

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, March 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 February 13, 2014.
4. Discuss and Consider Hotel/Motel Funding Applications.
5. Discuss and Consider billboard proposals.
6. Discuss and Consider revisions to Hotel Occupancy Tax Use Guidelines Under Texas State Law and Funding Application Form.
7. Discuss and Consider Post Event Report Form Hotel Occupancy Tax Funding.
8. Discuss and Consider Tourism/Marketing/Management Plan for the City of Gonzales, Texas.
9. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
10. Report on Upcoming Events.
11. Financial Report.
12. Report from Committee Members and Staff.
13. Next regular meeting will be April 10, 2014 at 12:30 p.m.
14. Adjourn.

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.cityofgonzales.org the 13th day of March, 2014 at 3:00 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.



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

M I N U T E S

1. Call to Order, Certification of Quorum.

Chair Richard Tiller called the meeting to order at 12:38 pm and certified a quorum with Paul Frenzel, Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Alison Rodriguez, Barbara Friedrich, and Tim Patek. Meena Patel was absent. Marketing consultant Loretta Shirley, Mayor Robert A. Logan and Bo Davis were also present.

2. Public/Citizens Comments.

None

3. Discuss and Approve minutes of January 15, 2014.

Paul Frenzel moved to approve the minutes of January 15, 2014 with the correction to add that Richard Tiller had to leave the meeting and Vice Chairman Barbara Crozier took the meeting over. Barbara Crozier seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider DVS Promotion's request for funding.

Bo Davis of DVS Promotion submitted an application for funding up to \$6,000.00 for promoting and advertising the PBR event to be held in July.

Following discussion, Barbara Crozier moved to recommend to City Council that funding up to \$6,000.00 be approved for advertising and promoting the PBR event in July. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

5. Discuss and Consider voting policy for requests for funding in excess of \$2,499.00.

Barbara Crozier reported that there were concerns about the voting policy for funding in excess of \$2,499.00. At the last City Council meeting two tourism items were denied by lack of motion from City Council. It was discussed as to send requests to City Council with no recommendation.

Following discussion, Barbara Crozier moved to forward requests for funding to City Council with no recommendation. Alison Rodriguez seconded the motion.

Further discussion was made as to this item. Barbara Crozier reported that she had talked with the Mayor about the committee speaking to council on the agenda items. The Mayor suggested that a committee member sign up to speak during public comments about the item and let the council know that they were present to answer questions.

Barbara Crozier moved to amend her motion to forward requests for funding to City Council with a recommendation to approve and that a Tourism Committee Representative is at the Council meetings to speak and identify themselves during public comments.

Alison Rodriguez seconded the motion. The motion prevailed by unanimous vote.

6. Discuss and Consider billboard proposals.

Loretta Shirley reported on some possible sites for the billboard ad campaign from four different companies. She suggested that some of the committee members visit the sites

and bring back a recommendation to the Committee at the March meeting. Loretta will e-mail everyone a date for next week to visit the sites.

7. Discuss and Consider advertising options in the Austin area to replace advertising in Real Magazine which is no longer being published.

Loretta Shirley presented a proposal for replacing advertising in Real Magazine.

Following discussion, Barbara Crozier moved to approve advertising in the Austin 360 Print and Google Ads. Alison Rodriguez seconded the motion. The motion prevailed by unanimous vote.

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

Loretta Shirley reported that she is working to have the Tour Gonzales web site and app update at the same time. This will eliminate the double updating that is being done now. She also reported that the new brochures have been ordered. Discussion was made to distribution of the brochures to local businesses.

9. Report on Upcoming Events.

Crystal Theater- February 14 and 15 – Dinner and Show.

Lion's Club Madi Gras – February 22nd at Pioneer Village

Texas Independence Day Celebration – March 2nd – Gonzales Memorial Museum

10. Financial Report.

Reviewed

11. Report from Committee Members and Staff.

Paul Frenzel reported that the Chamber of Commerce was talking about having their Independence breakfast on February 28th. Plans were being discussed.

Discussion was made that the ICA had not sent in their request for funding.

Barbara Friedrich was to look at the application to see if a time limit was set and if there was no time limit the application should be revised to give them 60 days after the event to turn in a request for reimbursement.

Texas Independence Relay will be held March 29, 2014.

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

13. Adjourn.

No further matters were discussed. The meeting was adjourned by motion by Barbara Crozier and seconded by Ken Morrow.

