

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, March 28, 2013
City Hall at 12:00 P.M.**

AGENDA

- 1. Call to Order, Certification of Quorum**
- 2. Public Comment**
- 3. Discussion & Consideration of PBR Funding Request for July 13, 2013 Event**
- 4. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website**
- 5. Report on Upcoming Events: Jim Price Clean-Up April 20th**
- 6. Financial Report**
- 7. Next Regular Meeting will be April 25, 2013 at 12:00PM at City Hall**
- 8. 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 12:00PM Monday, the 25th day of March, 2013; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

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



Carolyn Gibson Baros, Economic Development Director

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, March 14, 2013 at City Hall at 12:00 P.M.

MINUTES

- 1. Chair Carolyn Gibson-Baros called the meeting to order at 12:15pm and certified a quorum with Paul Frenzel, Alison Guerra-Roderiguez, Ann Covert, Barbara Crozier, Richard Tiller, Barbara Friedrich, Carolyn Gibson-Baros, and Barbara Hand present. Ken Morrow, Meena Patel and Tim Patek were absent. Marketing consultant Loretta Shirley was also present.**
- 2. Public Comment- Barbara Hand commented that the GEDC Board stated that they would not be funding events and would be sending those requests to the TAC. Carolyn Gibson-Baros thanked the committee for their thoughts and prayers for the loss of her husband. The Texas Hotel Lodging Association Gonzales lodging list was reviewed by the committee. Changes to be made are: Belle Oaks B&B has 5 rooms, Homestay Inn would change to Days Inn and has 41 rooms, Holiday Inn Express with 62 rooms was left off the list. Gonzales has a total of 394 lodging rooms at this time.**
- 3. Nomination & Election of Chairman of Tourism Advisory Committee- Barbara Crozier nominated Richard Tiller as Chair of the TAC. The nomination was seconded by Alison Guerra-Rodriguez. No other nominations were made. All voted aye to elect Richard Tiller Chair.**
- 4. Nomination & Election of Vice-Chairman of Tourism Advisory Committee- Ann Covert nominated Barbara Crozier as Vice-Chair of the TAC. The nomination was seconded by Paul Frenzel. No other nominations were made. All voted aye to elect Barbara Crozier Vice-Chair.**
- 5. Nomination & Election of Secretary of Tourism Advisory Committee- Ann Covert nominated Alison Guerra-Rodriguez as Secretary of the TAC. The nomination was seconded by Barbara Crozier. No other nominations were made. All voted aye to elect Alison Guerra-Rodriguez as Secretary.**
- 6. Appointment of Executive Committee as Policies & Procedures Committee Members- Officers and Staff Liason will serve as the Executive Committee of the TAC.**
- 7. Discuss City of Gonzales Boards & Commissions Handbook- Ann Covert suggested changing the wording on page 11 "I make a motion..." to "I move..." which is correct parliamentary procedure. She also requested that the TAC be called a committee or a board, not both, as on page 45. Carolyn**

Gibson-Baros stated that had been corrected after the TAC was given a copy of the handbook.

8. **Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website-** Loretta Shirley, Rockin' S Marketing reported that 500 decals would cost \$.78/each. Alison Guerra-Rodriguez made a motion to approve the purchase of the QR Code decals for local businesses. Ann Covert seconded the motion which passed unanimously. Loretta reported that the Certified Folder Display Service would be approximately \$12,000.00 for 95,000 rack cards to be displayed in 1472 locations, and we would receive weekly re-stocking reports. Ann Covert made a motion to approve up to \$15,000.00 for the Certified Folder Display program. Paul Frenzel seconded the motion which passed unanimously. After discussion of ad sizes and our target markets, Barbara Crozier made a motion to increase the size of the ads in Texas Highways to a full page, three times per year, in April, September and November, at a cost of \$6764.00 per ad. Alison Guerra-Rodriguez seconded the motion which passed unanimously. Loretta went over the advertising opportunities with Southern Living. She will prepare a spreadsheet listing the different options for review by the TAC in June. Loretta reported on Texas Journey, a AAA publication. Barbara Crozier made a motion to increase the ad size in Texas Journey from 1/6 to 1/3 page, located vertically, on the right hand side of the magazine, three times per year- March/April, September/October, and November/December, at a cost of \$7,060.00 per ad. Paul Frenzel seconded the motion which passed unanimously. Loretta also reported that Ride Texas would be providing editorial coverage on Gonzales in the April issue.
9. **Discussion & Consideration of Changes to TAC Funding Request Form-** No action was taken to change the request form, but the TAC would like to receive application for funding for their review 30 days prior to the meeting where their decision would be expected.
10. **Report on Upcoming Events:** Carolyn Gibson-Baros reminded the committee of the Gonzales County Day at the Capitol March 21st, The Texas Independence Relay March 22nd, and The Jim Price Community-Wide Cleanup April 20th, and encouraged the TAC members' involvement.
11. **Financial Report-** The Financial Report was deferred to the March 28th regular meeting of the TAC.
12. **After announcing the next Regular Meeting will be March 28, 2013 at 12:00PM at City Hall, Richard Tiller adjourned the meeting at 1:35pm.**


Carolyn Gibson-Baros, Recording Secretary

TBR

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

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

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

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

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

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

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels** to accommodate anticipated overnight guests attending the event requesting hotel tax funds;
- c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event;** and/or
- d) **examples of marketing of the programs and activities that are likely to generate encourage overnight visitors** to local lodging properties.

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

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

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

_____ 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: Carolyn Gibson
Economic Development Director
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

APPLICATION

Organization Information

Date: March 15, 2013

Name of Organization: DVS Productions

Address: PO Box 96 – 10785 W State Hwy 97

City, State, Zip: Gonzales, TX 78629

Contact Name: Bo Davis

Contact Phone Number: 512-921-0018

Web Site Address for Event or Sponsoring Entity: www.pbrgonzales.com

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

Tax ID #: _____ Entity's Creation Date: 1994

Purpose of your organization: Promote and Produce of events bull riding, rodeo and special events

Name of Event or Project: PBR Gonzales

Date of Event or Project: July 13, 2013

Primary Location of Event or Project: J.B. Wells Arena

Amount Requested: \$3,000

How will the funds be used? Advertising and Marketing for event

(See attached media plan)

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

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

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

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

3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity.

 X

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

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

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

100%

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate? 30 contestants, 15 stock contractors

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

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

Several of the traveling professional athletes and stock contractors will stay the night of the performance, as well as small percentage of the patrons that come from a long distance and stay for the after party festivities.

Questions for all Funding Requests:

How many years have you held this Event or Project: 4 years

Expected Attendance: 2,500-3,000

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 20% (1) night 10% (2) nights

How many nights will they stay? One to two maximum.

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

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

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Gonzales	July 2011	\$3,000	40 room nights, est.
Gonzales	July 2012	\$3,000	50 room nights, est.

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

Through management sources of the host hotel.

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

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

Paid Advertising \$5,000 Newspaper X Radio X TV

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

Other Website and email blast

What areas does your advertising and promotion reach?

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

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

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

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

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



**PBR Gonzales Bull Riding 2013
Media and Marketing Plan**

Media Print: \$4,000 in-kind sponsor – The Gonzales Cannon

**Victoria Advocate
Shiner Gazette
Yoakum
Hallettsville Herald
Molton Eagle**

Radio: \$3,500 in-kind sponsor – KCTI

**Victoria and surrounding area – KIXS
Victoria and surrounding area - Tejano Station
San Antonio Y100**

**Web: www.pbrgonzales.com website
Posted and linked on the PBR website pbr.com
Posted and linked on Gonzales Chamber website**

Email: Email blast to PBR Fan Club members in the State of Texas

Social Media: Facebook Event page

**Print: 300 Posters distributed
2,000 Flyers distributed
Table tents in local restaurants and bars**

**Promotions: PA reads and signage at the PBR Bull Riding at Cowboys
Dancehall in San Antonio
Window Stickers displayed on 20 vehicles
Decals on 27 Stewart Trucking semi's**



PBR Gonzales Bull Riding 2013 Media and Marketing Plan

The following is a plan that includes, in black type, what we are currently doing and in what I am proposing to use the H.O.T. funding for, to place media buys and marketing materials to promote the PBR event in outer lying areas.

My goal is bring in fans from these outlying areas to the PBR Gonzales event on July that will spend all day and night for the golf tournament, bull riding, after party and stay overnight.

The Golf Tournament starts at noon, the PBR Bull Riding will start with doors opening 5:30 p.m. and the bull riding starting at 7:30 p.m., and an After Party to follow at 10:00 p.m. A percentage of workers, contestants and stock contractors will be spending the night in Gonzales lodging, eating at local restaurants and shopping with our local merchants.

The Victoria Advocate

- "Our circulation: Monday, Tuesday, Thursday, Friday, Saturday, 31,927; Wednesday 32,155; and Sunday, 33,368¹. We average 3 readers per copy daily and 3.1 on Sunday (ave 90,000 readers per day) estimated spending \$1,500

Shiner, Yoakum, Hallettsville and Molton - 2 weeks in each publication \$580

Victoria – KIXS/JACK – 175 - 30 sec spots reaching over 250,000 listeners in South Texas, Costing approx. \$2,503.00

Victoria – Tejano Station, TBD 30 sec spots_for \$900

San Antonio – Y100, Buy TBD

Funding allocated by H.O.T. will directly go to pay for all advertising to reach out lying markets.

Thank You,

Bo Davis
DVS Productions

Gonzales Texas

Marketing Report March 2013

1. Marketing Schedule – See page 2

2. Marketing Update

a. Texas Co-Op Power Magazine Rates attached for your review, to be decided upon at a later meeting. (pages 3, 4, 5 & 6)

b. Certified Folder Display contract negotiated and rack card design. (page 7)

Qty Rack Cards Needed – 175,000 minimum. Suggested that we order 200,000. Cost for 200,000 rack cards will be \$5,760 (2.9¢/ea.)

