

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, May 14, 2015
Gonzales Municipal Building at 12:30 P.M.

AGENDA

CALL TO ORDER AND CERTIFICATION OF QUORUM

PUBLIC COMMENTS

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

APPROVAL OF MINUTES

1. Approval of April 9, 2015 Minutes

ITEMS TO BE CONSIDERED

2. Discuss and Consider Hotel/Motel Application for funding from Authentic American History Productions, LLC
3. Discuss and Consider additional billboard locations
4. Discuss and Consider promotional bag cost and design
5. Discuss and Consider HOT fund application for support of first time events
6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website

STAFF/COMMITTEE REPORTS

7. Report on Upcoming Events
8. Financial Report
9. Staff Report
10. Next regular meeting will be June 11, 2015 at 12:30 p.m.

ADJOURN

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.cityofgonzales.org the 9th day of May, 2015 at 8:30 (a.m./p.m.); and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or may not be available to attend this event, this notice is being posted to meet the requirements of the Texas Open Meetings Act and subsequent of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.



Barbara Friedrich, Main Street Administrator

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

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, April 9, 2015
City Hall at, 820 St. Joseph
12:30 p.m.

The regular meeting of the Gonzales Tourism Advisory Committee was called to order by Chairman Barbara Crozier at 12:39 p.m. A quorum was present.

Members present: Barbara Crozier, Ken Morrow, Ann Covert, Chris Kappmeyer, Alison Guerra Rodriguez, Brandy Eggar; Dawn O'Donnell, Paul Frenzel; **Members absent:** Meena Patel ; **Ex officio present:** Daisy Scheske of the Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Loretta Shirley, Marketing Consultant; Tim Patek, Liaison-Parks and Recreation; **City Officials present:** Mayor Bobby Logan, **Guests:** Doug Phelan of Templin Bar; Joel Gammage of Lockhart Family Hatters, Carolyn Gibson of GEDC.

2. In Public Comments: 1) Representatives from the Templin Bar discussed their plans to sponsor a "Hot Rod" Car Show on June 6 in Gonzales. Joel Gammage will produce it. Rick Green announced that a documentary "Chasing American Legends" showcases Texas history over the state. His company will be filming in Gonzales and will feature legends of Gonzales and Texas. A premier showing will be at the Lynn Theater on Sunday the 12th of April. He also invited all to the official Grand Opening of the Alcalde Hotel.

3. The minutes of March 12 were approved as presented.

4. Discussion was had with regards to the "Hot Rod" car show advertising. Ken Morrow had requested this be an agenda item as to whether we would support advertising this or not. It appears that it is unclear as to whether we fund "first time" events or not – or as to whether we fund events that have occurred elsewhere and were successful. Barbara Friedrich was asked to research what our application allowed in the way of funding for first time events. After lengthy discussion on the issue there was no resolution. Application for advertisement funding for this event will be offered at the May meeting.

5. Discussion for funding the purchase of banners as requested by Main Street was had. Barbara Friedrich requested \$5,858.00 to purchase banners for the downtown Squares. These would be additional banners to be hung on light poles. Barbara asked the Tourism Committee to take this project. It was concluded that Main Street has a committee in charge of this and that the Tourism Committee would not take it as a project. With a motion by Chris Kappmeyer and a second by Ann Covert to fund the banners, the motion was voted 9 yea and 0 nay and passed unanimously.

6. Report on Marketing included information that the Smart phone is being expanded and magazine Spring ads are running in May publications. The art for the newly acquired billboards are up. The committee would like to revisit the design for our marketing bags. The Chairman appointed Loretta Shirley, Daisy Scheske, Barbara Friedrich, Brandy Eggar and Alison Rodriguez to a task force for reviewing possibilities to determine the direction our marketing director should take with the next order.

7. Tim Patek, in follow up from the March agenda, informed the Committee that the City Council on April 7 considered a policy regarding attendance at City of Gonzales Boards and Commission and Committees. The Council approved Resolution No. 205-38. This Resolution is attached and made a part of these minutes.

8. The report on upcoming events included Friday first Coffee at the Cow Palace, Ribbon Cutting at the Alcalde on April 15 and a movie presentation of Chasing American Legends on April 12. On May 3 at 4 p.m. The Crystal Theater will present the Ninjas in performance on May 3 at 4 p.m. in the Amphitheater. They hope this will become an annual event. The Jim Price Clean up is Saturday, April 25.