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, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention hotel industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a. **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;
- b. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c. **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;
- d. **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include 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.
- e. **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.
- f. **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.
- g. **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 1. the commercial center of the city;
 2. a convention center in the city;
 3. other hotels in or near the city; or
 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

h. Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

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. The Gonzales Tourism Committee will make a recommendation to the City Council. The City Council will make the final decision on your request. **You will be notified when City Council will address your request. Attendance is required.**

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:

- _____ Proposed Marketing Plan for Funded Event
- _____ 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 Recreations Director
P. O. Box 547
Gonzales, Texas 78629
830-672-3192

APPLICATION

Organization Information

Date: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____

Web Site Address for Event or Sponsoring Entity: _____

Is your organization: Non-Profit _____ Private/For Profit _____

Tax ID #: _____ Entity's Creation Date: _____

Purpose of your organization: _____

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: _____

How will the funds be used? _____

Primary Purpose of Funded Activity/Facility: _____

Percentage of Hotel Tax Support of Related Costs

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

_____ Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy

Tax for _____ the Funded Event.

_____ Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event.

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____

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.

4. **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms:

5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

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

Sporting Related Event Funding:

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

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

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

Questions for all Funding Requests:

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

Expected Attendance: _____

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

How many nights will they stay? _____

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

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?

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?

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

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

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

POST EVENT REPORT FORM

HOTEL OCCUPANCY TAX FUNDING

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- b. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c. **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;
- d. **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include 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 the presentation, performance, execution, and exhibition of these major art forms.
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- f. **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Sporting related expenses if the majority of the participants are tourists. The event must substantially increase economic activity at hotels within the City or its vicinity.
- g. **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**

1. the commercial center of the city;
2. a convention center in the city;
3. other hotels in or near the city; or
4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h. **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

The City of Gonzales accepts applications from groups and businesses meeting the above criteria and wishing to receive HOT funds. **All entities that are approved for such funds must submit a Post Event Report Form within 60 days of each funded event.** The report will be reviewed by the Gonzales Tourism Committee to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests. **Priority will be given to those events that demonstrate an ability to generate overnight visitors to Gonzales.**

POST EVENT REPORT FORM

Date: _____

ORGANIZATION INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____

PROJECT OR EVENT

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project _____

Primary Purpose of Funded Event/Project: _____

Amount Received from Hotel Occupancy Tax Funds: _____

Amount Used from Hotel Occupancy Tax Funds: _____

How Were the Funds Actually Used? _____

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

Event Funding Information

1. Actual percentage of funded Event costs covered by hotel occupancy tax: _____

2. Actual percentage of Facility costs covered by hotel occupancy tax (if applicable): _____

3. Actual percentage of Staff costs covered by hotel occupancy tax (if applicable): _____

4. If staff costs were covered, estimate of actual hours staff spent on funded Event: _____

5. Did the event charge admission? Was there a net profit from this event? If there was a Net profit, what was the amount and how is it being used?

Event Attendance Information

1. How many people did you predict would attend this Event? (number submitted in application for hotel occupancy tax funds): _____

2. What would you estimate was the actual attendance at the Event? _____

3. How many room nights were generated at Gonzales hotels, motels or bed & breakfasts by attendees of this Event or Project? _____

4. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Gonzales hotels, motels, or bed & breakfasts by attendees of this Event or Project?

Last Year _____

Two Years Ago _____

Three Years Ago _____

5. What method did you use to determine the number of people who booked rooms at Gonzales hotels, motels, or bed & breakfasts (e.g.; room block usage . information, survey of hoteliers, etc.)? _____

6. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? If the room block did not fill, how many rooms were picked up? _____

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper - \$ _____
Radio - \$ _____
TV: \$ _____
Press Release \$ _____
Other \$ _____

2. Did you include a link to the Gonzales Visitor's Center or other source on your promotional handouts and in your website for booking hotel nights during this event?

3. Did you negotiate a special rate or hotel/event package to attract overnight stays?

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

5. Please attach samples of documents showing how the City of Gonzales was recognized in your advertising/promotional campaign.
6. **Please attach at least one sample of all forms of advertising/promotion used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.**

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? _____
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? _____
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel and motels within the city or its vicinity?

Additional Event Information

What Gonzales businesses did you utilize for food, supplies, materials, printing, etc?

Please Submit no later than 60 days after the event to:

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

For Questions Contact

Tim Patek
 Parks and Recreations Director
 P. O. Box 547
 Gonzales, Texas 78629
 830-672-3192

A TOURISM/MARKETING/MANAGEMENT PLAN
FOR THE CITY OF
GONZALES, TEXAS

2014-2017

DRAFT 1, Feb 2014

FOR GONZALES TOURISM COMMITTEE CONSIDERATION

TOURISM PLAN – 2014-2017

CITY OF GONZALES, TEXAS

LEADERSHIP:

The promotion of Gonzales as a “Place to See” has been ongoing since its inception of a committee in 1990. A city Tourism Committee was set up in 2006 by City Council and is charged with promotion of Gonzales by advising City Council on recommended ways to do that (City Board Handbook, page 45). “Duties shall consist of advising and providing recommendations to the mayor and city council with regard to tourism matters, shall develop for recommendation to the city council, and then annually review and propose needed or desired changes to a tourism plan.” Leadership is in place within the Tourism Committee. The Committee recommends and encourages projects, events and activities that seek to accomplish our objectives. Our responsibilities are to provide a strategic focus on tourism development, promote the city as a tourism destination and provide a voice for the lodging (hospitality) industry through advocacy.