3. Web and Social Media Update

Tour Gonzales App Stats

February 2013 New Downloads	172
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Region	% of Users
Austin	64.00%
Houston	5.00%
San Antonio	14.00%
DFW	14.00%
Corpus	3.00%

Tour Gonzales Website

Jan 25, 2013 to Feb 24 ,2013

Pageviews	6,200
Avg Unique Visitors	60
New Visitors	85%

Tour Gonzales Facebook

February 2013 Likes	48
# People Engaged	717
Shares	439
People Reached	10,566

Gonzales Marketing Report, March 2013

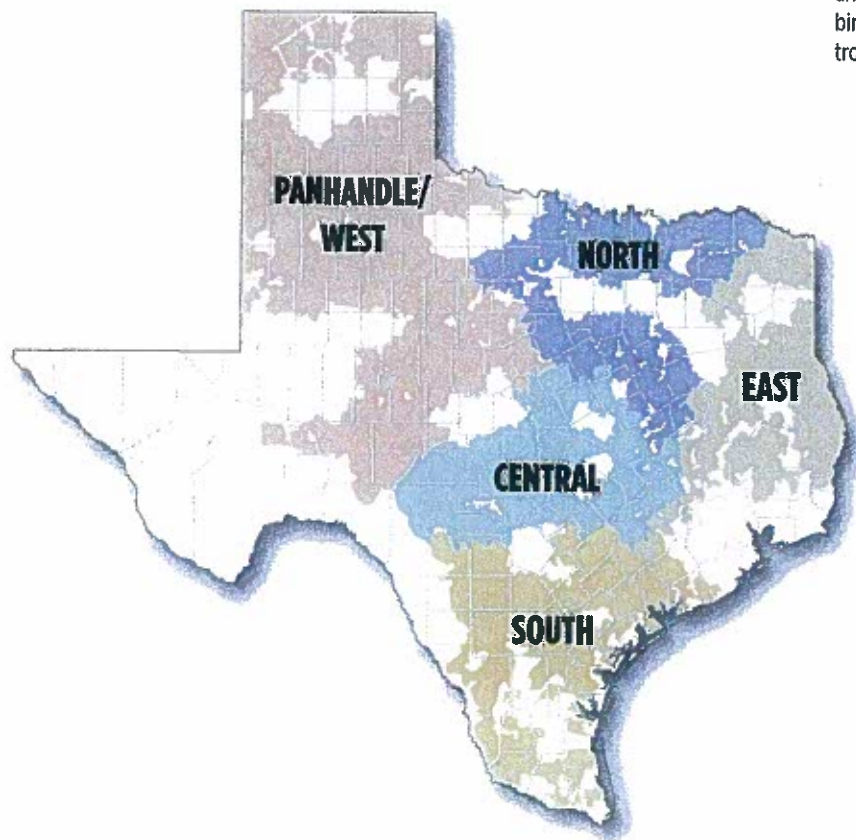
New 2013	Publication	Ad Size	Pub Date	Cost	Type	Comment	Event or Ad Focus
	Tour Texas	Silver Package	All Year	\$ 2,140.00	page on tourtexas.com		
	VisitSanAntonio.com	Banner	Annual	\$ -	On-Line	San Antonio CVB Website Package w/ Visit SA Magazine	Smart Phone App / Annual Events
	VisitSanAntonio.com	Search Listing	Annual	\$ -	On-Line	San Antonio CVB Website Package w/ Visit SA Magazine	Smart Phone App / Annual Events
	AAA Texas Journey	1/6 Page	April	\$ 3,260.00	Magazine	920,000 subscribers, Travel Guide	Museums / Lodging / Annual Event
	REAL Magazine	1/2 Page	April	\$ 1,630.00	Magazine	Austin area entertainment and recreation magazine	Smart Phone App
	San Antonio Magazine	Full Page	April	\$ 2,106.00	Magazine		Museums / Lodging / Annual Event
	Texas Highways	1/6 Page	April	\$ 1,404.24	Magazine	Texas State Travel Magazine	Summer Concert / Smart Phone App
	True West	Full Page	April	\$ 2,200.00	Magazine		Smart Phone App / Annual Events
	AustinTexas.org	Banner	August	\$ 227.00	Travel Web Site	Austin CVB Travel Site	Summer Activities and Recreation
	Tour Texas Newsletter	Email Feature	August	\$ 1,250.00	Email Blast	300 featured spotlight	Museums / Lodging / Annual Event
	Tour Texas Newsletter	Email Banner	August	\$ 700.00	Email Exclusive	Exclusive banner ad on email blast.	
	AustinTexas.org	Banner	July	\$ 227.00	Travel Web Site	Austin CVB Travel Site	Summer Activities and Recreation
	REAL Magazine	2/3 Page	July	\$ 1,630.00	Magazine	Austin area entertainment and recreation magazine	Summer Activities and Recreation
	Tour Texas	Top Banner	July	\$ 375.00	On-Line		Summer Concert
	True West	Full Page	July	\$ 2,200.00	Magazine		Smart Phone App / Annual Events
	AustinTexas.org	Banner	June	\$ 227.00	Travel Web Site	Austin CVB Travel Site	Summer Concert / Smart Phone App
	REAL Magazine	2/3 Page	June	\$ 1,630.00	Magazine	Austin area entertainment and recreation magazine	Summer Concert / Smart Phone App
	San Antonio Magazine	Full Page	June	\$ 2,106.00	Magazine		Museums / Lodging / Annual Event
	Texas Monthly.com	Box	June	\$ 892.50	On-Line		Museums / Lodging / Annual Event
	Tour Texas	Top Banner	June	\$ 375.00	On-Line		Concert / Museums / Lodging
	Tour Texas Destination Spotli	Home Page	June	\$ 600.00	On-Line	Gonzales becomes home page on TourTexas.com.	Museums / Lodging / Annual Event
	VisitSanAntonio.com	Email Feature	June	\$ -	Email Blast	San Antonio CVB Website Package w/ Visit SA Magazine	Smart Phone App / Annual Events
	Austin Monthly	Full Page	May	\$ 2,106.00	Magazine		Summer Concert
	AustinTexas.org	Banner	May	\$ 227.00	Travel Web Site	Austin CVB Travel Site	Smart Phone App / Summer Conce
	REAL Magazine	1/2 Page	May	\$ 1,315.00	Magazine	Austin area entertainment and recreation magazine	Smart Phone App / Summer Conce
	REAL Magazine.com	Sponsor	May	\$ 500.00	Blog	Austin area website, entertainment and recreation	Smart Phone App / Summer Conce
	San Antonio Magazine	Full Page	May	\$ 2,106.00	Magazine		Summer Concert
	Texas Monthly	Full Page	May	\$ 11,880.00	Magazine	Full pg editorial to accompany ad.	Smart Phone App / Events
	Texas Monthly Trip Planner	Email Feature	May	\$ -	Email Blast	Added benefit, goes to all TexasMonthly email subscribers.	Summer Concert
	Texas Monthly.com	Box	May	\$ 892.50	On-Line		Summer Concert
	Tour Texas Email	Email Feature	May	\$ 2,850.00	Email Blast	50,000 email subscribers	Summer Concert
	AAA Texas Journey	1/6 Page	September	\$ 3,260.00	Magazine	920,000 subscribers, Travel Guide	Museums / Lodging / Annual Event
	Austin Monthly	Full Page	September	\$ 2,106.00	Magazine		Come and Take It
	AustinTexas.org	Banner	September	\$ 227.00	Travel Web Site	Austin CVB Travel Site	Come and Take It
	REAL Magazine	Full Page	September	\$ 2,345.00	Magazine	Austin area entertainment and recreation magazine	Come and Take It
	REAL Magazine.com	Featured Event	September	\$ 300.00	On-Line	Austin area website, entertainment and recreation	Come and Take It
	San Antonio Magazine	Full Page	September	\$ 2,106.00	Magazine		Come and Take It
	Texas Highways	Full Page	September	\$ 5,461.93	Magazine		Come and Take It
	Texas Monthly	Full Page	September	\$ 9,504.00	Magazine		Come and Take It
	Texas Monthly.com	Box	September	\$ 892.50	On-Line		Come and Take It
	Tour Texas	Rectangle Banner	September	\$ 495.00	On-Line		Come and Take It
		Total		\$ 73,753.67			

TEXAS Co-op Power 1.3 Million Circulation

Texas Co-op Power magazine's presence in the Lone Star State spans seven decades. Many of our 3 million readers have grown up with Texas Co-op Power in their homes and look to the magazine month after month for information that is entertaining, informative and totally Texas. Because of this longstanding relationship, our readers trust what they read and have confidence in the advertisers they see in the magazine.

If reaching 1.3 million Texans in the comfort of their homes is important to you, look no further than Texas Co-op Power. No other publication speaks to this unique, suburban, small-town, rural audience like Texas Co-op Power does.

PANHANDLE/WEST	NORTH	EAST	CENTRAL	SOUTH
Circulation 86,600	Circulation 341,200	Circulation 288,000	Circulation 333,100	Circulation 251,100
<p>More rural than many other parts of Texas, the Panhandle and West Texas attract independent types with a do-it-yourself approach to solving problems. With few urban centers close by, these folks look to regional suppliers, Internet companies and the larger hub cities of Lubbock and Amarillo for products and services such as health care and home improvements. As wind turbines become as common as pump jacks, it's clear that the winds of change are blowing in this sprawling region.</p>	<p>Readers living around Texas' largest metropolitan area are well-heeled, all the way down to their cowboy boots. Folks living in and around the Metroplex enjoy a suburban lifestyle. Reaching them in the comfort of their homes with a familiar friend like Texas Co-op Power keeps the distraction of the city at bay as they see your message.</p>	<p>Towering pines, mammoth bald cypress trees and lush, spooky wetlands set the stage for outdoors lovers and retirees to cast a line, pitch a tent or stroll protected forests. From boating to wildlife watching, folks in East Texas enjoy their surroundings and occasional trips to neighboring Louisiana.</p>	<p>A bluebonnet bonanza in the spring, Central Texas paints a nature lover's paradise year-round with gently rolling hills, state parks, lakes and hiking trails. In a region that's a haven for retirees, many of whom build second homes, residents expect information that, in particular, fleshes out the areas of health care, travel and outdoor recreation.</p>	<p>South Texas residents enjoy everything from bird-watching to beach-combing in a region rich in Hispanic culture. South Texas offers one of the most enjoyable climates in the country during the winter months. Tourists come to catch a wave on Gulf Coast beaches or check out aloe vera farms and citrus groves found nowhere else in the state. Year after year, rare birds and two-legged snow-birds flock to the sub-tropical Rio Grande Valley.</p>



2013 Statewide Rates

CIRCULATION

Texas Co-op Power's monthly circulation is 1.3 million. With an estimated 2.5 Texans per household reading each issue of Texas Co-op Power, our readership is more than 3 million.