Carolyn Gibson of GEDC offered project updates: Baker Boys BBQ is planning to open April 20. The Lynn Theater will have new neon lights soon; Laurie's Boutique & Tanning is hosting a Grand Opening on April 11; The Expo Center at JB Wells bid acceptance will be on the agenda for a called City Council meeting Wednesday, April 22. There are ongoing meetings regarding expansion plans for the Victoria College, Gonzales Campus Workforce Training Center. First National Bank of Shiner has plans for a building in the old Wall Mart parking lot space. The Painted Bunting Coffee Company will be opening soon adjacent to Texas Land & Right of Way Company at 931 St. Joseph. Wise Products is looking for drivers. Tiger Tote has sold to Circle-K. Wells Fargo plan to open in their new building in late May. Taco Bell will be building a restaurant on property between Circle-K and the railroad track on Sarah DeWitt Drive. McDonald's has plans to enlarge their present location, demolishing the current building and building a new one.

9. The Financial were reviewed.

10. Report from Committee Members and Staff: Tim Patek reported that the Texas Independence Relay was a great success, 107 teams started the race from the Gonzales Memorial Museum. He also reported that LCRA would assist in the City Clean up. They would be cleaning up 6 or more lots. Tim told of the \$25,000.00 grant recently received from LCRA that would fund playground equipment for Independence Park.

Chris Kappmeyer was recognized. He expressed his concerns in response to an issue from the March meeting. The issue was in regards to untrue comments made about Loretta Shirley in her role as our Marketing Consultant. His concern raised questions as to the process of response to unqualified personal accusations and unprofessional conduct by others outside the Tourism Committee that may impact the work of the Committee. Especially when this mis- information is sent out on Social Media, in

Blogs and public electronic mediums. Another concern had to do with making clear that any member of the committee may request a pertinent item to be included in the Tourism Agenda. He left us with a question as how to best handle conduct unbecoming to carrying out our assignment of promoting Gonzales. He encouraged the committee to be excited and have fun with the opportunity that this city has tasked us with which is to promote tourism in the great City of Gonzales – “The best little Historical Town in Texas.”

11. Review of Hotel Motel Receipts and sales tax records. The HM taxable receipts for 2014 are \$11,966,245. 7% of that is Hotel Motel Tax. Sales Tax records show an increase of 25% for the quarter.

12. Next regular meeting will be on May 14, 2015 at 12:30 p.m.

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

Attachment: City Council Resolution No. 2015-38

Handouts: Handouts are not attached to these minutes but made a part hereof. These were not in the packet for the meeting but were handed out at the meeting.

1. Information about Chasing American Legends
2. Advertisement card for Hot Rod Standoff car show scheduled for June 6, 2015 in Gonzales.

ANN COVERT, CPM, SECRETARY

CHASING AMERICAN LEGENDS

April 30, 2015

Ms. Barbara Frederich
Ms. Barbara Crozier
City of Gonzales
Tourism Advisory Committee

RE: Television promotion and Tourism Materials

Enclosed please find a grant application as well as a summary ("One Sheet") Chasing American Legends. The show has recently been picked up by a national network (NRB) and will broadcast into 42 Million homes in Fall of 2015. An additional 20 million homes will be reached through additional networks that will carry the program as well.

We would like to feature Gonzales in at least one episode of the upcoming season, and possibly two. The episodes will tell the story of the First Shot and the Immortal 32, as well as including scenes at the Alamo and other locations, but Gonzales will be the focus.

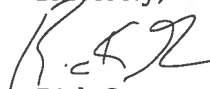
The promotional value for the City of Gonzales tourism is incalculable. Approximately \$100,000 will be put into the production and promotion of these two episodes alone.

We would like to shoot additional footage that we will edit into a promotional video telling the story of Gonzales to be used specifically for tourists coming to Gonzales. We would also license the city to use the Chasing American Legends episode about Gonzales.

You would end up with two very, very high quality promotional pieces. One would be told through the eyes of our family in the reality style of the show, the other would be more documentary style.

It would cost the city well over \$50,000 to produce what we will deliver, PLUS you get the national exposure and promotion from the program. Our request is that the tourism committee donate \$25,000 to the project to cover the additional filming and editing for the tourism piece. Please let me know at your earliest convenience.