PURPOSE:

The Tourism Advisory Committee is an advisory committee to the City Council and does not have executive power or authority to implement actions, and

The role of the Tourism Advisory Committee is, independently of management, to report to Council and provide appropriate advice and recommendations on relevant measures to its Goals and objectives, and

To advise Gonzales City Council in the sustainable development, marketing and management of tourism, including events and other cultural initiatives, representing the interests of both the tourism industry and community with regard for the social, environmental and economic benefit of the Gonzales Community.

MEMBERSHIP:

Members to this Committee are appointed by City Council and answer to City Council.

There are 9 appointed voting members. There are two ex-officio members; one representing the Visitors Center and the Chamber of Commerce; one representing the Main Street Board. Two staff liaisons. See the City Boards and Commissions Handbook for any other information and instructions regarding serving on the Committee.

TERM:

Appointments to the Tourism Advisory Committee are in a voluntary capacity only.
Terms are

STAFF:

Administrative duties are performed by city staff members as needed.
One marketing consultant

PROFESSIONAL RESOURCES:

In order to provide relevant, quality research and information, for marketing and legal assistance, we seek advice from, and work with the Texas Lodging Association (THLA), the Texas Travel Institute (TTIA); the State of Texas Tourism Division, the Lower Colorado River Authority (LCRA); and, other industry professionals that may be of assistance.

VISION:

The Greater Gonzales Area will be a community which is recognized locally, regionally, nationally and internationally as a #1 unique historic and scenic mecca with diverse offerings that encompass eco-heritage, valued architecture, agriculture and restored significant history museums that give a window into the legacy here

OBJECTIVES:

1. BRAND
The theme of "COME & TAKE IT" has been established as our brand – continue building momentum in the use of the brand and take every opportunity to spread the word.
2. COMMUNITY IMPROVEMENT
Develop Keep Gonzales Beautiful programs for citizen involvement in grassroots cooperative effort to clean up, beautify and improve visual image of Gonzales.
3. ENGAGE
Present Gonzales as a unique, historic and asset rich leisure travel destination and meeting venue through various media in major Texas and regional markets.
4. PROMOTE

Promote the destination in such a way that captures and keeps the attention of target markets, either through experience, branding or presence.

5. EDUCATE

Develop and implement strategies to educate local citizens and businesses on the cause and effect of tourism, its roles and how to get involved.

6. PUBLICIZE

Continue to build relations with the local, regional and national media in order to garner free publicity. Develop and implement social media strategies to engage visitors and entice them to visit the place where Texas began.

7. BUDGET

Assist in preparing a budget for that will include a three year plan of coordinated projects to encompass all objectives.

Partners:

Members that are in one way or the other a part of the Tourism Industry in Gonzales, Texas. The Goals of one part of many groups in Gonzales should mesh compatibly with those of other parts....

Premium Partners:

Our Partners help further the Tourism efforts to continually upgrade the image of Gonzales and strengthen our cooperative efforts.....

This plan was formulated under the direction of the 2013 Tourism Committee – made up of stakeholders in the local tourism/hospitality industry- with the gracious assistance of the following community leaders:

- The City of Gonzales City Council
- The County of Gonzales Commissioners
- The Gonzales Chamber of Commerce & Visitor's Center
- The Gonzales County Historical Commission
- The Gonzales Memorial Museum
- The J. B. Wells Home Museum
- The Museum at Riverside
- The Gonzales Economic Development Corporation
- The Texas Hotel-Motel Association
- Lower Colorado River Authority
- Gonzales Main Street Advisory Board
- Gonzales Master Gardener's Board
- The Historic Homes Association
- The Gonzales County Library Board

The Spade and Trowel Garden Club
The Crystal Theatre Board
The Texas Historic Commission
Pioneer Village Living History Center
The J. B. Wells Arena Board
I-10 Corridor Board

Advantage Partners:

All hotel, motel, Bed and Breakfast Inns and restaurants, convenience stores, and any other businesses that are frequented by visitors.

Advertising Partners: Many retail merchants, banks and professionals advertise in our Visitor's Guide. Advertising is available in the Visitors Guide, arterial map and on the Chamber of Commerce – Visitor Center Website. They may jointly participate in cooperative advertising.

Tourism Committee: Gonzales, Texas

PRIMARY DIRECTIVES

1. Increase future room night bookings in Gonzales lodging properties for tourism, sporting events, and other visitor events.
2. Grow leisure visitation and small group travel to Gonzales.
3. Increase exposure of Gonzales through paid advertising, promotions and public Relations – generated media exposure.
4. Educate the community for awareness of impact of tourist – new visitor dollar.

