TOTAL CASH		4091.22		

DEPOSIT TICKET TOTAL DOLLARS

DEPOSITED FOR PAY BY AVAILABLE FOR DEPOSITED FOR

6-19-15

CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 507 GONZALES, TX 78020

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.SageCapitalBank.com

\$ 4091.22

⑆114913711⑆ ⑈02515350⑈ 009

\$4,091.22 6/22/2015

FINANCIAL STATEMENT

AS OF: JUNE 30TH, 2015

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	685,000.00	22,765.62	490,113.81	71.55	0.00	194,886.19
4-811.801 INTEREST INCOME	1,200.00	154.93	1,166.88	97.24	0.00	33.12
TOTAL 811-HOTEL/MOTEL	686,200.00	22,920.55	491,280.69	71.59	0.00	194,919.31
<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	5,435.08	60.39	0.00	3,564.92
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	5,435.08	60.39	0.00	3,564.92
*** TOTAL REVENUES ***	695,200.00	22,920.55	496,715.77	71.45	0.00	198,484.23

FINANCIAL STATEMENT

AS OF: JUNE 30TH, 2015

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	2,500.00	7.68	3,859.56	154.38	0.00	(1,359.56)
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	2,500.00	7.68	3,859.56	154.38	0.00	(1,359.56)
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
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	3,000.00	0.00	135.00	4.50	0.00	2,865.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	22,000.00	0.00	13,102.50	59.56	0.00	8,897.50
7-811.412 CHAMBER OF COMMERCE	15,000.00	0.00	11,330.00	75.53	0.00	3,670.00
7-811.413 PIONEER VILLAGE	10,000.00	0.00	8,363.00	83.63	0.00	1,637.00
7-811.414 JB WELLS PARK	10,000.00	6,500.00	6,500.00	65.00	0.00	3,500.00
7-811.415 MAIN STREET	10,000.00	0.00	10,000.00	100.00	0.00	0.00
7-811.416 CRYSTAL THEATRE	0.00	0.00	0.00	0.00	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	5,000.00	0.00	544.04	10.88	0.00	4,455.96
TOTAL 4-CONTRACT/OPER SERVICES	75,000.00	6,500.00	49,974.54	66.63	0.00	25,025.46
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	0.00	102,210.51	61.95	0.00	62,789.49
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	60,000.00	4,757.50	22,960.47	38.27	0.00	37,039.53
7-811.519 PROMOTIONAL ITEMS	12,000.00	426.26	11,622.79	96.86	0.00	377.21
7-811.520 MARKETING AND PROMOTIONS	15,000.00	0.00	7,149.91	47.67	0.00	7,850.09
7-811.521 SPECIAL PROJECTS	25,000.00	0.00	17,040.80	68.16	0.00	7,959.20
7-811.522 INDEPENDENCE RELAY	7,000.00	0.00	5,392.00	77.03	0.00	1,608.00
7-811.524 GONZALES CO. JAIL MUSEUM	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	1,531.20	1,531.20	4.37	0.00	33,468.80
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	35.99	0.72	0.00	4,964.01
7-811.528 JB WELLS HOUSE	10,000.00	0.00	4,841.35	48.41	0.00	5,158.65
7-811.529 RIVERSIDE MUSEUM	5,000.00	0.00	1,165.40	23.31	0.00	3,834.60
7-811.530 EXPO CENTER	100,000.00	0.00	93,589.78	93.59	0.00	6,410.22
TOTAL 5-SPECIAL CHARGES EXPENSE	464,000.00	6,714.96	267,540.20	57.66	0.00	196,459.80

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PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