Sincerely,



Rick Green

APPLICATION

Organization Information

Date: April 26, 2015^[1]
Name of Organization: Authentic American History Productions, LLC^[2]
Address: 326 Sterling Browning Road^[3]
City, State, Zip: Hollywood Park, Texas 78232^[4]
Contact Name: Rick Green^[5]
Contact Phone Number: 512-297-3640^[6]
Web Site Address for Event or Sponsoring Entity: www.ChasingAmericanLegends.com^[7]
Is your organization: Non-Profit Private/For Profit ^[8]
Tax ID #: _____ Entity's Creation Date: 12/12/14^[9]
Purpose of your organization: High quality production of great moments in American History.^[10]

Name of Event or Project: Chasing American Legends episode about Gonzales; and Gonzales Tourism Video^[11]
Date of Event or Project: June 15-17, 2015 for additional production; air date September 24, 2015^[12]
Primary Location of Event or Project: First Shot Monument, Immortal 32 Monument, Museum, Houston Oak^[13]
Amount Requested: \$25,000.00^[14]
How will the funds be used? 1. Offset production of episode about Gonzales that will air to national^[15]
audience on multiple networks in Fall 2015. 2. Production of a high quality tourism video about Gonzales history.^[16]

Primary Purpose of Funded Activity/Facility: _____

Percentage of Hotel Tax Support of Related Costs

6%^[17] Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax
n/a^[18] Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy
Tax for _____ the Funded Event.
n/a^[19] 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: 2nd year of production¹

Expected Attendance: Will be seen by millions²

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? Expected to help produce in 500 to 600 room nights over the next year³

How many nights will they stay? see above⁴

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: The other \$400,000 of the project is privately funded, including other episodes.⁵

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

Paid Advertising _____ Newspaper _____ Radio _____ TV ⁶

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

Other _____

What areas does your advertising and promotion reach?

The program will be seen on NRB, CTN, UpLift, and TCT networks, reaching over 60MM households⁷

What number of individuals will your proposed marketing reach that are located in another city or county? 60MM households will have it available; actual audience expected between 1 & 2 Million ¹

(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: _____

Susie Day
susie@jgioutdoor.com



Date: April 15, 2015
 Attn: Loretta Shirley
 Agency: Rocking S Marketing/Gonzales

Billboard Proposal

| # | City | Location | Direction | Size | Illuminated | Rate | *Discounted package buy rates | Upper was available until last |
|------|---------------|--|-------------|-----------|-------------|---------|-------------------------------|--------------------------------|
| 4978 | Schulenburg | I-10 West, 220' W/O US 90 | RH/WB/Lower | 12' X 36' | Yes | \$775 | \$650 | |
| 170 | Seguin | I-10, 3,150' East of FM 464 | RH/EB | 12' X 40' | No | \$1,275 | \$975 | sold |
| 4015 | New Braunfels | Hwy. 46, 2-1/2 miles S/O Clear Springs | LH/SB | 10' X 32' | Yes | \$750 | \$600 | |

*Discounted rates are based on a package buy of more than one location for a period of 12 months.

All locations are leased on a 12 month term.

First, second and last month rental due in advance / quarterly pay.

All illuminated boards will be lit from dusk to midnight.

Outdoor can assist with camera ready, scaled artwork for a fee of \$200 per size.

Outdoor will include the initial vinyl and installation in the contract terms.