BIG TEXAN DISCOUNT

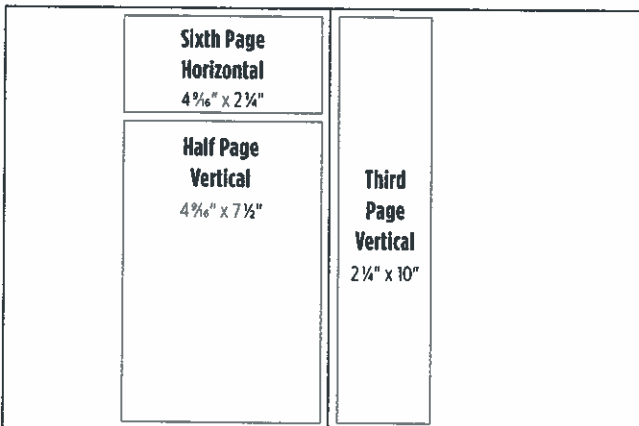
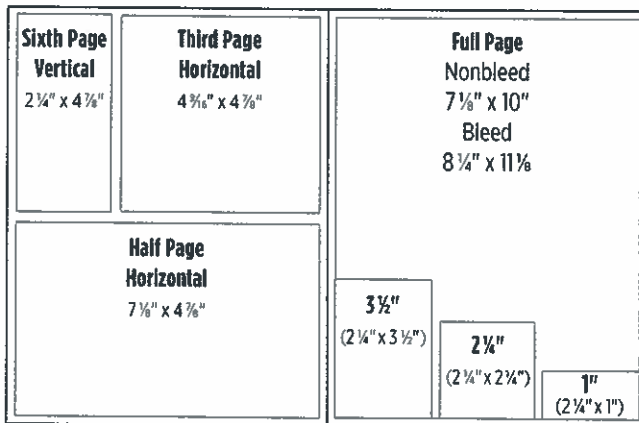
Any company with a primary location in Texas, whose primary audience is within Texas, is eligible for a 20% Big Texan discount off the rates.

RATES	1x	3x	6x	12x
Full Page	\$27,240	\$26,440	\$25,645	\$24,875
Half Page	\$14,280	\$13,875	\$13,450	\$13,045
Third Page	\$9,780	\$9,430	\$9,215	\$8,940
Sixth Page	\$5,055	\$4,930	\$4,760	\$4,610
3 1/2 Inch	\$4,265	\$4,150	\$4,035	\$3,910
2 1/4 Inch	\$2,910	\$2,835	\$2,745	\$2,645
1 Inch	\$1,350	\$1,310	\$1,280	\$1,240

COLOR

Black plus one color add \$750
Four-color add \$1,150

MECHANICAL REQUIREMENTS



GENERAL SPECIFICATIONS

- **Trim size:** 8" x 10 7/8"
- **Live area:** 7 1/8" x 10"
- **Full-page bleed size:** 8 1/4" x 11 1/8"
- **Color:** CMYK or grayscale only. **Files may NOT contain PMS/spot or RGB colors.**
- Cost for ad rebuilds or modifications will be billed to the advertiser/agency at \$100 per hour. Agency discounts will be forfeited if modifications are necessary to reproduce the ad.

DIGITAL FILE INSTRUCTIONS

Digital files are required for all ads. Due to variables in equipment, software and fonts, Texas Co-op Power assumes no responsibility for errors in the output of digital ads.

Acceptable formats:

- High-resolution PDF preferred. **Acrobat 4/PDF 1.3 format required. Transparency is not supported.**
- QuarkXPress 8 or lower
- Adobe InDesign CS5 or lower
- Adobe Illustrator CS5 or lower
- Adobe Photoshop CS5 or lower

The following files should be included:

- Document file
- All printer and screen fonts required by the file. Include fonts embedded in EPS files that have been used as graphics. For PDFs, use Acrobat Distiller's "Press" settings to embed all fonts.
- All linked image files. Preferred resolution for raster files is 300 dpi.
- Black-and-white proof for black-and-white ads or color proof for color ads.

CLOSING DATES

Space must be reserved in writing by the 10th of the month two months preceding publication date; i.e. June 10 for August issue. Advertising materials are due by the 15th of the month two months preceding publication date. **Cancellations must be in writing and are not accepted after the closing date. Extensions for late materials must be approved in advance.**

CONTACT

Martin Bevins (512) 486-6249
advertising@TexasCoopPower.com

TEXAS CO-OP POWER

1122 Colorado St., 24th Floor, Austin, TX 78701, TexasCoopPower.com

TEXAS Co-op POWER 5 Regional Markets

They say Texas is like a whole other country. We agree; that's why we created five regional advertising markets from Texas Co-op Power magazine's statewide circulation of 1.3 million. Each region is unique, delivering an audience with a common geographic identity that sets the regions apart from one another.

PANHANDLE/WEST

Circulation 86,600
Readership 216,500

More rural than many other parts of Texas, the Panhandle and West Texas attract independent types with a do-it-yourself approach to solving problems. With few urban centers close by, these folks look to regional suppliers, Internet companies and the larger hub cities of Lubbock and Amarillo for products and services such as health care and home improvements. As wind turbines become as common as pump jacks, it's clear that the winds of change are blowing in this sprawling region.

NORTH

Circulation 341,200
Readership 853,000

Readers living around Texas' largest metropolitan area are well-heeled, all the way down to their cowboy boots. Folks living in and around the Metroplex enjoy a suburban lifestyle. Reaching them in the comfort of their homes with a familiar friend like Texas Co-op Power keeps the distraction of the city at bay as they see your message.

EAST

Circulation 288,000
Readership 720,000

Towering pines, mammoth bald cypress trees and lush, spooky wetlands set the stage for outdoors lovers and retirees to cast a line, pitch a tent or stroll protected forests. From boating to wildlife watching, folks in East Texas enjoy their surroundings and occasional trips to neighboring Louisiana.

CENTRAL

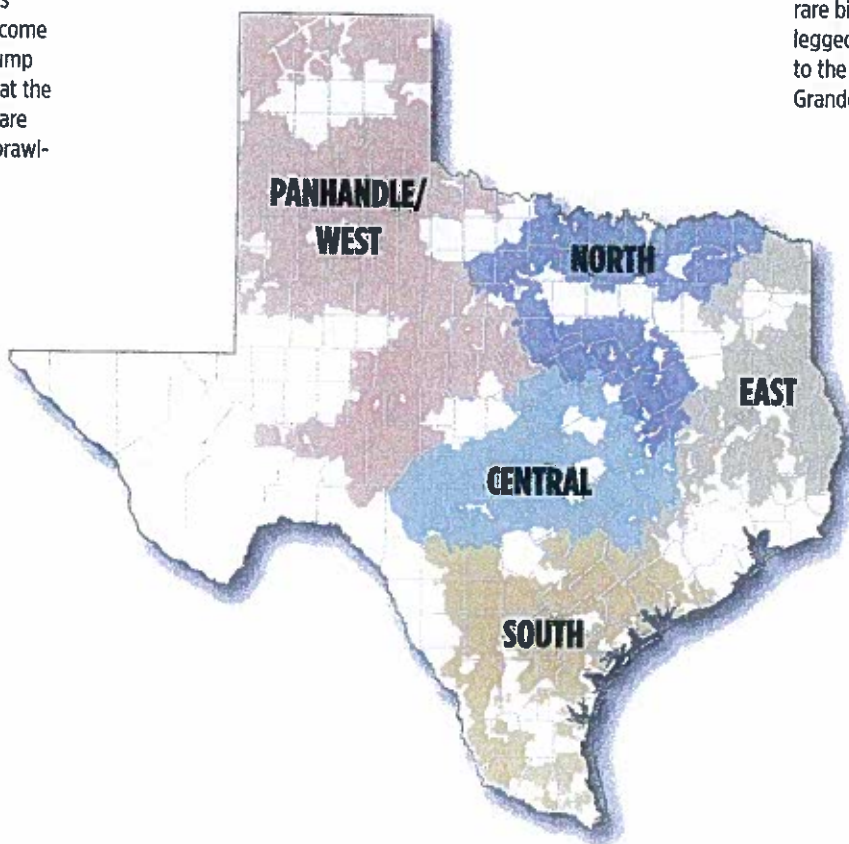
Circulation 333,100
Readership 832,750

A bluebonnet bonanza in the spring, Central Texas paints a nature lover's paradise year-round with gently rolling hills, state parks, lakes and hiking trails. In a region that's a haven for retirees, many of whom build second homes, residents expect information that, in particular, fleshes out the areas of health care, travel and outdoor recreation.

SOUTH

Circulation 251,100
Readership 627,750

South Texas residents enjoy everything from bird-watching to beachcombing in a region rich in Hispanic culture. South Texas offers one of the most enjoyable climates in the country during the winter months. Tourists come to catch a wave on Gulf Coast beaches or check out aloe vera farms and citrus groves found nowhere else in the state. Year after year, rare birds and two-legged snowbirds flock to the subtropical Rio Grande Valley.