PRIMARY FUNCTIONS

1. Advise City Council with recommendations for tourism development and budget.
2. Advertising, Promotions and Public Relations
internet, publications, printed literature, travel writers, promotional items, APPS, and Billboards.
3. Hear/respond to requests from groups needing funding for tourism value related activities.
4. Be aware of activities and management of the Visitors' center that is 7/day week operation.
5. Initiate/maintain cooperation with partners and others

DIRECTIVES OR GOALS AND MISSION

1: To progress the strategies and actions of the Gonzales Tourism Management Plan.

Action: Develop a cooperative plan with the future in mind. (LCRA p. 14)

Action: Encourage better communication between partners and develop ongoing “picture” of all projects that are in the works for improvements to Gonzales. Note #4

2: a) To advise Gonzales City Council in the sustainable development, marketing and management of tourism, including promotional initiatives, representing the interests of both the tourism industry and any groups who have an interest in assisting in local economic development by tourism.

b) Advise the City Council on the preparation of an annual Budget for adoption by Council.

Action: Build a three (3) year projected budget so that we can develop our marketing and promotions for continuity.

3: Increase future room night bookings. Core objective is to increase our share of visitations and enhance the experience of the visitor – to increase the economic development impact.

(LCRA p.10)

1) To advocate for and lead a united, engaged, sustainable, successful tourism industry. To grow leisure visitation and group travel to Gonzales.

Action: Seek feedback from all participants as to possibilities through workshops and or retreats – on going.

2) Visits to local attractions shall be increased and lengths of stay in Gonzales, specifically in hotels, motels, Bed & Breakfast Inns, RV parks, and state park, shall be extended. This in turn creates jobs and it creates a strong generation of sales tax and in turn impacts property tax. See paper “The Economic Impact of Tourism.”

Action: a) Coordinate efforts among the hospitality industry, attractions, and tourism groups to maximize their efforts.

b) Develop marketing tool for attracting niche tourism, i.e. car clubs, scrapbookers, corporate retreats and other group visits

c) Jointly attend educational and trade meetings

d) Develop a system of distributing promotional materials.

e) Sponsor FAM tours for lodging facilities staff so they can see what attractions are available in Gonzales.

f) Assist attractions and lodgings in becoming visitor-ready.

* Print a manual outlining standards for tourism readiness

* Offer assistance and workshops yearly

* Develop SWOT critical to objectives performance

- * Recognize our resources:
 - Survey, Identify and inventory physical resources
 - Update information annually
 - Develop guest visual help – appropriate maps and information signs
 - Expand the use of established themes/logos and encourage County wide usage.

OBJECTIVE 1: BRAND

We have adopted “ COME & TAKE IT “ as our Brand. We need to continue to have consistent utilization on the marketing and promotional materials, high visibility in the community and area and at events both inside and outside the community.

OBJECTIVE 2: COMMUNITY IMPROVEMENT

- 1) Preserve and enhance historic assets of the community. Resources, programs and Facilities involved in tourism shall be supported, maintained and developed. (p. 7)
 - City of Gonzales and Gonzales Historic Commission
- 2) Project a positive, clean community image to visitors and the outside world. (p. 8)
 - Action: a) Encourage (emphasis) City to participate in Keep Texas Beautiful for Keep Gonzales Beautiful – involve community citizens, civic groups, neighborhoods.
 - b) Incentivize on- going clean -up projects.
 - c) City currently sponsors two yearly citywide cleanup campaigns.

OBJECTIVE 3: ENGAGE

A great share of the budget will be dedicated to this objective, through various media in major Texas and regional markets. Gonzales, where Texas began will be presented as a unique, historic and asset rich leisure travel destination and meeting venue.

Target Audiences

- Major Texas and regional markets

STRATAGIES AND TACTICS

3.1 Paid Media serving origin markets

Opportunities have been explored in any major metro area that’s easily accessible to Gonzales by car, but for the sake of prioritization this means concentrating on travelers in/from in this order.

...Austin/San Antonio

...Houston/

....

.....

3.2 Outdoor – this is being developed

3.3 Print

Recommended core print media plan for deploying the COME & TAKE IT brand to perspective leisure travelers in origin markets includes

- Texas Monthly ___page_____issues \$_____

A strong brand that lends strength through association with the Come & Take It brand; a desirable (mature, affluent) audience including sizable penetration in major urban origin markets; some reach (both print and online) outside of Texas. Special rates will be negotiated to allow tourism partners to participate in this cooperative effort.

- Texas Highways: ___page, _____issues \$_____

This is the official travel magazine of Texas. Highway readers are Proven travelers, and 62% of them traveled to a destination in Texas that was advertised/written about in the magazine.