***Discounted rates are effective 2 weeks from proposal date.**

Gonzales Tourism Map 04.15

Gonzales Tourism

All changes saved in Drive

Add layer Share

Untitled layer

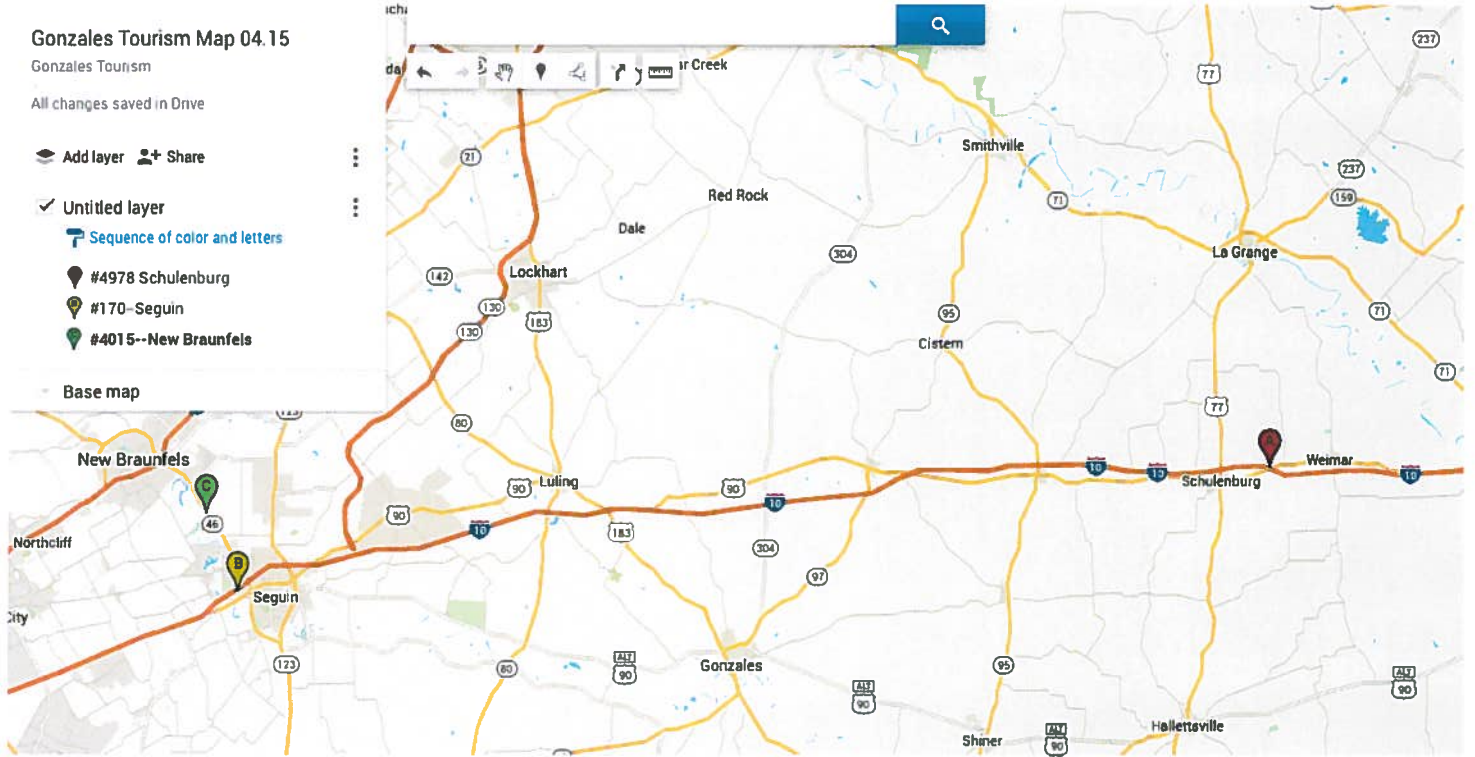
Sequence of color and letters

#4978 Schulenburg

#170--Seguin

#4015--New Braunfels

Base map



A



B



C



Full Color Printed Bag Cost Estimates

| Bag Size | Imprint Area | Bag Weight | Plate Charge | Print Process | # of Sides | Quantity | Cost Per Bag | Total Order |
|--------------|--------------|------------|-----------------|-----------------|------------|------------|--------------|-----------------------------|
| 12" x 15" | 10" x 10" | 1.75 mil | Must Review Art | 4 Color Process | 2 Sided | 10,000 | \$0.54 | \$5,400 + plates & shipping |
| 11.25" x 15" | Full Side | 2 mil | \$975 | Flexo | 1 Side | 10,000 | \$0.44 | \$5,375 + shipping |
| 12.5" x 15" | Full Side | 2 mil | \$1,040 | Flexo | 1 Side | 10,000 | \$0.46 | \$5,640 + shipping |
| 13.5" x 15" | Full Side | 1.5 mil | Included | Screen Print | 1 Side | 3,000 & up | \$0.67 | \$6,700 + shipping |