TEXAS ELECTRIC COOPERATIVES REGION

Panhandle/West

Bailey County ECA
Big Country EC
Coleman County EC
Comanche EC
Concho Valley EC
Deaf Smith EC
Greenbelt EC
Lamb County EC
Lea County EC
Lighthouse EC
Lyntegar EC
North Plains EC
Rita Blanca EC
South Plains EC
Southwest Rural EA
Southwest Texas EC
Swisher EC
Taylor EC

North

Cooke County ECA
CoServ Electric
Fannin County EC
Farmers EC
Fort Belknap EC
Grayson-Collin EC
HILCO EC
J-A-C EC
Lamar County ECA
Navarro County EC
Navasota Valley EC
United Cooperative S
Wise EC

East

Bowie-Cass EC
Cherokee County EC
Deep East Texas EC
Houston County EC
Jasper-Newton EC
Mid-South Synergy
Navasota Valley EC
Panola-Harrison EC
Rusk County EC
Sam Houston EC
San Bernard EC
Wood County EC

Central

Bandera EC
Bartlett EC
Bluebonnet EC
Bryan Texas Utilities
Central Texas EC
Fayette EC
Hamilton County ECA
Heart of Texas EC
Pedernales EC

South

Guadalupe Valley EC
Jackson EC
Karnes EC
Magic Valley EC
Medina EC
Nueces EC
San Patricio EC
Victoria EC
Wharton County EC

2013 Regional Rates

RATES	1x	3x	6x	12x
PANHANDLE/WEST				
Full Page	\$2,925	\$2,595	\$2,470	\$2,340
Half Page	\$1,900	\$1,670	\$1,605	\$1,520
Third Page	\$1,285	\$1,140	\$1,085	\$1,025
Sixth Page	\$695	\$620	\$585	\$555
3 ½ Inch	\$485	\$430	\$410	\$390
2 ¼ Inch	\$370	\$330	\$310	\$295
1 Inch	\$212	\$190	\$180	\$170
NORTH				
Full Page	\$8,060	\$7,165	\$6,810	\$6,450
Half Page	\$5,240	\$4,660	\$4,425	\$4,190
Third Page	\$3,540	\$3,145	\$2,990	\$2,830
Sixth Page	\$1,865	\$1,660	\$1,575	\$1,490
3 ½ Inch	\$1,335	\$1,185	\$1,130	\$1,070
2 ¼ Inch	\$1,015	\$905	\$860	\$815
1 Inch	\$585	\$520	\$495	\$470
EAST				
Full Page	\$6,820	\$6,060	\$5,760	\$5,455
Half Page	\$4,430	\$3,940	\$3,740	\$3,545
Third Page	\$2,990	\$2,660	\$2,525	\$2,395
Sixth Page	\$1,620	\$1,440	\$1,370	\$1,300
3 ½ Inch	\$1,130	\$1,005	\$954	\$905
2 ¼ Inch	\$860	\$765	\$725	\$690
1 Inch	\$495	\$440	\$415	\$395
CENTRAL				
Full Page	\$7,870	\$6,995	\$6,645	\$6,295
Half Page	\$5,115	\$4,545	\$4,320	\$4,090
Third Page	\$3,455	\$3,070	\$2,920	\$2,765
Sixth Page	\$1,820	\$1,615	\$1,535	\$1,455
3 ½ Inch	\$1,305	\$1,160	\$1,100	\$1,040
2 ¼ Inch	\$990	\$880	\$840	\$795
1 Inch	\$570	\$510	\$480	\$455
SOUTH				
Full Page	\$5,930	\$5,275	\$5,010	\$4,745
Half Page	\$3,855	\$3,430	\$3,255	\$3,085
Third Page	\$2,605	\$2,315	\$2,200	\$2,085
Sixth Page	\$1,370	\$1,220	\$1,160	\$1,100
3 ½ Inch	\$980	\$875	\$830	\$785
2 ¼ Inch	\$750	\$665	\$630	\$600
1 Inch	\$430	\$385	\$365	\$345

COLOR

Black plus one color	add \$750
Four-color	add \$1,150

MECHANICAL REQUIREMENTS

Sixth Page Vertical 2 ¼" x 4 ¾"	Third Page Horizontal 4 ⅞" x 4 ¾"	Full Page Nonbleed 7 ½" x 10" Bleed 8 ¼" x 11 ½"
Half Page Horizontal 7 ½" x 4 ¾"		3 ½" (2 ¼" x 3 ½")
		2 ¼" (2 ¼" x 2 ¼")
		1" (2 ¼" x 1")
Sixth Page Horizontal 4 ⅞" x 2 ¼"	Half Page Vertical 4 ⅞" x 7 ½"	Third Page Vertical 2 ¼" x 10"

GENERAL SPECIFICATIONS

- **Trim size:** 8" x 10 ⅞"
Live area: 7 ⅞" x 10"
Full-page bleed size: 8 ¼" x 11 ½"
- **Color:** CMYK or grayscale only. Files may NOT contain PMS/spot or RGB colors.
- Cost for ad rebuilds or modifications will be billed to the advertiser/agency at \$100 per hour. Agency discounts will be forfeited if modifications are necessary to reproduce the ad.

CLOSING DATES

Space must be reserved in writing by the 10th of the month two months preceding publication date; i.e. June 10 for August issue. Advertising materials are due by the 15th of the month two months preceding publication date. **Cancellations must be in writing and are not accepted after the closing date. Extensions for late materials must be approved in advance.**

TEXAS CO-OP POWER

CONTACT

Martin Bevins (512) 486-6249
 advertising@TexasCoopPower.com

1122 Colorado St., 24th Floor, Austin, TX 78701, TexasCoopPower.com



Gonzales Marketing Report, March 2013
CORPORATE OFFICE: 1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 fax (760) 727-1583 (800) 799-7373 www.certifiedfolder.com

DISTRIBUTION SERVICE AGREEMENT

SALESPERSON: 081900 - Joseph Trevino
ADVERTISER ID: 112627
SHIP TO: Gonzales Chamber of Commerce
ADVERTISER: Loretta Shirley
CONTACT:
EMAIL:
ADDRESS1: P.O. Box 134
ADDRESS2: Gonzales
CITY: TX ZIP: 78629
STATE: TX ZIP: 78629
PHONE: (830) 672-6532 **FAX:** (830) 672-6533

FEDERAL TAX ID:
PO NUMBER:
SELL TO: Gonzales Chamber of Commerce
ADVERTISER:
CONTACT:
WEB SITE:
ADDRESS1: P.O. Box 134
ADDRESS2: Gonzales
CITY: TX ZIP: 78629
STATE: TX ZIP: 78629
PHONE: (830) 672-6532 **FAX:** (830) 672-6533

DATE: 03/18/2013
ORDER: 0000030875
BEGIN DATE: 04/01/13
END DATE: 03/31/14

NAME OF BROCHURE / PUBLICATION: Gonzales TX
INVENTORY ID NUMBER:

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

CODE	DISTRIBUTION PROGRAM AREA	#SITES	START DATE	END DATE	MONTHLY FEE	#MONTHS	GROSS FEE	OVERLAP	GOVT	COMPET	TOTAL FEE
1-VM-2-SWISA	San Antonio (Super Cities)	374	04/01/13	03/31/14	584.70	12	7,016.40	-561.31	-322.75	-245.29	5,887.04
1-VM-1-SWISS	I-10 W/Houston to Seguin	50	04/01/13	03/31/14	80.00	12	960.00	-76.80	-44.16	-33.56	805.48
1-VM-1-SW/AA	Austin	177	04/01/13	03/31/14	288.20	12	3,458.40	-276.67	-159.09	-120.91	2,901.74
1-VM-1-SW/CC	Corpus Christi	144	04/01/13	03/31/14	242.60	12	2,911.20	-232.90	-133.92	-101.78	2,442.61
1-VM-2-SW/HO	Houston (Super Cities)	274	04/01/13	03/31/14	429.70	12	5,156.40	-412.51	-237.19	-180.27	4,326.43

MONTHLY BILLING SCHEDULE (plus any applicable sales tax)
 Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

Month	Mar	Apr	May	Jun	Jul	Aug
1,363.61	1,363.61	1,363.61	1,363.61	1,363.61	1,363.61	1,363.61
Month	Sept	Oct	Nov	Dec	Jan	Feb
1,363.61	1,363.61	1,363.61	1,363.61	1,363.61	1,363.59	1,363.59

TERMS: The agreed Payment is NET CASH. Payment shall be made not later than 30 days from invoice date. If unpaid, a late charge of 1 1/2% per month or 18% annually will be added on the unpaid balance and monthly thereafter until paid. Advertiser agrees to pay all collection costs including reasonable attorney's fees.

APPROVED BY ADVERTISER
 Signature: _____ Date: _____
 Name (print): _____
 Title: _____

APPROVED BY (Certified Folder Display corporate office)
 Signature: _____
 Name (print): _____

Gross Total Fee 16,363.30
Prepayment Discount (percentage(8.00)) 1,309.06
TOTAL NET FEE (plus any applicable tax) 15,054.24

COMMENT/SPECIAL INSTRUCTIONS

AGREEMENT TO TERMS: Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

APPROVED BY ADVERTISER
 Signature: _____ Date: _____
 Name (print): _____
 Title: _____

APPROVED BY (Certified Folder Display corporate office)
 Signature: _____
 Name (print): _____

Gross Total Fee 16,363.30
Prepayment Discount (percentage(8.00)) 1,309.06
TOTAL NET FEE (plus any applicable tax) 15,054.24

COMMENT/SPECIAL INSTRUCTIONS

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APPROVED BY ADVERTISER
 Signature: _____ Date: _____
 Name (print): _____
 Title: _____

APPROVED BY (Certified Folder Display corporate office)
 Signature: _____
 Name (print): _____

Gross Total Fee 16,363.30
Prepayment Discount (percentage(8.00)) 1,309.06
TOTAL NET FEE (plus any applicable tax) 15,054.24

FINANCIAL STATEMENT

AS OF: MARCH 31ST, 2013

500-SPECIAL REVENUE

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
REVENUE SUMMARY						
811-HOTEL/MOTEL	<u>209,100.00</u>	<u>26,542.05</u>	<u>385,235.63</u>	<u>184.24</u>	<u>0.00</u>	(<u>176,135.63</u>
*** TOTAL REVENUES ***	209,100.00	26,542.05	385,235.63	184.24	0.00	(176,135.63
EXPENDITURE SUMMARY						
811-HOTEL MOTEL	<u>209,100.00</u>	<u>12,992.41</u>	<u>255,049.33</u>	<u>121.97</u>	<u>0.00</u>	(<u>45,949.33</u>
*** TOTAL EXPENDITURES ***	209,100.00	12,992.41	255,049.33	121.97	0.00	(45,949.33
*** REVENUES OVER (UNDER) EXPENDITURES ***	0.00	13,549.64	130,186.30	0.00	0.00	(130,186.30
	=====	=====	=====	=====	=====	=====

FINANCIAL STATEMENT

AS OF: MARCH 31ST, 2013

500-SPECIAL REVENUE

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	209,000.00	26,427.75	384,390.31	183.92	0.00	(175,390.31
4-811.601 GENERAL MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
4-811.801 INTEREST INCOME	<u>100.00</u>	<u>114.30</u>	<u>845.32</u>	<u>845.32</u>	<u>0.00</u>	(<u>745.32</u>
TOTAL 811-HOTEL/MOTEL	209,100.00	26,542.05	385,235.63	184.24	0.00	(176,135.63
<hr/>						
*** TOTAL REVENUES ***	209,100.00	26,542.05	385,235.63	184.24	0.00	(176,135.63