- TTIA "See Texas First" Newspaper Insert ___page ___issue \$

This insert is distributed in major Texas newspapers well as the NW Arkansas Morning News, Baton Rouge Advocate, Shreveport Times....etc.

- True West a ___page in _____issue \$_____
- This magazine appeals to travelers interested in history, old west,
- Etc.....This magazine will write an expanded article on Gonzales –
- due to our history in advertising. In kind vale \$_____

3.3 Online and Search

Tour Texas Website \$_____

Other

METRICS AND EVALUATION

- Standard media buy performance metrics (tracked to ensure compliance with Commitments)
- Click- throughs on online advertising
- Reader-response tracking if appropriate
- Media hits and publicity value
- Web traffic, contacts to Chamber of Commerce/Visitor Center
- Rom nights and HOT receipts

BUDGET AND PRICING STRATEGY \$ _____

Creative and professional services \$ _____

Creative development of paid media

Paid Media

HOT Print \$ _____

GCC Print \$ _____

HOT Online \$ _____

GCC Online \$ _____

Outdoor \$ _____

Direct Marketing

Brochures \$ _____

FAM travel writers \$ _____

Tradeshow marketing \$ _____

Other

GCC Marketing as to tourism \$ _____

Miscellaneous \$ _____

Funds set aside for periodic opportunities that arise throughout the year.

OBJECTIVE 4: PROMOTE –

The main purpose of this objective is to promote the destination in a way that captures and maintains the attention of target audiences, either through experience, branding or presence.

Target audiences:

- 1. Major Texas and regional markets**
- 2. Travel writers**
- 3. Media**
- 4. Tour planners**
- 5. Meeting planners**
- 6. Local citizens**
- 7. Sports participants – Rodeo specifically**

STRATEGIES AND TACTICS

4.1 “Come & Take It” on the road

Create media events/blitzes in select regional markets to promote Gonzales and the Come and Take It – experiences at the events or appearances

- Soap making at Pioneer Village
- Brief video – re-enactment or history of cannon
- Brief video of rodeo activities
- Brief video of architectural attractions (with history)
- Appearances with video or great pictures at appropriate trade shows, various market sites and tour groups.

Develop and implement a promotional plan to promote and market ourselves as Texas leading tourism region. To increase exposure for Gonzales as a visitor (& small Meeting) destination through paid advertising, promotions and public relations generated media value. We broadly advertise in magazines, APPS, Web site, brochure and social media.

- Action: a) Adopt latest technologies to market Gonzales.(p.9)
- b) Bring Heritage tourism to life (p. 9)
 - c) Position Gonzales to appeal to a broader range of visitors (p.10)
 - d) Form linkages and regional alliances to better market Gonzales as a tourism destination.(p.11)
 - e) Identify potential tourists and travelers through studies and surveys
 - f) Identify regional feeder cities that present frequent travel visitors to Gonzales
 - g) Develop benchmarks to evaluate the Plan/measure performance

4.2 Brand Promotion at Events

- Action: a) Gonzales can partner with many events to promote the region, its sites and attractions. Every effort to be made to utilize these opportunities to promote the Gonzales brand to the fullest by deploying visible branded displays, materials and personnel where appropriate.
- b) Branded display booths, tubular arched inflatables as well as banners and various other materials will be produced, & available for use at varied events.

Action: a) Partner with Chamber of Commerce and Main Street and local businesses to develop a downtown event such as “Tie One On for Gonzales” -

Metrics and Evaluation

- Earned media hits and publicity value
- Interest generated for individual attractions
- Interest generated for unique advertising – just ask Victoria

Budget and Pricing Strategy \$ _____

- Creative and professional services \$ _____
- Gonzales – on the Road \$ _____

Branded booth and event materials \$_____

OBJECTIVE 5: EDUCATE

Obtain broadest possible participation in tourism for Gonzales. Involve as many as possible because Tourism is everybody's business.

Target Audiences:

- Local Citizens and businesses

STRATEGIES AND TACTICS

5.1 Present Gonzales to local groups

There are numerous opportunities locally to present the tourism messages and program information to groups. Create a Powerpoint presentation and standard set of talking points for speaking to groups such as

- Civic Clubs
- Service Clubs
- Professional organizations

- Action:
- a) Develop website links (strengthen what we have working)
 - b) Enlist assistance of local business, media, government, civic groups and Individuals.
 - c) Develop a list of civic and social organizations who need speakers and programs. Appoint speakers for engagements.

5.2 Print – Partner with the local papers to place a half page and annually during National/State Travel and Tourism Week to highlight the materials produced by Gonzales and the Chamber re the economic affect of tourism on our local economy.