White Bags w/ One Color Imprint

| Bag Size | Imprint Area | Bag Weight | Plate Charge | Print Process | # of Sides | Quantity | Cost Per Bag | Total Order |
|-----------|--------------|------------|----------------|---------------|------------|----------|--------------|-----------------------|
| 12" x 15" | 10" x 10" | 1.75 mil | \$125 per side | Black | 2 Sided | 10,000 | \$0.22 | \$2,450.00 + shipping |

From: Brian Sullivan [mailto:bsullivan@texaslodging.com]
Sent: Wednesday, May 06, 2015 5:07 PM
To: Ann Covert
Cc: Justin R. Bragiel; Scott Joslove
Subject: RE: question

Ann,

There is not a specific three-year window that applies to using HOT funds for advertising and promotion, but a hotel tax committee could use a period of time for an event to establish itself to determine what level of funding is appropriate.

When it comes to using HOT funds for advertising and promoting a “first time” event, the question will turn on the level of tourism and hotel activity that can be reasonably expected from the event. Since there is not a historical track record for this event, a hotel tax committee should work with the grant applicant to determine how many attendees will be coming in from out of town, whether there is a hotel room block for the event, whether vendors are staying at area hotels, etc. These factors should be considered when determining whether to approve a hotel tax grant and in what amount. Any approved grant for advertising should focus on that advertising conducted outside of the area, so as to attract as many out-of-town guests as possible.

Once the event has occurred, subsequent events should be evaluated based on the event’s history in the area. It is important for the City to determine whether funding for advertising of the car show is a good investment. All parties who apply for and receive hotel tax funding have a fiduciary duty to ensure that the City gets a good return on investment. If, for example, the car show only has a minimal impact on hotel activity, then perhaps the City should carefully consider the amount of hotel tax funding for advertising the event in the future. However, if the car show can present a great deal of tourism impact, then increased funding may be in order.

I hope that this response fully addresses your question. Please do not hesitate to let us know if you need anything further.

Sincerely,

Brian Sullivan

Associate General Counsel

Texas Hotel & Lodging Association

bsullivan@texaslodging.com

1701 West Avenue, Austin, Texas 78701

[512.474.2996](tel:512.474.2996) - o | [512.576.2100](tel:512.576.2100) - m | [512.480.0773](tel:512.480.0773) - f

www.texaslodging.com

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 two weeks prior to the Tourism Committee Meeting which is held on the second Thursday of the month. 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. City Council will have final approval for any application requesting over \$2,500.00. 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 Receptions 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:

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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:

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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: _____

1. Marketing Schedule –

- a. Many of the spring/summer ads begin running in May
- b. Regular Facebook posts scheduled and other Social Media
- c. Targeted Google Ad Campaign
- d. Austin CVB Insider Email Blast to go out with ad for Gonzales mid May, contacted hotel owners and business owners about posting deals on the Tour Gonzales website before the email goes out. Received good response, deals posted on website and in app.

2. Marketing Update

a. It is time to start planning for next budget year. I have appointments beginning end of May with sales reps from publications. It is time to look at some new advertising opportunities, research opportunities we have not tried in the past, and look at some of the things we have been doing. Things are constantly changing and we need to make sure we are continuing to spend our advertising dollars wisely and getting the best ROI. For example Texas Monthly's audience and content direction seems to be changing, is this still a viable vehicle for us? The Austin Insider Guide print ad component was an expensive component that we could not track very well, and due to staffing issues they have moved that deadline up by six weeks. Continuing that print ad would have meant making a decision right now and we are not ready to commit \$6,000 for something at this time. However, the digital opportunities with Austin Insider that are coming out during May and June may prove to be worthy of considering. New opportunities such as the allacrosstexas.com website might be something worth investigating further and considering for next year. We might want to consider a special planning meeting or workshop.

b. Texas Travel and Tourism Week was May 2 -10. We had great local response from the Tour Gonzales Challenge in support of Travel and Tourism Week. Emailed Tourism info and challenge to local business owners and citizens. Facebook promotion generated some activity, great participation from businesses and support from the Chamber of Commerce.

3. Smart Phone App Update

a. Website and smart phone app are getting an update. Nothing will change significantly on the front end, some items will function a little better.