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

10/31/14	11/03	B22762	Misc	101415	04654 TO ALLOCATE MONTHLY POSTAGE		JE# 012680		7.26	7.26
					===== OCTOBER ACTIVITY DB:	7.26	CR:	0.00	7.26	
11/20/14	11/20	A66604	CHK: 101774	12590	3RD QTR 2014 PAYMENT	0041	3RD QTR 2014		1,209.96	1,217.22
					===== NOVEMBER ACTIVITY DB:	1,209.96	CR:	0.00	1,209.96	
12/18/14	1/09	A68028	CHK: 102235	12723	POSTAGE	0041	4TH QTR 2014		818.11	2,035.33
					===== DECEMBER ACTIVITY DB:	818.11	CR:	0.00	818.11	
1/30/15	2/02	B23425	Deposit 011515	04818	TO ALLOCATE MONTHLY POSTAGE		JE# 012857		6.72	2,042.05
					===== JANUARY ACTIVITY DB:	6.72	CR:	0.00	6.72	
3/31/15	4/01	B23917	Misc	031515	04925 ALLOCATE MONTHLY POSTAGE		JE# 012973		7.68	2,049.73
					===== MARCH ACTIVITY DB:	7.68	CR:	0.00	7.68	
4/29/15	5/08	A71616	CHK: 103291	13028	POSTAGE	0041	042815		1,802.15	3,851.88
					===== APRIL ACTIVITY DB:	1,802.15	CR:	0.00	1,802.15	
6/30/15	7/01	B24612	Deposit 061515	05121	TO ALLOCATE MONTHLY POSTAGE		JE# 013184		7.68	3,859.56
					===== JUNE ACTIVITY DB:	7.68	CR:	0.00	7.68	
					===== ACCOUNT TOTAL DB:	3,859.56	CR:	0.00		

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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.408			MEMBERSHIP DUES							
			B E G I N N I N G B A L A N C E							
										0.00
10/01/14	10/10	A65395	CHK: 101423	12460	MEMBERSHIP	2877	100114		35.00	35.00
			=====	OCTOBER ACTIVITY	DB:	35.00	CR:	0.00	35.00	

4/09/15	4/10	A70851	CHK: 103037	12950	AFFILIATE DUES	1852	040915		100.00	135.00
			=====	APRIL ACTIVITY	DB:	100.00	CR:	0.00	100.00	
			=====	ACCOUNT TOTAL	DB:	135.00	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
10/06/14	12/02	A66816	CHK: 000000	12419	MEETING TOMORROW	2931	10/06/2014		1,500.00	1,500.00
			=====	OCTOBER ACTIVITY	DB:	1,500.00	CR:	0.00	1,500.00	
11/04/14	11/07	A66273	CHK: 101683	12559	LORETTA SHIRLEY DBA ROCK	2895	1116		1,657.50	3,157.50
			=====	NOVEMBER ACTIVITY	DB:	1,657.50	CR:	0.00	1,657.50	
2/02/15	2/06	A68936	CHK: 102512	12782	MARKETING SERVICES	2895	1129		1,657.50	4,815.00
			=====	FEBRUARY ACTIVITY	DB:	1,657.50	CR:	0.00	1,657.50	
3/02/15	3/05	A69702	CHK: 102704	12846	LORETTA SHIRLEY DBA ROCK	2895	1135		1,657.50	6,472.50
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 10/2014		JE# 012957		1,657.50	8,130.00
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 12/2014		JE# 012957		1,657.50	9,787.50
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 01/2015		JE# 012957		1,657.50	11,445.00
			=====	MARCH ACTIVITY	DB:	6,630.00	CR:	0.00	6,630.00	
4/01/15	4/02	A70632	CHK: 102988	12925	MARKETING SERVICES	2895	1138		1,657.50	13,102.50
			=====	APRIL ACTIVITY	DB:	1,657.50	CR:	0.00	1,657.50	
			=====	ACCOUNT TOTAL	DB:	13,102.50	CR:	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
11/20/14	11/20	A66604	CHK: 101774	12590	3RD QTR 2014 PAYMENT	0041	3RD QTR 2014		3,750.00	3,750.00
			=====	NOVEMBER ACTIVITY	DB:	3,750.00	CR:	0.00	3,750.00	
12/18/14	1/09	A68028	CHK: 102235	12723	4TH QTR 2014 PAYMENT	0041	4TH QTR 2014		3,750.00	7,500.00
			=====	DECEMBER ACTIVITY	DB:	3,750.00	CR:	0.00	3,750.00	

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
4/18/15	5/08	A71838	CHK: 103342	13028 FULL PAGE ADVERTISING	2714	TM71008		11,880.00	19,380.00
4/29/15	5/08	A71616	CHK: 103291	13028 1ST QTR PAYMENT	0041	042815		3,750.00	23,130.00
			=====	APRIL ACTIVITY DB:	15,630.00	CR:	0.00	15,630.00	
5/14/15	5/14	B24262		05038 MISCODED EXPENSES		JE# 013096		11,800.00CR	11,330.00
			=====	MAY ACTIVITY DB:	0.00	CR:	11,800.00CR	11,800.00CR	
			=====	ACCOUNT TOTAL DB:	23,130.00	CR:	11,800.00CR		