FINANCIAL STATEMENT

AS OF: MARCH 31ST, 2013

500-SPECIAL REVENUE

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	375.84	1,038.64	69.24	0.00	461.36
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	1,500.00	375.84	1,038.64	69.24	0.00	461.36
<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
7-811.408 MEMBERSHIP DUES	2,500.00	0.00	4,221.02	168.84	0.00	(1,721.02
7-811.409 SUBSCRIPTIONS	100.00	0.00	10.00	10.00	0.00	90.00
7-811.411 SPECIAL CONTRACTS	40,000.00	(2,268.44)	32,170.46	80.43	0.00	7,829.54
7-811.412 CHAMBER OF COMMERCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.413 PIONEER VILLAGE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.414 JB WELLS PARK	0.00	0.00	0.00	0.00	0.00	0.00
7-811.415 MAIN STREET	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	43.66	2,672.48	53.45	0.00	2,327.52
TOTAL 4-CONTRACT/OPER SERVICES	47,600.00	(2,224.78)	39,073.96	82.09	0.00	8,526.04
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	80,000.00	4,094.24	156,603.10	195.75	0.00	(76,603.10
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	20,000.00	0.00	10,873.58	54.37	0.00	9,126.42
7-811.520 MARKETING AND PROMOTIONS	10,000.00	3,582.75	30,992.85	309.93	0.00	(20,992.85
7-811.521 SPECIAL PROJECTS	0.00	1,777.90	1,777.90	0.00	0.00	(1,777.90
7-811.522 EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	50,000.00	5,386.46	14,689.30	29.38	0.00	35,310.70
7-811.526 MEMORIAL MUSEUM	0.00	0.00	0.00	0.00	0.00	0.00
7-811.527 EGGLESTON HOUSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.528 JB WELLS HOUSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.529 RIVERSIDE MUSEUM	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 5-SPECIAL CHARGES EXPENSE	160,000.00	14,841.35	214,936.73	134.34	0.00	(54,936.73

FINANCIAL STATEMENT

AS OF: MARCH 31ST, 2013

500-SPECIAL REVENUE

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<hr/>						
<u>6-CAPITAL OUTLAY EXPENSE</u>						
7-811.610 OFFICE FURNITURE & EQPT	<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 6-CAPITAL OUTLAY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
<hr/>						
TOTAL 811-HOTEL MOTEL	209,100.00	12,992.41	255,049.33	121.97	0.00	(45,949.33
	=====	=====	=====	=====	=====	=====
<hr/>						
*** TOTAL EXPENSES ***	209,100.00	12,992.41	255,049.33	121.97	0.00	(45,949.33
 *** END OF REPORT ***						

3-25-2013 2:24 PM

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

PAGE: 1

FUND : 500-SPECIAL REVENUE

PERIOD TO USE: Apr-2012 THRU Mar-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.202		POSTAGE								
		B E G I N N I N G B A L A N C E								
										0.00
6/30/12	7/13	B16311	JE 13-13	02732	ALLOCATE POSTAGE		JE# 010028		3.60	3.6
				=====	JUNE ACTIVITY DB:	3.60	CR:	0.00	3.60	
7/30/12	8/01	B16390	Misc 071215	02757	TO ALLOCATE MONTHLY POSTAGE		JE# 010053		0.45	4.0
				=====	JULY ACTIVITY DB:	0.45	CR:	0.00	0.45	
9/30/12	10/02	B16702	Misc 091215	02863	TO ALLOCATE MONTHLY POSTAGE		JE# 010159		3.60	7.6
				=====	SEPTEMBER ACTIVITY DB:	3.60	CR:	0.00	3.60	
10/31/12	11/02	B16849	Misc 101215	02905	ALLOCATE MONTHLY POSTAGE		JE# 010200		0.45	8.1
				=====	OCTOBER ACTIVITY DB:	0.45	CR:	0.00	0.45	
12/19/12	12/19	A43348	CHK: 094789	10566	POSTAGE/ENVELOPES/BAGS	0041	11062012		633.55	641.6
12/31/12	1/07	B17157	Misc 121215	03031	ALLOCATE MONTHLY POSTAGE		JE# 010326		3.60	645.2
				=====	DECEMBER ACTIVITY DB:	637.15	CR:	0.00	637.15	
1/31/13	2/01	B17295	Misc 011315	03082	ALLOCATE MONTHLY POSTAGE		JE# 010377		17.55	662.8
				=====	JANUARY ACTIVITY DB:	17.55	CR:	0.00	17.55	
3/20/13	3/20	A45791	CHK: 095441	10886	TRADE SHOW EXPENSES	0041	03142013		375.84	1,038.6
				=====	MARCH ACTIVITY DB:	375.84	CR:	0.00	375.84	
				=====	ACCOUNT TOTAL DB:	1,038.64	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

7-811.408		MEMBERSHIP DUES								
		B E G I N N I N G B A L A N C E								
										0.00
6/15/12	6/15	A37213	CHK: 093258	09866	2012 FOUNDATION MEMBERSH	2877	MEMBERSHIP		35.00	35.0
				=====	JUNE ACTIVITY DB:	35.00	CR:	0.00	35.00	

FUND : 500-SPECIAL REVENUE

PERIOD TO USE: Apr-2012 THRU Mar-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=	DESCRIPTION=	VEND	INV/JE #	NOTE	AMOUNT=	BALANCE=
12/06/12	12/06	A42872	CHK: 094680	10514	TX ACCOMMODATIONS GUIDE	2256	2013 LISTING		1,425.00	1,460.0
			=====	DECEMBER ACTIVITY	DB:	1,425.00	CR:	0.00	1,425.00	
1/29/13	1/29	A44481	CHK: 095103	10708	MEMBERSHIP INVESTMENT	0954	10543		310.00	1,770.0
1/29/13	1/29	A44492	CHK: 095084	10708	2013 ANNUAL AFFILIATE FE	1852	2013 AFFILIATE FEE		100.00	1,870.0
			=====	JANUARY ACTIVITY	DB:	410.00	CR:	0.00	410.00	
2/22/13	2/22	A45274	CHK: 095282	10811	ANNUAL THLA MEMBERSHIP D	0926	013-23202		2,351.02	4,221.0
			=====	FEBRUARY ACTIVITY	DB:	2,351.02	CR:	0.00	2,351.02	
			=====	ACCOUNT TOTAL	DB:	4,221.02	CR:	0.00		

7-811.409			SUBSCRIPTIONS							
			B E G I N N I N G B A L A N C E							
6/15/12	6/15	A37210	CHK: 093259	09866	SUBSCRIPTION INVOICE	2706	04262012		10.00	10.0
			=====	JUNE ACTIVITY	DB:	10.00	CR:	0.00	10.00	
			=====	ACCOUNT TOTAL	DB:	10.00	CR:	0.00		

7-811.411			SPECIAL CONTRACTS							
			B E G I N N I N G B A L A N C E							
4/20/12	4/20	A34985	CHK: 092687	09628	DEPOSIT FOR FIREWORKS SH	2992	FIREWORKS 07042012		4,200.00	4,200.0
			=====	APRIL ACTIVITY	DB:	4,200.00	CR:	0.00	4,200.00	
5/30/12	6/22	A37551	CHK: 000000	09909	GIBSON CITICARD CHARGES	2931	CITICARD GIBSON		1,392.53	5,592.5
5/31/12	5/31	A36597	CHK: 093051	09814	PBR BULL RIDING EVENT	2679	SPONSORSHIP PACKAG		5,000.00	10,592.5
			=====	MAY ACTIVITY	DB:	6,392.53	CR:	0.00	6,392.53	
6/07/12	6/07	A36789	CHK: 093154	09840	JB WELLS PRINTING	0230	76901		56.25	10,648.7
6/15/12	6/15	A37200	CHK: 093244	09866	1ST QUARTER 2012	0041	04 2012		2,500.00	13,148.7
			=====	JUNE ACTIVITY	DB:	2,556.25	CR:	0.00	2,556.25	
7/25/12	7/25	A38501	CHK: 093569	10044	2ND QTR PAYMENT 2012	0041	072012		2,500.00	15,648.7
			=====	JULY ACTIVITY	DB:	2,500.00	CR:	0.00	2,500.00	
8/22/12	8/22	A39714	CHK: 093844	10169	REIMBURSEMENT SPECIAL CO	1027	08222012		3,168.02	18,816.6
8/22/12	8/22	A39715	CHK: 093843	10169	REPAIRS & MAINTENANCE	1130	08222012		2,318.44	21,135.2
			=====	AUGUST ACTIVITY	DB:	5,486.46	CR:	0.00	5,486.46	
9/12/12	9/12	A40189	CHK: 093960	10224	HOLIDAY LIGHTING & DECOR	0952	5271		449.24	21,584.4
9/12/12	9/12	A40204	CHK: 093972	10224	MISC MTGS & CONSULT	2778	912079		412.50	21,996.9
			=====	SEPTEMBER ACTIVITY	DB:	861.74	CR:	0.00	861.74	
10/10/12	10/10	A41198	CHK: 094238	10327	HOLIDAY LIGHTING & DECOR	0952	5291		1,421.58	23,418.5
10/11/12	10/11	A41266	CHK: 094276	10330	SNOWMAN BANNERS	3081	1460		1,339.50	24,758.0