4. App Stats, Web and Social Media Update

Tour Gonzales App Stats

| | |
|---------------|-----|
| New Downloads | 62 |
| Active Users | 368 |

Tour Gonzales Website

| | |
|--------------|-------|
| Pageviews | 9,447 |
| New Visitors | 1,870 |

Tour Gonzales Facebook

| | |
|------------|-------|
| Likes | 427 |
| Post Reach | 4,026 |

5. Other Updates and Info

- a. March Direct leads/brochure requests from ads – 325
- b. March Brochure Downloads TourTexas - 125

Gonzales Memorial Museum Visitor Numbers

| | 2014 | 2015 |
|----------|-------|-------|
| January | | 303 |
| February | | 445 |
| March | 1,445 | 1,777 |
| April | 677 | 1,099 |

Includes 6 tours

Gonzales County Jail Museum Visitor Numbers

| | 2014 | 2015 |
|----------|------|-------|
| January | 150 | 306 |
| February | 300 | 410 |
| March | 627 | 1,208 |
| April | 290 | 675 |

Plus a school tour 300 kids

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

| | APPROVED | FUNDED |
|--|---------------------|--------------------|
| Gonzales Chamber of Commerce & Agriculture Approved by City Council September 2, 2014 | \$5,000.00 | \$5,000.00 |
| Historic Homes Association Approved by Committee 09/11/2014 | \$1,500.00 | \$1,500.00 |
| Rusted Gingham Approved by Committee 10/16/2014 | \$2,000.00 | \$2,000.00 |
| Central Texas Independent Cattlemen's Association Approved by Committee 10/16/2014 Approved by City Council 11/03/2014 | \$2,500.00 | \$2,500.00 |
| Gonzales Crystal Theatre Approved by Committee 10/16/2014 Approved by City Council 11/3/2014 | \$10,000.00 | \$1,913.23 |
| DVS Productions Approved by Committee 02/12/2015 Approved by City Council 03/03/2015 | \$5,000.00 | |
| TOTAL | \$26,000.00 | \$12,913.23 |
| PROPOSED BUDGET | \$25,000.00 | \$25,000.00 |
| APPROVED FUNDING | \$26,000.00 | \$12,913.23 |
| AVAILABLE FUNDS | (\$1,000.00) | \$12,086.77 |





10/01/2015 - 09/30/2016

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

RETURN SERVICE REQUESTED

CITY OF GONZALES
 HOTEL/MOTEL TAX FUND
 PO BOX 547
 GONZALES TX 78629-0547

Managing Your Accounts

| | | |
|---|---------------|-------------------------------------|
|  | Branch Name | Sage Capital Bank |
|  | Phone Number | (830) 672-8585 |
|  | Mail Address | P.O. Box 1940 Gonzales, TX 78629 |
|  | Online Access | www.sagecapitalbank.com |

Summary of Accounts

| Account Type | Account Number | Ending Balance |
|----------------------------|----------------|---------------------|
| PF INT BEARING | XXXXXXXXX5350 | \$996,998.77 |
| Total Current Value | | \$996,998.77 |

PF INT BEARING - XXXXXXXXX5350

Account Summary

| Date | Description | | | |
|------------|--------------------------|---------------------|------------------------|--------------|
| 04/01/2015 | Beginning Balance | \$834,860.17 | Average Ledger Balance | \$904,953.58 |
| | 2 Debit(s) this period | \$27,770.02 | | |
| | 13 Credit(s) this period | \$189,908.62 | | |
| 04/30/2015 | Ending Balance | \$996,998.77 | | |

Other Debits

| Date | Description | Amount |
|------------|---|--------------|
| 04/09/2015 | 116134169 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649 | -\$9,430.11 |
| 04/22/2015 | 112837589 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649 | -\$18,339.91 |

Deposits

| Date | Description | Amount |
|------------|-------------|-------------|
| 04/06/2015 | DEPOSIT | \$1,489.02 |
| 04/09/2015 | DEPOSIT | \$26,943.56 |
| 04/10/2015 | DEPOSIT | \$51.10 |
| 04/13/2015 | DEPOSIT | \$5,734.52 |
| 04/14/2015 | DEPOSIT | \$342.86 |
| 04/15/2015 | DEPOSIT | \$486.50 |



PF INT BEARING - XXXXXXXX5350 (continued)