7-811.413			PIONEER VILLAGE						
			B E G I N N I N G B A L A N C E						
			0.00						
10/01/14	10/31	A66027	CHK: 101577	12534 3RD QTR 2014	1027	3RD QTR 2014		3,363.00	3,363.00
			=====	OCTOBER ACTIVITY DB:	3,363.00	CR:	0.00	3,363.00	
12/18/14	1/09	A68078	CHK: 102238	12723 4TH QTR 2014	1027	4TH QTR 2014		2,500.00	5,863.00
			=====	DECEMBER ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	
4/01/15	4/02	A70616	CHK: 102973	12925 1ST QTR 2015	1027	1ST QTR 2015		2,500.00	8,363.00
			=====	APRIL ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	
			=====	ACCOUNT TOTAL DB:	8,363.00	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						
6/11/15	6/12	A73181	CHK: 103698	13103 TENT FOR RODEO	3345	06-010856		6,500.00	6,500.00
			=====	JUNE ACTIVITY DB:	6,500.00	CR:	0.00	6,500.00	
			=====	ACCOUNT TOTAL DB:	6,500.00	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						
12/11/14	12/11	A67352	CHK: 102060	12640 ANNUAL FIREWORKS DISPLAY 2992	07/04/2015			5,000.00	5,000.00
			=====	DECEMBER ACTIVITY DB:	5,000.00	CR:	0.00	5,000.00	
3/12/15	4/02	A70643	CHK: 102960	12925 GIANT DEER AND SANTA	3508	15-3900		5,000.00	10,000.00
			=====	MARCH ACTIVITY DB:	5,000.00	CR:	0.00	5,000.00	
			=====	ACCOUNT TOTAL DB:	10,000.00	CR:	0.00		

7-811.416			CRYSTAL THEATRE						

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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

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

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

11/21/14	12/05	A67050	CHK: 101975	12599	REIMBURSEMENT	2895	REIMBURSE		156.68	156.68
=====				NOVEMBER ACTIVITY	DB:	156.68	CR:	0.00	156.68	

2/19/15	3/27	A70316	CHK: 000000	12742	LUNCHEON MAIN STREET	2931	021915		387.36	544.04
=====				FEBRUARY ACTIVITY	DB:	387.36	CR:	0.00	387.36	

=====				ACCOUNT TOTAL	DB:	544.04	CR:	0.00		
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7-811.502 ADVERTISING

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

0.00

10/01/14	10/17	A65662	CHK: 101457	12479	GILBREATH OUTDOOR ADVERT	3341	5747		600.00	600.00
10/07/14	10/17	A65619	CHK: 101485	12479	ADVERTISING	0668	242202		5,461.96	6,061.96
10/15/14	11/07	A66282	CHK: 101668	12559	ADVERTISING	3028	94957		6,250.00	12,311.96
10/16/14	11/07	A66275	CHK: 101626	12559	ADVERTISING	2944	20142033		1,250.00	13,561.96
10/18/14	11/07	A66254	CHK: 101690	12559	ADVERTISING	2714	TM68911		9,503.85	23,065.81
=====				OCTOBER ACTIVITY	DB:	23,065.81	CR:	0.00	23,065.81	

11/01/14	11/20	A66688	CHK: 101799	12590	TEXAS JOURNEY	3255	40008100		5,686.50	28,752.31
11/03/14	12/05	A67070	CHK: 101937	12599	GILBREATH AND COMPANY	3341	FC 53		9.76	28,762.07
11/06/14	11/07	A66299	CHK: 101662	12559	ADVERTISING	3457	120114		2,500.00	31,262.07
11/06/14	11/14	A66540	CHK: 101748	12582	CONTRACT 37043	3464	37043		2,496.00	33,758.07
11/20/14	11/20	A66685	CHK: 101792	12590	SAN ANTONIO STOCK SHOW &	3116	11/20/14		2,500.00	36,258.07
=====				NOVEMBER ACTIVITY	DB:	13,192.26	CR:	0.00	13,192.26	

1/01/15	1/09	A68071	CHK: 102271	12723	ADVERTISING	0668	244974		470.25	36,728.32
1/28/15	2/06	A68920	CHK: 102517	12782	ADVERTISING	2256	245955		1,656.18	38,384.50
1/29/15	2/06	A68892	CHK: 102519	12782	ADVERTISING	0926	015-23202		3,235.75	41,620.25
=====				JANUARY ACTIVITY	DB:	5,362.18	CR:	0.00	5,362.18	