- Action:
- a) Disseminate informational brochures and collateral materials.
 - b) Disseminate information to all resources, attractions and hospitality and Tourism agencies through regular workshops and meetings.
 - c) Educate Gonzales County residents as to the quality and availability of Attractions and events through news articles, literature advertising, web sites and electronic media.

5.3 Social Media

- Action: Use Facebook and Twitter as a means of educating the local people by G-HOT materials, ads and economic impact tourism has on local economy.

METRICS and EVALUATION

- Interactions on social media

- Interest generated locally
- Awareness raised as to need for accomplishing objectives

BUDGET AND PRICING STRATEGY \$2,000.00

 Paid Media – print \$1,000

 Paid media – online \$1,000

OBJECTIVE 6: PUBLICIZE

Continue to build relations with the local, regional and national media in order to garner free publicity. Develop and implement social media strategies to engage visitors and entice them to visit where Texas began.

Target Audiences

1. **Travel Writers**
2. **Social media users**
3. **Local, Regional and National Media**

STRATEGIES AND TACTICS

6.1 Send the message

Gonzales has a great story to tell. The message will be crafted and packaged with facts, and hooks to create media interest and social media buzz.

 Action: a) A bank of story ideas/articles about the history and rich assets is ongoing, and may be written by historians, writers, and cultivated from other tourism related entities, guest bloggers, etc.

 b) A collection of Gonzales top 10 lists will be developed and published. Lists could include: hidden treasures, restaurants, outdoor activities, pioneer village, First Shot Wagon, etc. List entries will be cultivated through social media.

6.2 Maintain a robust presence on Social Media

 This has not been developed for this draft

6.3 Increase awareness of Gonzales’ Tourism product

Positive publicity is priceless to any travel destination. Anything penned from what is considered a ‘non-biased’ source is given much more credence than an advertisement. Travel writers and press tours will remain a vital part of the overall marketing and communications plan for Gonzales

 Travel Writers

 Action: a) Membership in the Society of American Travel Writers and evaluate Membership in additional organizations.

 b) work with Governor’s staff to organize travel writers visit to Gonzales

 b) participate in events and partnership for more exposure

Regional Media/local media

Action: a) issue press releases to any relevant information

METRICS AND EVALUATION

- Travel writers visits
- Local media stories
- Publicity and media value
- Social media mention

BUDGET AND PRICING STRATEGY \$8,000

Creative and professional services \$2,000

Local media support \$1,000

Travel writer visits and promo blitzes \$5,000

OBJECTIVE 7: BUDGET

Budget and Pricing Strategy - Summary

This has not be developed for this draft

Note #1: Our region: In a geographical area in tourism context. The area, which offers a mosaic of superb scenic landscapes, has a fascinating cultural heritage, an abundance of wildlife species and many nature based tourism opportunities, a brewery, character- pumpjacks,

painted churches, Chisholm Trail, Chupacabra and Wildflowers.....and covers an area made up of Gonzales County, Luling, Shiner, Cuero, Shiner, Yoakum, Schulenberg, and San Antonio.....stay here - avoid the traffic and see the sights.....

For purposes of State identification we are known to be in the "Prairies & Lakes Region" That Geographical area is shown on a state map – Information attached

Note #3: Our stakeholders are – we work with a wide array of stakeholders - The City of Gonzales, Chamber of Commerce-Visitor's Center, Main Street, Gonzales Economic Development Corporation, Local retail merchants, restaurants, owners of the local hotels, motels and Bed and Breakfast Inns.

Main Street: See attached plan of action for Main Street programs 2014

Visitor's Center: See attached as ongoing management of the Visitor's Center.

Note #4: Improvements –work in progress- for Gonzales. Old Jail has been renovated and will be getting a new roof. GEDC/Main Street are promoting more funds for Façade Grants. City Hall will soon be landscaped. Substructures are being addressed for repair or demolition. A new library has been designed and approved for construction. The old HEB building will soon renovated and be a children's center for the school district. The grocery store at the corner of St. Joseph and St. Andrew has been renovated and is now Family Dollar store. more>

Note #5: Tourism can be a major generator of employment in the Gonzales area. In some circles, other communities, it is anticipated that the tourism sector will create a great number of jobs.

Information: .

LODGING ROOMS: Currently, 2013, we have 10 hotels, 5 Bed and Breakfast/cottages, 407 rooms (there were 230 at end of 2012) Funding is contingent on room occupancy.

TOURISM is the goose that laid the golden egg.....is the act of travel for the purpose of recreation, business and the provision of services for this act. It is actually a service industry, comprising a number of tangible and intangible components. The tangibles include accommodation, food and beverages while intangibles include relaxation, experience and resting.

TOURIST describes any person travelling to a place other than that of his/her usual environment for less than twelve consecutive months and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited.