FUND : 500-SPECIAL REVENUE

PERIOD TO USE: Apr-2012 THRU Mar-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT----	-----BALANCE----
10/31/12	10/31	A41813	CHK: 094388	10403 HOTEL/MOTEL TAX 3RD QTR	0041	TAX 3RD QTR		2,500.00	27,258.00
			=====	OCTOBER ACTIVITY DB:	5,261.08	CR:	0.00	5,261.08	
11/01/12	11/01	A41973	CHK: 094449	10411 HOLIDAY LIGHT & DECOR #3	0952	5353		275.27	27,533.30
11/01/12	11/01	A41974	CHK: 094450	10411 4TH QUARTER 2012	1027	4TH QTR 2012		3,271.33	30,804.63
11/01/12	11/01	B16847		02904 CODED TO WRONG G/L		JE# 010199		2,318.44CR	28,486.20
11/28/12	11/28	A42510	CHK: 000000	10486 CHRISTMAS DECORATIONS	2931	HOBBY LOBBY 102212		742.56	29,228.76
11/28/12	11/28	A42511	CHK: 000000	10486 CHRISTMAS DECORATIONS	2931	HOBBY LOBBY 102712		59.94	29,288.70
			=====	NOVEMBER ACTIVITY DB:	4,349.10	CR:	2,318.44CR	2,030.66	
12/06/12	12/06	A42863	CHK: 094674	10514 CHRISTMAS WREATH CITY HA	0294	5889836		53.76	29,342.42
12/06/12	12/06	A42867	CHK: 094663	10514 10 STANDARD FACEPLATE 27	0952	5450		297.06	29,639.50
12/13/12	12/13	A43074	CHK: 094700	10534 HOLIDAY LIGHTING & DECOR	0952	5502		166.99	29,806.50
			=====	DECEMBER ACTIVITY DB:	517.81	CR:	0.00	517.81	
1/30/13	1/30	A44517	CHK: 095076	10717 HOTEL/MOTEL TAX 4TH QTR	0041	TAX 4TH QTR		2,500.00	32,306.50
			=====	JANUARY ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	
2/12/13	2/12	A44958	CHK: 095201	10769 CITY REPORT FOR 2012	1027	02 2013		2,132.37	34,438.90
			=====	FEBRUARY ACTIVITY DB:	2,132.37	CR:	0.00	2,132.37	
3/15/13	3/15	B17591		03209 MAIN STREET - MISCODED EXP		JE# 010548		2,318.44CR	32,120.40
3/20/13	3/20	A45828	CHK: 095446	10886 PROUD SPONSOR 2013	2971	5708		50.00	32,170.40
			=====	MARCH ACTIVITY DB:	50.00	CR:	2,318.44CR	2,268.44CR	
			=====	ACCOUNT TOTAL DB:	36,807.34	CR:	4,636.88CR		

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

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

FUND : 500-SPECIAL REVENUE

PERIOD TO USE: Apr-2012 THRU Mar-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.430 TRAVEL & TRAINING										
B E G I N N I N G B A L A N C E										0.00
5/30/12	6/22	A37551	CHK: 000000	09909	GIBSON CITICARD CHARGES	2931	CITICARD GIBSON		103.96	103.9
5/30/12	6/22	A37551	CHK: 000000	09909	GIBSON CITICARD CHARGES	2931	CITICARD GIBSON		745.14	849.1
			=====	MAY ACTIVITY	DB:	849.10	CR:	0.00	849.10	
6/04/12	6/04	B16113	AIRFARE GEDC	02655	TRNFR CHARGES TO DEPT 500		JE# 009952		1,138.27	1,987.3
			=====	JUNE ACTIVITY	DB:	1,138.27	CR:	0.00	1,138.27	
7/20/12	7/20	A38325	CHK: 093534	10012	MILEAGE REIMBURSEMENT	3037	MILEAGE		68.82	2,056.1
			=====	JULY ACTIVITY	DB:	68.82	CR:	0.00	68.82	
8/13/12	8/13	A39412	CHK: 000000	10131	TONY MORRIS	2931	RUNNIN M 0729612		11.19	2,067.3
8/23/12	8/23	A39747	CHK: 093872	10170	REGIONAL WORKSHOP BASTRO	0954	8066		75.00	2,142.3
			=====	AUGUST ACTIVITY	DB:	86.19	CR:	0.00	86.19	
10/04/12	10/04	A40974	CHK: 094178	10299	SEPT 13TH TEA & DINNER	1130	09272012		250.00	2,392.3
10/09/12	10/09	A41161	CHK: 000000	10321	TOURISM COMMITTEE	2931	PIZZA HUT 92812		54.40	2,446.7
			=====	OCTOBER ACTIVITY	DB:	304.40	CR:	0.00	304.40	
12/27/12	12/27	A43522	CHK: 000000	10588	TOURISM COFFEE	2931	EXXON/MOBIL		106.95	2,553.7
			=====	DECEMBER ACTIVITY	DB:	106.95	CR:	0.00	106.95	
1/03/13	1/03	A43630	CHK: 094868	10604	POINSETTIA-BELLE OAKES	0106	12142012		45.00	2,598.7
			=====	JANUARY ACTIVITY	DB:	45.00	CR:	0.00	45.00	
2/07/13	2/07	A44788	CHK: 000000	10750	TOURISM LS	2931	COW PALACE 13013		17.59	2,616.3
2/07/13	2/07	A44789	CHK: 000000	10750	KCTI AM 1450	2931	DAYLIGHT DONUTS		12.50	2,628.8
			=====	FEBRUARY ACTIVITY	DB:	30.09	CR:	0.00	30.09	
3/15/13	3/15	B17591		03209	MAIN STREET - MISCODED EXP		JE# 010548		250.00CR	2,378.8
3/20/13	3/20	A45791	CHK: 095441	10886	TRADE SHOW EXPENSES	0041	03142013		293.66	2,672.4
			=====	MARCH ACTIVITY	DB:	293.66	CR:	250.00CR	43.66	
			=====	ACCOUNT TOTAL	DB:	2,922.48	CR:	250.00CR		

7-811.502 ADVERTISING										
B E G I N N I N G B A L A N C E										0.00
4/26/12	4/26	A35336	CHK: 092742	09675	LOGO DECAL CHARG-WFINDIN	1600	3396		381.60	381.6
4/26/12	4/26	A35340	CHK: 092736	09675	AUSTIN MONTHLY MAY 2012	2478	2012-23417		1,690.00	2,071.6
4/26/12	4/26	A35344	CHK: 092789	09675	JUN TRU WEST MAG. ADV	2840	2012-14292		1,475.00	3,546.6
			=====	APRIL ACTIVITY	DB:	3,546.60	CR:	0.00	3,546.60	
5/18/12	5/18	A36247	CHK: 092955	09762	GUIDE TO GONZALES MAY IS	2867	331		375.00	3,921.6
5/18/12	5/18	A36249	CHK: 092947	09762	GOEXPLORE TRAVEL/TOUR GU	2944	2012740		11,625.00	15,546.6
			=====	MAY ACTIVITY	DB:	12,000.00	CR:	0.00	12,000.00	

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

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FUND : 500-SPECIAL REVENUE

PERIOD TO USE: Apr-2012 THRU Mar-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
6/13/12	6/14	A37107	CHK: 093223	09861	QTRLY ADVERT AGENCY CONT	2895	1021		2,825.75	18,372.3
6/15/12	6/15	A37201	CHK: 093237	09866	TRAVEL REAL MAGAZINE	0114	857533501		1,315.00	19,687.3
6/15/12	6/15	A37202	CHK: 093253	09866	600 DRIVING TOUR BROCHUR	0230	76926		200.00	19,887.3
6/15/12	6/15	A37206	CHK: 093260	09866	CITY OF GONZALES WEB AD	2404	237999		1,816.25	21,703.6
6/15/12	6/15	A37207	CHK: 093256	09866	FULL PAGE TRAVEL SECTION	2478	2012-23418		1,690.00	23,393.6
6/15/12	6/15	A37208	CHK: 093256	09866	1/3 PAGE TRAVEL SECTION	2478	2012-7203		920.00	24,313.6
6/15/12	6/15	A37209	CHK: 093256	09866	1/2 PAGE EVENTS SA MAGAZ	2478	2012-7204		1,288.00	25,601.6
6/15/12	6/15	A37214	CHK: 093254	09866	GRAPHIC DESIGN/ART SERVI	2895	1018		225.00	25,826.6
6/15/12	6/15	A37216	CHK: 093257	09866	DISPLAY AD TEXAS EVENTS	3024	236003		827.69	26,654.2
6/15/12	6/15	A37217	CHK: 093236	09866	4 COLOR WEB DISPLAY	3025	238001		2,850.00	29,504.2
6/15/12	6/15	A37218	CHK: 093238	09866	FULL PAGE AD	3026	17767		1,350.00	30,854.2
6/15/12	6/15	A37219	CHK: 093251	09866	AUSTIN WEB CAMPAIGNE 05-	3027	IN10140		2,700.00	33,554.2
6/15/12	6/15	A37220	CHK: 093250	09866	AUSTIN OFFICIAL VISITOR	3028	77156		4,905.00	38,459.2
=====				JUNE ACTIVITY	DB:	22,912.69	CR:	0.00	22,912.69	
7/13/12	7/13	A38178	CHK: 093490	09990	TEXAS JOURNEY AD ACCT 00	3046	40007409		3,200.00	41,659.2
7/20/12	7/20	A38312	CHK: 093520	10012	ADVERTISING	0114	06302012		5,052.00	46,711.2
7/20/12	7/20	A38317	CHK: 093531	10012	AUSTIN MONTHLY AUG 2012	2478	2012-23419		1,690.00	48,401.2
7/20/12	7/20	A38326	CHK: 093521	10012	QUARTER PAGE/FULL COLOR	3047	05.31.2012		250.00	48,651.2
7/20/12	7/20	A38327	CHK: 093532	10012	USA TODAY'S TRAVEL GUIDE	3048	2003026		1,800.00	50,451.2
7/26/12	7/27	A38606	CHK: 093612	10046	TEXAS MONTHLY SPREAD 4C	2714	TM56881		11,543.00	61,994.2
=====				JULY ACTIVITY	DB:	23,535.00	CR:	0.00	23,535.00	
8/02/12	8/09	A39259	CHK: 000000	10123	INCORRECT VENDOR	1793	238003C		495.00CR	61,499.2
8/08/12	8/08	A39158	CHK: 093691	10115	RET BAN A360 R	0114	858362001		750.00	62,249.2
8/08/12	8/08	A39176	CHK: 093698	10115	HALF PAGE/FULL COLOR AUG	3047	07312012		500.00	62,749.2
8/09/12	8/09	A39223	CHK: 093765	10117	1/6 PAGE DISPLAY 4 COLOR	0668	235988		1,404.24	64,153.6
8/09/12	8/09	A39234	CHK: 000000	10117	WEB DISPLAY 4 COLOR	1793	238003		495.00	64,648.6
8/09/12	8/09	A39260	CHK: 093769	10123	WEB DISPLAY 4 COLOR	2404	238003		495.00	65,143.6
8/15/12	8/15	A39530	CHK: 093809	10147	WEBMAIL/EMAIL SVC	2895	1028		604.20	65,747.6
8/22/12	8/22	A39676	CHK: 093864	10165	1/3 VERTICAL 4 COLOR SEP	2478	2012-23791		920.00	66,667.6
8/23/12	8/23	A39748	CHK: 093872	10170	2012 FILE FOLDER REGISTR	0954	8735		450.00	67,117.6
8/23/12	8/23	A39760	CHK: 093871	10170	FULL PAGE 4 COLOR	2714	TM58288		9,227.00	76,344.6
=====				AUGUST ACTIVITY	DB:	14,845.44	CR:	495.00CR	14,350.44	
9/20/12	9/20	A40541	CHK: 094090	10248	QUARTERLY ADVERT AG CONT	2895	1029		2,825.75	79,170.4
9/26/12	9/26	A40768	CHK: 094112	10271	BASE ADVERTISING CHARGE	0114	08312012		1,240.00	80,410.4
9/26/12	9/26	A40775	CHK: 094146	10271	BROCHURES	0230	77786		1,810.00	82,220.4
9/26/12	9/26	A40776	CHK: 094146	10271	BROCHURES	0230	77787		1,810.00	84,030.4
9/26/12	9/26	A40794	CHK: 094143	10271	SA MAGAZINE	2478	2012-7202		920.00	84,950.4
9/26/12	9/26	A40795	CHK: 094143	10271	SA MAGAZINE 081712	2478	2012-7205		2,340.00	87,290.4
9/26/12	9/26	A40796	CHK: 094151	10271	INTERNET PREMIUM BOX	2714	IN58512		846.77	88,137.2
9/26/12	9/26	A40797	CHK: 094139	10271	VISITSANANTONIO.COM	3028	78543		2,695.50	90,832.7
=====				SEPTEMBER ACTIVITY	DB:	14,488.02	CR:	0.00	14,488.02	
10/17/12	10/17	A41460	CHK: 094307	10348	BASE ADVERTISING CHARGE	0114	09302012		2,365.00	93,197.7
10/17/12	10/17	A41493	CHK: 094336	10350	RACK CARDS - TOURISM	0230	78279		500.00	93,697.7
10/17/12	10/17	A41494	CHK: 094336	10350	DRIVING TOUR - TOURISM	0230	78280		245.00	93,942.7
10/17/12	10/17	A41495	CHK: 094336	10350	WALKING TOUR - TOURISM	0230	78281		88.00	94,030.7