2/28/15	3/20	A70067	CHK: 102831	12875	DISCOVER MAGAZINE	0071	022815		3,360.00	44,980.25
=====				FEBRUARY ACTIVITY	DB:	3,360.00	CR:	0.00	3,360.00	

4/01/15	4/17	A71084	CHK: 103082	12967	4 COLOR OVER 50,000 WEB	3025	246013		2,850.00	47,830.25
4/14/15	4/30	A71537	CHK: 103209	13013	MOBILE APP	2944	20152383		10,000.00	57,830.25
4/15/15	4/30	A71499	CHK: 103248	13013	FULL PAGE DISPLAY	0668	245957		5,461.96	63,292.21
4/27/15	5/08	A71842	CHK: 103283	13028	FULL PAGE COLOR AD	2867	1039		375.00	63,667.21
=====				APRIL ACTIVITY	DB:	18,686.96	CR:	0.00	18,686.96	

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----	DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT----	-----BALANCE-----
5/01/15	5/15	A72228	CHK: 103451	13040	WEB DISPLAY, BANNER	2404	244979		375.00	64,042.21
5/01/15	5/15	A72229	CHK: 103451	13040	E-NEWS SPOTLIGHT, WEB DI	2404	244981		1,250.00	65,292.21
5/01/15	5/15	A72253	CHK: 103446	13040	ADVERTISING	3255	40008294		6,980.00	72,272.21
5/08/15	6/30	A73618	CHK: 000000	13030	ADVERTISING	2931	W571514271		107.17	72,379.38
5/14/15	5/14	B24262		05038	MISCODED EXPENSES		JE# 013096		11,800.00	84,179.38
5/20/15	6/04	A72819	CHK: 103556	13094	FOLDER DISPLAY	1044	498637		15,891.13	100,070.51
5/21/15	6/04	A72849	CHK: 103605	13094	WEB DISPLAY	2404	248506		1,595.00	101,665.51
5/21/15	6/04	A72850	CHK: 103605	13094	WEB DISPLAY	2404	248507		250.00	101,915.51
5/21/15	6/04	A72851	CHK: 103605	13094	WEB DISPLAY	2404	248508		295.00	102,210.51
=====				MAY ACTIVITY	DB:	38,543.30	CR:	0.00	38,543.30	
=====				ACCOUNT TOTAL	DB:	102,210.51	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							

7-811.504			SIGNAGE & BANNERS							
			B E G I N N I N G B A L A N C E							
			0.00							
10/21/14	10/24	A65830	CHK: 101526	12515	BILL BOARD ADVERTISING	2532	64984		625.00	625.00
=====				OCTOBER ACTIVITY	DB:	625.00	CR:	0.00	625.00	
11/20/14	12/05	A67047	CHK: 101952	12599	OUTDOOR ADVERTISING	2532	64985		625.00	1,250.00
=====				NOVEMBER ACTIVITY	DB:	625.00	CR:	0.00	625.00	
12/01/14	12/11	A67359	CHK: 102036	12640	GILBREATH AND COMPANY	3341	5651		600.00	1,850.00
12/01/14	12/11	A67360	CHK: 102036	12640	GILBREATH AND COMPANY	3341	5860		600.00	2,450.00
12/03/14	1/02	A67925	CHK: 102171	12675	GILBREATH AND COMPANY	3341	FC65		8.88	2,458.88
12/18/14	1/02	A67912	CHK: 102186	12675	JOHN GANNON, INC.	2532	64986		625.00	3,083.88
=====				DECEMBER ACTIVITY	DB:	1,833.88	CR:	0.00	1,833.88	
1/01/15	1/09	A68139	CHK: 102231	12723	BILLBOARD ADVERTISING	3341	5907		600.00	3,683.88
1/20/15	1/23	A68578	CHK: 102380	12746	BILLBOARD ADVERTISING	2532	64987		625.00	4,308.88
=====				JANUARY ACTIVITY	DB:	1,225.00	CR:	0.00	1,225.00	
2/01/15	2/06	A68949	CHK: 102486	12782	ADVERTISING BILLBOARD	3341	5959		600.00	4,908.88
2/19/15	2/26	A69499	CHK: 102641	12827	BILLBOARD ADVERTISING	2532	64988		625.00	5,533.88
=====				FEBRUARY ACTIVITY	DB:	1,225.00	CR:	0.00	1,225.00	
3/01/15	3/27	A70458	CHK: 102911	12906	OUTDOOR ADVERTISING	3341	6011		1,350.00	6,883.88
3/01/15	3/27	A70459	CHK: 102911	12906	OUTDOOR ADVERTISING	3341	6012		600.00	7,483.88
3/19/15	3/27	A70447	CHK: 102917	12906	OUTDOOR ADVERTISING	2532	64989		625.00	8,108.88
=====				MARCH ACTIVITY	DB:	2,575.00	CR:	0.00	2,575.00	
4/01/15	4/02	A70639	CHK: 102969	12925	OUTDOOR ADVERTISING	3341	6068		272.61	8,381.49
4/01/15	4/17	A71066	CHK: 103125	12967	4 COLOR MED RECTANGLE BA	2404	244977		495.00	8,876.49
4/01/15	4/17	A71067	CHK: 103125	12967	4 COLOR E NEWS EXL BANNE	2404	244982		700.00	9,576.49