TOURIST RESOURCE – Tourism is a very complex industry that includes a variety of economic activities, services, facilities, human relations and demand supply patterns. While tourism development in any area depends on the type of facilities and services offered to the consumers (i.e. tourists), what is more important is the availability of a strong recreation resource base.

To put it differently, potential for tourism development largely depends on the variety and richness of tourist-resource(s), the more unique and varied the resources better the prospects for tourism development.

The term potential broadly means something existing but not yet fully exploited, Thus it symbolizes the sum total of qualitative and quantitative values on which the degree and the extent of exploitability depends.

It is difficult to explain or assess the potential in numerical terms as it involves many factors in the context of tourism. Besides, this phenomenon is very complex by nature. Hence, tourism deals with physical, psychological and sometimes even spiritual demands of the people from diverse geographical, socio-cultural and economic background that travels under different motives, interests, preferences and immediate needs. (from internet – What do you mean by the term “Tourist Resource”? D. Verma.)

SWOT analysis is a strategic planning tool that is used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a business venture. It involves specifying the objective of the business venture and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

This will clearly show us our possibilities and our limitations

Some are:

- The not so memorable Image of Gonzales Downtown area
- Downtown revitalization
- Landscaping and beautification of the downtown area- no plan

- Preservation Program – No Preservation ordinance
- Restoration of the Gonzales Memorial Museum- years to finish_____
- Restoration of the buildings at Pioneer Village – ongoing
- No full year calendar – no regional calendar
- No definite deadlines to accomplish some of the goals & objectives
- No Tourism Director to implement many of the goals and objectives
- No plan for Keep Gonzales Beautiful and no coordinator to expedite

PARTIAL SUGGESTED LIST OF ENHANCEMENTS/PROMOTIONS THAT WE WOULD LIKE TO PARTNER WITH OTHER ORGANIZATIONS IN THE COMMUNITY

1. Upgrade ENTRY R.O.W signs – Gonzales – rock and wood – enlarge – improve
2. Ongoing beautification
3. Benches and planters in downtown Gonzales
4. Make Downtown Accessible with more attractive handrails, ramps and stairs
5. Clean all of the stop signs and historic tour signs in the downtown area
6. Banners and flags that say Welcome to Gonzales
7. Christmas in Gonzales – more Christmas lights –
8. Approach the Library and Main Street to Sponsor “Dickens on the Square”
9. Recognize Tourism Week with articles and commendations
10. Sculpture pieces placed in selected spots
- 11.

Reference papers available for information and research

1. The Economic Impact of Tourism
2. LCRA Strategic Plan model – 2012 (you have)
3. VIP Goals Summary Diagram
4. Situational Analysis (SWOT)
5. Marketing Plan Overview – (you have)
6. Prairies & Lakes Region Executive Summary
7. Hotel Occupancy Tax Application and applicable law and rules
8. Main Street Plan for 2014
9. Downtown Association information
10. Chamber of Commerce – Visitor Center – activities
11. Articles of Preservation
12. Keep Texas Beautiful purpose and ancillary papers
An environmental grassroots mission to educate and engage Texas to take responsibility for improving their community environment.
13. Heritage Tourism – Recommendations – Author, Lori Waters
14. Inventory of heritage tourism assets
15. Committee Protocol
16. The 25 Immutable Rules of Successful Tourism
17. Grant Possibilities

Make plans today for all tomorrows.....

Drafted by Ann Covert, CPM for consideration by the Tourism Committee

1. Marketing Schedule – Spring Texas Events Calendar

2. Marketing Update

- a. New Visitor Guide
- b. Visitor Guide / Brochure Distribution
- c. Potential for contest to promote with summer concert ads in Austin 360 ads.

3. Smart Phone App Update

a. Bar Z will migrate app content and website content to new platform by March 21. Then I will begin learning the new system and building the new Tour Gonzales site. New site should launch by mid April, before our major advertising push in May.

4. App Stats, Web and Social Media Update

Tour Gonzales App Stats

Feb New Downloads	57
Region	% of Users
Austin	52.00%
Houston	6.00%
San Antonio	13.00%
DFW	15.00%
Corpus	8.00%

Tour Gonzales Website

Pageviews	4912
New Visitors	74%

Tour Gonzales Facebook

Likes	111
People Saw Posts	1136

5. Other Updates and Info

- a. February Direct leads/brochure requests from ads – 266

**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	
DVS Productions Approved by Committee February 13, 2014 Approved by City Council March 3, 2014	\$6,000.00	
<hr/>		
TOTAL	\$23,000.00	\$11,936.05
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$23,000.00	\$11,936.05
AVAILABLE FUNDS	\$2,000.00	\$13,063.95