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

PAGE: 6

FUND : 500-SPECIAL REVENUE

PERIOD TO USE: Apr-2012 THRU Mar-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
7-811.502 ADVERTISING * (CONTINUED) *										
10/17/12	10/17	A41498	CHK: 094341	10350	INTERNET TRIP PLANNER EM	2714	IN58868		637.00	94,667.7
10/17/12	10/17	A41499	CHK: 094341	10350	INTERNET PREMIUM BOX	2714	IN58869		892.50	95,560.2
*****				OCTOBER ACTIVITY	DB:	4,727.50	CR:	0.00	4,727.50	
11/01/12	11/01	A41975	CHK: 094451	10411	AUSTIN MONTHLY NOV 2012	2478	2012-23420		1,690.00	97,250.2
11/01/12	11/01	A41976	CHK: 094452	10411	SA MAGAZINE NOV 2012	2478	2012-7206		920.00	98,170.2
11/01/12	11/01	A41977	CHK: 094454	10411	FULL PAGE 4C 11/01/2012	2714	TM69088		9,227.00	107,397.2
11/07/12	11/07	A42100	CHK: 094477	10433	DALL AT ITS BEST SEPT 20	3047	08312012		450.00	107,847.2
11/07/12	11/07	A42144	CHK: 094513	10437	INSERTION ID 235989	0668	235989		1,404.24	109,251.4
11/07/12	11/07	A42158	CHK: 094507	10437	BAL DUE NEW WEBSITE DESI	2895	1039		2,520.80	111,772.2
11/14/12	11/14	A42374	CHK: 094569	10464	1/2 PAGE AD NOV/DEC 2012	3090	120718		700.00	112,472.2
11/15/12	11/15	A42389	CHK: 094538	10466	DALLS AT ITS VERY BEST N	3047	10.31.2012		400.00	112,872.2
11/28/12	11/28	A42515	CHK: 000000	10486	LADY LIBERTY FLAG	2931	LADY LIBERTY FLAG		196.63	113,068.9
11/28/12	11/28	A42535	CHK: 000000	10486	ANTI-VIRUS RIVERSIDE	2931	WALMART 101112		50.00	113,118.9
11/29/12	11/29	A42630	CHK: 094599	10493	INSTALL BILLBOARD S HWY	3092	1001		600.00	113,718.9
11/30/12	11/30	A42687	CHK: 094633	10497	AUSTIN OFFICIAL VISITORS	3028	78971		4,905.00	118,623.9
11/30/12	11/30	A42721	CHK: 094638	10498	2 BILLBOARDS 183 SOUTH	2819	8656		6,255.00	124,878.9
11/30/12	11/30	A42722	CHK: 094648	10498	TRUE WEST MAGAZINE JAN 2	2840	2012-15099		2,200.00	127,078.9
*****				NOVEMBER ACTIVITY	DB:	31,518.67	CR:	0.00	31,518.67	
12/13/12	12/13	A43112	CHK: 094702	10537	RET BAN A360 R	0114	858362301		750.00	127,828.9
12/13/12	12/13	A43113	CHK: 094702	10537	REAL MAGAZINE U 61	0114	862009301		1,630.00	129,458.9
12/13/12	12/13	A43134	CHK: 094705	10537	COME AND TAKE IT	0956	120612		200.00	129,658.9
12/17/12	12/17	A43250	CHK: 094770	10553	COME & TAKE IT AD	0071	58003		400.00	130,058.9
*****				DECEMBER ACTIVITY	DB:	2,980.00	CR:	0.00	2,980.00	
1/02/13	1/02	A43606	CHK: 094848	10601	REESES/BADGE/RACK CARDS	3110	12312012		491.19	130,550.1
1/03/13	1/03	A43665	CHK: 094888	10604	FEB 2013 TRUE WEST MAGAZ	2840	2012-15102		2,200.00	132,750.1
1/11/13	1/11	A43862	CHK: 094936	10625	2013 FAVORITE ROADS	2980	54114		1,997.00	134,747.1
1/16/13	1/16	A43970	CHK: 094957	10646	FORMULA 1/HOLIDAY	0114	862130601		7,880.00	142,627.1
1/16/13	1/16	A43971	CHK: 094957	10646	REAL MAGAZINE CITY OF GO	0114	863127901		2,380.00	145,007.1
1/30/13	1/30	A44532	CHK: 095093	10717	SA MAGAZINE FEB 2013	2478	2013-7207		920.00	145,927.1
1/30/13	1/30	A44534	CHK: 095100	10717	TEXAS EVENTS CALENDAR	3024	237943		827.69	146,754.8
1/30/13	1/30	A44535	CHK: 095100	10717	TEXAS TRAVEL GUIDE	3024	237968		4,124.06	150,878.8
*****				JANUARY ACTIVITY	DB:	20,819.94	CR:	0.00	20,819.94	
2/11/13	2/12	A44916	CHK: 095188	10764	CITY OF GONZALES RESAL M	0114	863751701		1,630.00	152,508.8
*****				FEBRUARY ACTIVITY	DB:	1,630.00	CR:	0.00	1,630.00	
3/20/13	3/20	A45795	CHK: 095415	10886	REAL MAGAZINE COGONZALES	0114	864349801		490.00	152,998.8
3/20/13	3/20	A45914	CHK: 095486	10892	TEXAS HIGHWAYS ID #23794	0668	237945		1,404.24	154,403.1
3/20/13	3/20	A45918	CHK: 095491	10892	TRUE WEST MAGAZINE APRIL	2840	2013-15103		2,200.00	156,603.1
*****				MARCH ACTIVITY	DB:	4,094.24	CR:	0.00	4,094.24	
*****				ACCOUNT TOTAL	DB:	157,098.10	CR:	495.00CR		

FUND : 500-SPECIAL REVENUE

PERIOD TO USE: Apr-2012 THRU Mar-2013

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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7-811.503 ELECTRICAL LINE EXPENSE

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

0.00

7-811.504 SIGNAGE & BANNERS

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

0.00

4/26/12	4/27	A35381	CHK: 092742	09674	AIRPORT SIGNS	1600	3405		213.76	213.7
=====				APRIL ACTIVITY	DB:	213.76	CR:	0.00	213.76	
5/31/12	5/31	A36584	CHK: 093072	09814	CONCRETE MIX	0294	5883914		50.85	264.6
5/31/12	5/31	A36585	CHK: 093072	09814	CONCRETE MIX	0294	5884015		16.95	281.5
5/31/12	5/31	A36560	CHK: 093049	09811	SALES ORDER	2995	0070931-IN		3,556.20	3,837.7
=====				MAY ACTIVITY	DB:	3,624.00	CR:	0.00	3,624.00	
6/15/12	6/15	A37203	CHK: 093249	09866	CONCRETE MIX	0294	5884316		50.85	3,888.6
=====				JUNE ACTIVITY	DB:	50.85	CR:	0.00	50.85	
8/22/12	8/22	A39712	CHK: 093860	10169	RODEO MUSEUM/RUST TRMT	0294	5887345		18.03	3,906.6
8/30/12	8/30	A39999	CHK: 093924	10197	DRT & MUSEUM SIGNS	2819	8135		455.38	4,362.0
8/30/12	8/30	A40002	CHK: 093915	10199	RODEO MUSEUM AND STREETS	0287	18022		12.00	4,374.0
8/30/12	8/30	A40003	CHK: 093922	10199	PAINT RODEO MUSEUM SIGNS	0294	5887538		8.98	4,383.0
=====				AUGUST ACTIVITY	DB:	494.39	CR:	0.00	494.39	
9/12/12	9/12	A40220	CHK: 094006	10225	EYE BOLT/QUICK LINK	0294	5887582		3.96	4,386.9
9/12/12	9/19	A40449	CHK: 094099	10231	5/16 SHACKLES	0805	175595		9.98	4,396.9
=====				SEPTEMBER ACTIVITY	DB:	13.94	CR:	0.00	13.94	
10/11/12	10/11	A41243	CHK: 094282	10329	LABEL PRINTING	2895	1035		28.41	4,425.3
10/17/12	10/17	A41459	CHK: 094417	10348	CONDUIT FOR FLAG POLES C	0097	1256170-00		521.04	4,946.3
10/17/12	10/17	A41465	CHK: 094416	10348	COME & TAKE IT FLAGS	0294	5888682		59.18	5,005.5
10/17/12	10/17	A41466	CHK: 094416	10348	COME & TAKE IT FLAGS	0294	5888713		33.10	5,038.6
10/17/12	10/17	A41497	CHK: 094440	10350	COME & TAKE IT FLAGS	0805	47668		8.66	5,047.3
=====				OCTOBER ACTIVITY	DB:	650.39	CR:	0.00	650.39	
11/15/12	11/15	A42387	CHK: 094533	10466	COME AND TAKE IT	0956	09092012		200.00	5,247.3
11/15/12	11/15	A42388	CHK: 094533	10466	WINTER FEST	0956	11162012		200.00	5,447.3
=====				NOVEMBER ACTIVITY	DB:	400.00	CR:	0.00	400.00	
2/26/13	2/26	A45315	CHK: 095285	10826	SIGN FOR INDEPENDENC	3140	#7995		5,426.25	10,873.5
=====				FEBRUARY ACTIVITY	DB:	5,426.25	CR:	0.00	5,426.25	
=====				ACCOUNT TOTAL	DB:	10,873.58	CR:	0.00		