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
4/01/15	5/15	A72254	CHK: 103392	13040	OUTDOOR ADVERTISING	3341	6067		675.00	10,251.49
4/14/15	4/17	A71025	CHK: 103090	12996	BANNERS	2995	0090085 1/2		2,000.00	12,251.49
4/20/15	4/22	A71180	CHK: 103187	13009		3081	2554		1,858.00	14,109.49
			=====	APRIL ACTIVITY	DB:	6,000.61	CR:	0.00	6,000.61	
5/01/15	5/08	A71843	CHK: 103332	13028	MARKETING SERVICES	2895	1143		1,657.50	15,766.99
5/01/15	5/15	A72255	CHK: 103392	13040	OUTDOOR ADVERTISING	3341	6125		675.00	16,441.99
5/01/15	5/15	A72256	CHK: 103392	13040	OUTDOOR ADVERTISING	3341	6126		425.00	16,866.99
5/04/15	5/15	A72257	CHK: 103392	13040	OVERDUE CHARGE	3341	FC193		10.98	16,877.97
5/05/15	5/15	A72231	CHK: 103408	13040	BILLBOARD ADVERTISING	2532	69713		675.00	17,552.97
5/21/15	5/28	A72640	CHK: 103536	13077	OUTDOOR ADVERTISING	2532	69714		650.00	18,202.97
			=====	MAY ACTIVITY	DB:	4,093.48	CR:	0.00	4,093.48	
6/01/15	6/04	A72857	CHK: 103596	13094	MARKETING SERVICES	2861	1148		1,657.50	19,860.47
6/01/15	6/04	A72866	CHK: 103567	13094	OUTDOOR ADVERTISING	3341	6180		675.00	20,535.47
6/01/15	6/04	A72867	CHK: 103567	13094	OUTDOOR ADVERTISING	3341	6181		425.00	20,960.47
6/04/15	6/09	A72959	VOID: 103596	13119	REVERSE VOIDED CHECK	2861	1148		1,657.50CR	19,302.97
6/09/15	6/09	A72957	CHK: 103616	13109	MARKETING SERVICES	2895	1148		1,657.50	20,960.47
6/11/15	6/12	A72996	CHK: 103647	13129	BANNERS	2995	0100615-IN		2,000.00	22,960.47
			=====	JUNE ACTIVITY	DB:	6,415.00	CR:	1,657.50CR	4,757.50	
			=====	ACCOUNT TOTAL	DB:	24,617.97	CR:	1,657.50CR		

7-811.519			PROMOTIONAL ITEMS							
B E G I N N I N G B A L A N C E										0.00
11/20/14	11/20	A66690	CHK: 101775	12590	100 IMMORTAL 32 MEDALS	3310	11/20/2014		1,250.00	1,250.00
			=====	NOVEMBER ACTIVITY	DB:	1,250.00	CR:	0.00	1,250.00	
12/09/14	1/16	A68250	CHK: 000000	12654	FLAGS IMPORTER	2931	15-58662		1,153.63	2,403.63
12/31/14	2/17	B23541		04850	MISCODED HOTEL/MOTEL EXP		JE# 012892		1,153.00CR	1,250.63
			=====	DECEMBER ACTIVITY	DB:	1,153.63	CR:	1,153.00CR	0.63	
2/17/15	2/17	A69030	CHK: 102593	12813	Wood Signage	2955	307091		1,532.88	2,783.51
2/17/15	2/17	A69030	CHK: 102593	12813	Wood Signage	2955	307091		2,956.23	5,739.74
			=====	FEBRUARY ACTIVITY	DB:	4,489.11	CR:	0.00	4,489.11	
4/15/15	4/30	A71535	CHK: 103240	13013	CRAFT PAPER BAGS	2819	11879		1,478.64	7,218.38
			=====	APRIL ACTIVITY	DB:	1,478.64	CR:	0.00	1,478.64	
5/01/15	5/15	A72241	CHK: 103424	13040	COME & TAKE IT LAPELS	2819	11938		3,978.15	11,196.53
			=====	MAY ACTIVITY	DB:	3,978.15	CR:	0.00	3,978.15	
6/01/15	6/12	A73167	CHK: 103693	13103	SHIRTS	2819	12024		426.26	11,622.79
			=====	JUNE ACTIVITY	DB:	426.26	CR:	0.00	426.26	
			=====	ACCOUNT TOTAL	DB:	12,775.79	CR:	1,153.00CR		