Deposits (continued)

| Date | Description | Amount |
|------------|-------------|-------------|
| 04/16/2015 | DEPOSIT | \$34,332.84 |
| 04/17/2015 | DEPOSIT | \$24,507.26 |
| 04/21/2015 | DEPOSIT | \$2,722.79 |
| 04/23/2015 | DEPOSIT | \$191.17 |
| 04/27/2015 | DEPOSIT | \$57.55 |

Other Credits

| Date | Description | Amount |
|------------|---|-------------|
| 04/01/2015 | EARNINGS CREDIT ACCT ANALYSIS MARCH 2015 ST | \$138.40 |
| 04/22/2015 | 110108670 CORP INTERNET BANKING TRANSFER FROM PUBLIC FUN 38024030 | \$92,911.05 |

Daily Balances

| Date | Amount | Date | Amount | Date | Amount |
|------------|--------------|------------|--------------|------------|--------------|
| 04/01/2015 | \$834,998.57 | 04/14/2015 | \$860,129.52 | 04/22/2015 | \$996,750.05 |
| 04/06/2015 | \$836,487.59 | 04/15/2015 | \$860,616.02 | 04/23/2015 | \$996,941.22 |
| 04/09/2015 | \$854,001.04 | 04/16/2015 | \$894,948.86 | 04/27/2015 | \$996,998.77 |
| 04/10/2015 | \$854,052.14 | 04/17/2015 | \$919,456.12 | | |
| 04/13/2015 | \$859,786.66 | 04/21/2015 | \$922,178.91 | | |

Overdraft and Returned Item Fees

| | Total for this period | Total year-to-date |
|--------------------------|-----------------------|--------------------|
| Total Overdraft Fees | \$0.00 | \$0.00 |
| Total Returned Item Fees | \$0.00 | \$0.00 |

4-16
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 1489.02
 # 20150406

4-9-15
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 26,943.56
 # 20150409

4-9-15
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 51.10
 # 20150410

4-10-15
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 5,734.52
 # 20150413

4-13-15
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 342.86
 # 20150414

4-14-15
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 486.50
 # 20150415

4-15-15
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 34,332.84
 # 20150416

4-16-15
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 24,507.26
 # 20150417

4-20-15
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 2,722.79
 # 20150421

4-22-15
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 191.17
 # 20150423

4-24-15
 DEPOSIT TICKET
 CITY OF GONZALES HOTEL/RESORT TAX FUND P. O. BOX 847 GONZALES, TX 78629
 Sage Capital Bank
 Financial Wisdom, Texas Roots.
 \$ 57.55
 # 20150427

CITY OF GONZALES
 FINANCIAL STATEMENT
 AS OF: APRIL 30TH, 2015

500-RESTRICTED USE FUNDS

| | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|--|-------------------|-------------------|-------------------|----------------|--------------------|---------------------|
| REVENUE SUMMARY | | | | | | |
| 810-TEXAS CAPITAL FUNDS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 811-HOTEL/MOTEL | 686,200.00 | 100,641.25 | 450,733.60 | 65.69 | 0.00 | 235,466.40 |
| 813-FORFEITURES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 814-MUNICIPAL COURT | <u>9,000.00</u> | <u>0.00</u> | <u>5,435.08</u> | <u>60.39</u> | <u>0.00</u> | <u>3,564.92</u> |
| *** TOTAL REVENUES *** | 695,200.00 | 100,641.25 | 456,168.68 | 65.62 | 0.00 | 239,031.32 |
| EXPENDITURE SUMMARY | | | | | | |
| 810-TEXAS CAPITAL FUNDS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 811-HOTEL MOTEL | 541,500.00 | 30,831.90 | 253,640.87 | 47.21 | 2,000.00 | 285,859.13 |
| 813-FORFEITURES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 814-MUNICIPAL COURT | <u>0.00</u> | <u>0.00</u> | <u>1,646.97</u> | <u>0.00</u> | <u>0.00</u> | <u>(1,646.97)</u> |
| *** TOTAL EXPENDITURES *** | 541,500.00 | 30,831.90 | 255,287.84 | 47.51 | 2,000.00 | 284,212.16 |
| ** REVENUES OVER (UNDER) EXPENDITURES ** | <u>153,700.00</u> | <u>69,809.35</u> | <u>200,880.84</u> | <u>129.40</u> | <u>(2,000.00)</u> | <u>(45,180.84)</u> |