FINANCIAL STATEMENT

AS OF: FEBRUARY 28TH, 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	40,614.07	316,731.95	82.27	0.00	68,268.05
4-811.801 INTEREST INCOME	750.00	100.46	634.98	84.66	0.00	115.02
TOTAL 811-HOTEL/MOTEL	385,750.00	40,714.53	317,366.93	82.27	0.00	68,383.07
<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	3,004.81	3,004.81	33.39	0.00	5,995.19
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	3,004.81	3,004.81	33.39	0.00	5,995.19
*** TOTAL REVENUES ***	394,750.00	43,719.34	320,371.74	81.16	0.00	74,378.26

FINANCIAL STATEMENT

AS OF: FEBRUARY 28TH, 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	15.72	1.05	0.00	1,484.28
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	15.72	1.05	0.00	1,484.28
<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	0.00	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	0.00	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	0.00	25,307.20	30.68	0.00	57,192.80
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	140,000.00	1,363.59	34,479.12	24.63	0.00	105,520.88
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	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	1,657.50	10,986.50	43.95	0.00	14,013.50
7-811.521 SPECIAL PROJECTS	40,000.00	0.00	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	41,800.00	70,120.00	200.34	0.00	(35,120.00)
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	0.00	3,527.03	35.27	0.00	6,472.97
7-811.529 RIVERSIDE MUSEUM	<u>5,000.00</u>	<u>377.24</u>	<u>1,523.02</u>	<u>30.46</u>	<u>0.00</u>	<u>3,476.98</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	295,000.00	45,198.33	139,598.33	47.32	0.00	155,401.67

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.202			POSTAGE							
				B E G I N N I N G	B A L A N C E					0.00

12/27/13	12/27	B20197	Misc	121315	04006	ALLOCATE MONTHLY POSTAGE	JE# 011790		5.52	5.52
			=====	DECEMBER ACTIVITY	DB:	5.52	CR:	0.00	5.52	

1/29/14	2/24	A57434	CHK: 000000	11670	POSTAGE FEE, ZAPATA, TEX 2931	203			10.20	15.72
			=====	JANUARY ACTIVITY	DB:	10.20	CR:	0.00	10.20	
			=====	ACCOUNT TOTAL	DB:	15.72	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

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							
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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

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
=====					ACCOUNT TOTAL	DB:	17,980.04	CR:	0.00

7-811.413 PIONEER VILLAGE

B E G I N N I N G B A L A N C E 0.00

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
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
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
=====					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

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

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	
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	ADVERTISING	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	
1/02/14	2/07	A56918	CHK: 098954	11764	ADVERTISE BOARD OPENINGS	2729	010214-77		14.56	33,088.12
1/31/14	2/24	A57429	CHK: 000000	11670	GOOGLE	2931	13114		27.41	33,115.53
			=====		JANUARY ACTIVITY DB:		41.97	CR: 0.00	41.97	
2/01/14	2/07	A56884	CHK: 098942	11764	ADVERTISING FOR FDR DIS	1044	476442		1,363.59	34,479.12
			=====		FEBRUARY ACTIVITY DB:		1,363.59	CR: 0.00	1,363.59	
			=====		ACCOUNT TOTAL DB:		34,479.12	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		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.520

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	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	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	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	0.00	4,157.50
2/06/14	2/07	A56937	CHK: 098983	11764		ROCKIN' S MARKETING & D	2895	1084			1,657.50	10,986.50
			=====			FEBRUARY ACTIVITY	DB:			1,657.50	0.00	1,657.50
			=====			ACCOUNT TOTAL	DB:			10,986.50	0.00	0.00

7-811.521

SPECIAL PROJECTS

B E G I N N I N G B A L A N C E 0.00

10/29/13	10/31	A53813	CHK: 098002	11524		BROCHURES	2956	9721			963.59	963.59
			=====			OCTOBER ACTIVITY	DB:			963.59	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	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	0.00	8,035.42
			=====			ACCOUNT TOTAL	DB:			17,588.61	0.00	0.00

7-811.522

EVENTS

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 Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.525 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

2/05/14 2/13 A57156 CHK: 099091 11774 CLEANING OUTSIDE OF MUSE 3315 541451309 41,800.00 70,120.00
===== FEBRUARY ACTIVITY DB: 41,800.00 CR: 0.00 41,800.00
===== ACCOUNT TOTAL DB: 70,120.00 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

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

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT-----	-----BALANCE-----
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	
2/11/14	2/27	A57579	CHK: 099188	11807 WATER DEPT. TV & RIVERSI	1816	2/11/14 RIVERSIDE		69.24	1,215.02
2/23/14	2/13	A57103	CHK: 099100	11774 TERMINIX RIVERSIDE	0565	4299148		308.00	1,523.02
			=====	FEBRUARY ACTIVITY DB:	377.24	CR:	0.00	377.24	
			=====	ACCOUNT TOTAL DB:	1,523.02	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

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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:

165,948.28

1,027.03CR

ENDING BALANCES:

165,948.28

1,027.03CR