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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

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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7-811.520

MARKETING AND PROMOTIONS

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

0.00

10/01/14	10/02	A65235	CHK: 101363	12432	MARKETING SERVICES	2895	1110		1,657.50	1,657.50
10/13/14	10/17	A65653	CHK: 101475	12479	12 COME & FRAC IT SHIRTS	2819	11250		144.72	1,802.22
=====				OCTOBER ACTIVITY	DB:	1,802.22	CR:	0.00	1,802.22	
11/01/14	11/20	A66692	CHK: 101770	12590	ADVERTISING	3341	5776		600.00	2,402.22
11/21/14	12/05	A67049	CHK: 101969	12599	COG VISITORS GUIDE	2819	11418		1,952.87	4,355.09
=====				NOVEMBER ACTIVITY	DB:	2,552.87	CR:	0.00	2,552.87	
12/31/14	1/16	B23324		04792	MISCODED EXPENSES		JE# 012831		1,657.50	6,012.59
12/31/14	2/17	B23541		04850	MISCODED HOTEL/MOTEL EXP		JE# 012892		1,153.00	7,165.59
=====				DECEMBER ACTIVITY	DB:	2,810.50	CR:	0.00	2,810.50	
2/23/15	2/26	A69434	CHK: 102654	12827	BROCHURE DRIVING TOUR	0230	139101A		384.99	7,550.58
=====				FEBRUARY ACTIVITY	DB:	384.99	CR:	0.00	384.99	
3/02/15	3/11	A69883	CHK: 102775	12869	PERSONAL IMPRESSIONS	2819	11703		1,952.87	9,503.45
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 10/2014		JE# 012957		1,657.50CR	7,845.95
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 12/2014		JE# 012957		1,657.50CR	6,188.45
=====				MARCH ACTIVITY	DB:	1,952.87	CR:	3,315.00CR	1,362.13CR	
5/06/15	5/15	A72242	CHK: 103424	13040	BAGS, PLATE CHARGE	2819	11958		961.46	7,149.91
=====				MAY ACTIVITY	DB:	961.46	CR:	0.00	961.46	
=====				ACCOUNT TOTAL	DB:	10,464.91	CR:	3,315.00CR		

7-811.521

SPECIAL PROJECTS

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

0.00

10/01/14	10/31	A66053	CHK: 101576	12534	3RD QTR 2014	2899	3RD QTR 2014		3,237.37	3,237.37
=====				OCTOBER ACTIVITY	DB:	3,237.37	CR:	0.00	3,237.37	
11/07/14	11/07	A66150	CHK: 101652	12559	PROMOTION OF FESTIVAL AD	0041	REIMBURSE		5,000.00	8,237.37
=====				NOVEMBER ACTIVITY	DB:	5,000.00	CR:	0.00	5,000.00	
12/01/14	12/11	A67349	CHK: 102069	12640	MARKETING SERVICES	2895	1121		1,657.50	9,894.87
12/31/14	1/16	B23324		04792	MISCODED EXPENSES		JE# 012831		1,657.50CR	8,237.37
12/31/14	1/16	A68369	CHK: 102311	12729	3RD QTR 2014	2899	4TH QTR 2014		1,913.23	10,150.60
=====				DECEMBER ACTIVITY	DB:	3,570.73	CR:	1,657.50CR	1,913.23	
1/08/15	1/09	A68121	CHK: 102245	12723	REIMBURSEMENT FOR BROCHU	2956	REIMBURSE 1/8/15		1,500.00	11,650.60
1/12/15	1/09	A68118	CHK: 102262	12723	LORETTA SHIRLEY DBA ROCK	2895	1126		1,657.50	13,308.10
1/30/15	1/30	A68742	CHK: 102452	12771	ADVERTISING FOR RUSTED G	3043	013015DH		2,000.00	15,308.10
=====				JANUARY ACTIVITY	DB:	5,157.50	CR:	0.00	5,157.50	