7-811.520 MARKETING AND PROMOTIONS

3-25-2013 2:24 PM

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

PAGE: 8

FUND : 500-SPECIAL REVENUE

PERIOD TO USE: Apr-2012 THRU Mar-2013

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
4/20/12	4/20	A34980	CHK: 092693	09628	TRIANGULAR PEN BX	2819	7654		1,669.15	1,669.1
=====				APRIL ACTIVITY	DB:	1,669.15	CR:	0.00	1,669.15	
5/18/12	5/18	A36245	CHK: 092980	09762	VIVID EXPRESSIONS BAGS	2819	7724		2,000.00	3,669.1
5/18/12	5/18	A36248	CHK: 092984	09762	BALANCE DUE SMART PHONE	2895	042612	SMART PHONE	2,000.00	5,669.1
5/31/12	5/31	A36593	CHK: 093057	09814	100 STEAK DINNERS	1692	421151		1,900.00	7,569.1
=====				MAY ACTIVITY	DB:	5,900.00	CR:	0.00	5,900.00	
6/15/12	6/15	A37212	CHK: 093252	09866	MESH STREET BANNER	2819	7770		1,212.41	8,781.5
=====				JUNE ACTIVITY	DB:	1,212.41	CR:	0.00	1,212.41	
7/12/12	7/12	A38139	CHK: 093458	09985	MONTHLY CHARGES	1071	2682 62712		80.40	8,861.9
7/12/12	7/12	A38147	CHK: 093493	09985	QTR PAGE SUMMER 2012	2980	54055		429.00	9,290.9
7/20/12	7/20	A38322	CHK: 093530	10012	3 INCH CIRCULAR LABELS	2819	7806		842.83	10,133.7
7/30/12	7/30	A38809	CHK: 000000	10067	TOURISM RIVERSIDE	2931	WALMART 62112		131.95	10,265.7
=====				JULY ACTIVITY	DB:	1,484.18	CR:	0.00	1,484.18	
8/08/12	8/08	A39168	CHK: 093690	10115	MONTHLY CELL CAHRGES	1071	2682 07272012		44.39	10,310.1
=====				AUGUST ACTIVITY	DB:	44.39	CR:	0.00	44.39	
9/12/12	9/12	A40192	CHK: 093961	10224	MONTHLY CELL CHARGES	1071	2682 08272012		37.00	10,347.1
=====				SEPTEMBER ACTIVITY	DB:	37.00	CR:	0.00	37.00	
10/10/12	10/10	A41203	CHK: 094239	10327	MONTHLY CELL PHONE CHARG	1071	2682 092712		37.80	10,384.9
=====				OCTOBER ACTIVITY	DB:	37.80	CR:	0.00	37.80	
11/07/12	11/07	A42247	CHK: 094526	10445	MONTHLY CELL CHARGES	1071	2682 10272012		37.00	10,421.9
=====				NOVEMBER ACTIVITY	DB:	37.00	CR:	0.00	37.00	
12/13/12	12/13	A43075	CHK: 094701	10534	MONTHLY CELL CHARGES	1071	2682 11272012		37.00	10,458.9
12/13/12	12/13	A43231	CHK: 094762	10541	QTR ADVERT CONTRACT	2895	1045		2,825.75	13,284.6
12/19/12	12/19	A43348	CHK: 094789	10566	POSTAGE/ENVELOPES/BAGS	0041	11062012		50.36	13,335.0
=====				DECEMBER ACTIVITY	DB:	2,913.11	CR:	0.00	2,913.11	
1/11/13	1/11	A43842	CHK: 094900	10626	15 BENCHES FOR ADVERT GO	3116	12152012		2,625.00	15,960.0
1/11/13	1/11	A43853	CHK: 094919	10625	MONTHLY CELL CHARGES	1071	2682 12272012		37.00	15,997.0
1/11/13	1/11	A43858	CHK: 094940	10625	DOUBLE SIDED SIGN PIONEER	2819	8777		92.50	16,089.5
1/11/13	1/11	A43863	CHK: 094935	10625	ONLINE ADVERTISING	3028	80163		9,891.00	25,980.5
1/29/13	1/29	A44477	CHK: 095095	10708	GONZALES HISTORY BROCHUR	0230	79121		1,392.56	27,373.1
=====				JANUARY ACTIVITY	DB:	14,038.06	CR:	0.00	14,038.06	
2/06/13	2/06	A44689	CHK: 095118	10736	MONTHLY CHARGES	1071	2682 01272013		37.00	27,410.1
=====				FEBRUARY ACTIVITY	DB:	37.00	CR:	0.00	37.00	
3/05/13	3/05	A45576	CHK: 095374	10856	QTR AVD CONTRACT	2895	1051		2,825.75	30,235.8
3/20/13	3/20	A45804	CHK: 095414	10886	MONTHLY CHARGES	1071	2682 02272013		37.00	30,272.8
3/22/13	3/22	A46110	CHK: 000000	10907	COME & TAKE IT TIES FROM	2931	PARIS TX APPAREL		720.00	30,992.8
=====				MARCH ACTIVITY	DB:	3,582.75	CR:	0.00	3,582.75	
=====				ACCOUNT TOTAL	DB:	30,992.85	CR:	0.00		

FUND : 500-SPECIAL REVENUE

PERIOD TO USE: Apr-2012 THRU Mar-2013

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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7-811.521 SPECIAL PROJECTS

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

0.00

3/20/13	3/20	A45829	CHK: 095424	10886	BUTTERFLY GARDEN SPECIAL	3151	03152013		1,777.90	1,777.90
===== MARCH ACTIVITY				DB:	1,777.90	CR:	0.00		1,777.90	
===== ACCOUNT TOTAL				DB:	1,777.90	CR:	0.00			

7-811.522 EVENTS

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

0.00

7-811.525 HISTORIC PRESERVATION

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

0.00

7/12/12	7/12	A38144	CHK: 093475	09985	3/4 HP ECM MOTOR	2674	4857		839.00	839.00
===== JULY ACTIVITY				DB:	839.00	CR:	0.00		839.00	
9/24/12	9/24	A40667	CHK: 000000	10263	200 COME & TAKE IT FLAGS	2931	FLAG IMPORTERS		477.76	1,316.7
===== SEPTEMBER ACTIVITY				DB:	477.76	CR:	0.00		477.76	
10/04/12	10/04	A40973	CHK: 094169	10299	DISPLAY CASES RODEO MUSE	1026	802637		570.00	1,886.7
10/04/12	10/04	A40975	CHK: 094178	10299	MAINT & REPAIRS	1130	09302012		1,807.97	3,694.7
===== OCTOBER ACTIVITY				DB:	2,377.97	CR:	0.00		2,377.97	
11/01/12	11/01	B16847		02904	CODED TO WRONG G/L		JE# 010199		2,318.44	6,013.1
===== NOVEMBER ACTIVITY				DB:	2,318.44	CR:	0.00		2,318.44	
1/02/13	1/02	A43598	CHK: 094847	10601	HISTORIC PRESERVATION	1130	12312012		3,289.67	9,302.8
===== JANUARY ACTIVITY				DB:	3,289.67	CR:	0.00		3,289.67	
3/15/13	3/15	B17591		03209	MAIN STREET - MISCODED EXP		JE# 010548		250.00	9,552.8
3/15/13	3/15	B17591		03209	MAIN STREET - MISCODED EXP		JE# 010548		2,318.44	11,871.2
3/20/13	3/20	A45898	CHK: 095443	10889	MAINT & REPAIRS	1130	032013		2,333.92	14,205.2
3/22/13	3/22	A46102	CHK: 000000	10906	COME & TAKE IT FLAGS	2931	FLAG IMPORT		484.10	14,689.3
===== MARCH ACTIVITY				DB:	5,386.46	CR:	0.00		5,386.46	
===== ACCOUNT TOTAL				DB:	14,689.30	CR:	0.00			

7-811.526 MEMORIAL MUSEUM

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

0.00

7-811.527 EGGLESTON HOUSE

3-25-2013 2:24 PM

DETAIL LISTING

PAGE: 10

FUND : 500-SPECIAL REVENUE

PERIOD TO USE: Apr-2012 THRU Mar-2013

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

7-811.528 JB WELLS HOUSE

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

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

7-811.610 OFFICE FURNITURE & EQPT

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

0.00

*-**-**-**-**-**-**-**-

000 ERRORS IN THIS REPORT!

*-**-**-**-**-**-**-**-

** REPORT TOTALS **

--- DEBITS ---

--- CREDITS ---

BEGINNING BALANCES:

0.00

0.00

REPORTED ACTIVITY:

260,431.21

5,381.88CR

ENDING BALANCES:

260,431.21

5,381.88CR