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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT-----	-----BALANCE-----
2/04/15	2/06	A68929	CHK: 102475	12782 ALL BREED CATTLE SALE	2719	020415		2,500.00	17,808.10
			=====	FEBRUARY ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	
3/18/15	3/18	B23808		04909 LORETTA SHIRLEY 01/2015		JE# 012957		1,657.50CR	16,150.60
			=====	MARCH ACTIVITY DB:	0.00	CR:	1,657.50CR	1,657.50CR	
4/06/15	4/17	A71079	CHK: 103097	12967 REIMBURSEMENT	2899	040615		890.20	17,040.80
			=====	APRIL ACTIVITY DB:	890.20	CR:	0.00	890.20	
			=====	ACCOUNT TOTAL DB:	20,355.80	CR:	3,315.00CR		

7-811.522				INDEPENDENCE RELAY					
				B E G I N N I N G B A L A N C E					0.00
1/10/15	4/10	A70883	CHK: 103042	12950 TEXAS INDEPENDENCE RELAY	3275	01/10/2015		2,500.00	2,500.00
			=====	JANUARY ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	
2/12/15	3/05	A69691	CHK: 102697	12846 TENT FOR TEXAS INDEPENDENCE	1726	021215		2,892.00	5,392.00
			=====	FEBRUARY ACTIVITY DB:	2,892.00	CR:	0.00	2,892.00	
			=====	ACCOUNT TOTAL DB:	5,392.00	CR:	0.00		

7-811.524				GONZALES CO. JAIL MUSEUM					
				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
6/03/15	6/12	A73072	CHK: 103697	13103 MUSEUM BROCHURE	0230	143354A		1,371.20	1,371.20
6/09/15	6/12	A73076	CHK: 103697	13103 WALKING TOUR BROCHURE	0230	143575A		160.00	1,531.20
			=====	JUNE ACTIVITY DB:	1,531.20	CR:	0.00	1,531.20	
			=====	ACCOUNT TOTAL DB:	1,531.20	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
10/01/14	10/17	A65588	CHK: 101458	12479 SINGLE FAUCET	0219	00661320		35.99	35.99
			=====	OCTOBER ACTIVITY DB:	35.99	CR:	0.00	35.99	
			=====	ACCOUNT TOTAL DB:	35.99	CR:	0.00		

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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.528	JB WELLS HOUSE									
	B E G I N N I N G B A L A N C E									0.00
12/31/14	2/19	A69188	CHK: 102562	12802	1ST QTR 2015 PAYMENT	1130	1ST QTR 2015		1,232.18	1,232.18
			=====		DECEMBER ACTIVITY DB:	1,232.18	CR:	0.00	1,232.18	
3/31/15	4/17	A71054	CHK: 103095	12967	REIMBURSEMENT	1130	033115		3,609.17	4,841.35
			=====		MARCH ACTIVITY DB:	3,609.17	CR:	0.00	3,609.17	
			=====		ACCOUNT TOTAL DB:	4,841.35	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
10/11/14	10/24	A65821	CHK: 101520	12515	RIVERSIDE & PD	1816	10/11/14 RIVERSIDE		67.27	67.27
10/22/14	12/05	A66973	CHK: 101962	12599	COVER, SWITCH BOX, COUPL	0294	5812845		247.95	315.22
			=====		OCTOBER ACTIVITY DB:	315.22	CR:	0.00	315.22	
11/11/14	12/05	A67028	CHK: 101947	12599	RIVERSIDE & POLICE DEPT.	1816	11/11/14 RIVER, PD		53.20	368.42
			=====		NOVEMBER ACTIVITY DB:	53.20	CR:	0.00	53.20	
12/05/14	12/19	A67560	CHK: 102142	12661	JOHN D. SCHMIDT	1729	012680		3.50	371.92
12/11/14	12/19	A67575	CHK: 102119	12661	RIVERSIDE & PD FAX	1816	12/11/14 RIVERSIDE		67.23	439.15
			=====		DECEMBER ACTIVITY DB:	70.73	CR:	0.00	70.73	
1/09/15	2/19	A69168	CHK: 102592	12802	ANNUAL RENEWAL	0565	01/09/2015		308.00	747.15
1/11/15	1/23	A68570	CHK: 102378	12746	RIVERSIDE BILLING	1816	01/11/15 RIVERSIDE		67.28	814.43
			=====		JANUARY ACTIVITY DB:	375.28	CR:	0.00	375.28	
2/11/15	2/26	A69482	CHK: 102639	12827	RIVERSIDE & PD FAX	1816	02/11/15 RIVERSIDE		67.27	881.70
			=====		FEBRUARY ACTIVITY DB:	67.27	CR:	0.00	67.27	
3/10/15	3/20	A70095	CHK: 102825	12875	DBL STRIP	0219	00669707		2.29	883.99
3/11/15	3/20	A70165	CHK: 102834	12875	RIVERSIDE & PD PHONE	1816	03/11/15 RIVERSIDE		67.28	951.27
3/30/15	4/10	A70746	CHK: 103063	12950	TIMER	0190	188937		60.44	1,011.71
3/31/15	4/10	A70784	CHK: 103024	12950	SCREWS, ROPE CLEAT, NUT	0219	00670848		12.18	1,023.89
			=====		MARCH ACTIVITY DB:	142.19	CR:	0.00	142.19	
4/01/15	5/08	A71648	CHK: 103349	13028	SNAP HOOK	0148	1503393		5.76	1,029.65
4/11/15	4/24	A71256	CHK: 103177	12994	RIVERSIDE BILLING	1816	04/11/15 RIVERSIDE		67.99	1,097.64
			=====		APRIL ACTIVITY DB:	73.75	CR:	0.00	73.75	
5/11/15	5/22	A72469	CHK: 103487	13066	RIVERSIDE BILLING	1816	05/11/15 RIVERSIDE		67.76	1,165.40
			=====		MAY ACTIVITY DB:	67.76	CR:	0.00	67.76	
			=====		ACCOUNT TOTAL DB:	1,165.40	CR:	0.00		

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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

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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7-811.530

EXPO CENTER

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

0.00

1/15/15	1/30	A68709	CHK: 102457	12771	PROJECT 15-0101	1103	15-0101-1		20,558.19	20,558.19
1/15/15	2/06	A68932	CHK: 102488	12782	REVENUE CERTIFICATES	2729	011515-78		21.00	20,579.19
1/22/15	2/06	A68934	CHK: 102488	12782	REVENUE CERTIFICATE	2729	012215-71		62.16	20,641.35
1/29/15	2/06	A68935	CHK: 102488	12782	REVENUE CERTIFICATE	2729	012915-81		62.16	20,703.51
JANUARY ACTIVITY				DB:	20,703.51	CR:	0.00		20,703.51	
2/12/15	2/26	A69472	CHK: 102667	12827	JB WELLS PARK-NEW EXPO C	1103	15-0101-2		46,526.43	67,229.94
2/27/15	2/27	C23656	RCPT 00728614	06692	TSG ARCCHITECTWS 2/27/15				10,279.10CR	56,950.84
FEBRUARY ACTIVITY				DB:	46,526.43	CR:	10,279.10CR		36,247.33	
3/03/15	3/11	A69851	CHK: 102788	12869	JB WELLS PARK EXPO CENTE	1103	15-0101-3		30,837.29	87,788.13
3/20/15	4/10	A70841	CHK: 103072	12950	ENGINEERING FOR EXPO	1103	15-0101-4		5,122.92	92,911.05
MARCH ACTIVITY				DB:	35,960.21	CR:	0.00		35,960.21	
4/06/15	4/30	A71545	CHK: 103206	13013	50% OF DESIGN	3515	4345		500.00	93,411.05
APRIL ACTIVITY				DB:	500.00	CR:	0.00		500.00	
5/11/15	6/04	A72698	CHK: 103610	13094	WATER & DUR ALK	0148	15-08567		10.97	93,422.02
5/11/15	6/30	A73580	CHK: 000000	13030	CABELA'S	2931	004790		167.76	93,589.78
MAY ACTIVITY				DB:	178.73	CR:	0.00		178.73	
ACCOUNT TOTAL				DB:	103,868.88	CR:	10,279.10CR			

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:	352,893.90	31,519.60CR
ENDING BALANCES:	352,893.90	31,519.60CR
TOTAL FUND ENDING BALANCE:	321,374.30	