C I T Y O F G O N Z A L E S
 FINANCIAL STATEMENT
 AS OF: APRIL 30TH, 2015

500-RESTRICTED USE FUNDS

| REVENUES | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|---|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| <u>810-TEXAS CAPITAL FUNDS</u> | | | | | | |
| 4-810.100 TRANSFERS FROM GENERAL FUND | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 4-810.110 TEXAS CAPITAL GRANT FUNDS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 4-810.501 COURT SECURITY/TECHNOLOGY/CHI | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| TOTAL 810-TEXAS CAPITAL FUNDS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| <u>811-HOTEL/MOTEL</u> | | | | | | |
| 4-811.109 HOTEL OCCUPANCY TAX | 685,000.00 | 100,502.85 | 449,855.42 | 65.67 | 0.00 | 235,144.58 |
| 4-811.801 INTEREST INCOME | 1,200.00 | 138.40 | 878.18 | 73.18 | 0.00 | 321.82 |
| TOTAL 811-HOTEL/MOTEL | 686,200.00 | 100,641.25 | 450,733.60 | 65.69 | 0.00 | 235,466.40 |
| <u>813-FORFEITURES</u> | | | | | | |
| 4-813.100 TRANSFERS FROM GENERAL FUND | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 4-813.508 FORFEITURE INCOME | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| TOTAL 813-FORFEITURES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| <u>814-MUNICIPAL COURT</u> | | | | | | |
| 4-814.100 TRANSFERS FROM GENERAL FUND | 9,000.00 | 0.00 | 5,435.08 | 60.39 | 0.00 | 3,564.92 |
| 4-814.501 MUNICIPAL COURT FEES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| TOTAL 814-MUNICIPAL COURT | 9,000.00 | 0.00 | 5,435.08 | 60.39 | 0.00 | 3,564.92 |
| *** TOTAL REVENUES *** | 695,200.00 | 100,641.25 | 456,168.68 | 65.62 | 0.00 | 239,031.32 |

CITY OF GONZALES
 FINANCIAL STATEMENT
 AS OF: APRIL 30TH, 2015

500-RESTRICTED USE FUNDS
 811-HOTEL MOTEL

| DEPARTMENT EXPENSES | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|------------------------------------|-------------------|----------------|------------------|--------------|---------------|-----------------|
| <u>2-SUPPLIES EXPENSE</u> | | | | | | |
| 7-811.202 POSTAGE | 2,500.00 | 0.00 | 2,049.73 | 81.99 | 0.00 | 450.27 |
| 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 | 2,500.00 | 0.00 | 2,049.73 | 81.99 | 0.00 | 450.27 |
| <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 | 3,000.00 | 100.00 | 135.00 | 4.50 | 0.00 | 2,865.00 |
| 7-811.409 SUBSCRIPTIONS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7-811.411 SPECIAL CONTRACTS | 22,000.00 | 1,657.50 | 13,102.50 | 59.56 | 0.00 | 8,897.50 |
| 7-811.412 CHAMBER OF COMMERCE | 15,000.00 | 0.00 | 7,500.00 | 50.00 | 0.00 | 7,500.00 |
| 7-811.413 PIONEER VILLAGE | 10,000.00 | 2,500.00 | 8,363.00 | 83.63 | 0.00 | 1,637.00 |
| 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 | 10,000.00 | 100.00 | 0.00 | 0.00 |
| 7-811.416 CRYSTAL THEATRE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7-811.417 INSURANCE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7-811.430 TRAVEL & TRAINING | <u>5,000.00</u> | <u>0.00</u> | <u>544.04</u> | <u>10.88</u> | <u>0.00</u> | <u>4,455.96</u> |
| TOTAL 4-CONTRACT/OPER SERVICES | 75,000.00 | 4,257.50 | 39,644.54 | 52.86 | 0.00 | 35,355.46 |
| <u>5-SPECIAL CHARGES EXPENSE</u> | | | | | | |
| 7-811.502 ADVERTISING | 165,000.00 | 18,311.96 | 63,292.21 | 38.36 | 0.00 | 101,707.79 |
| 7-811.503 ELECTRICAL LINE EXPENSE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7-811.504 SIGNAGE & BANNERS | 60,000.00 | 5,325.61 | 13,434.49 | 25.72 | 2,000.00 | 44,565.51 |
| 7-811.519 PROMOTIONAL ITEMS | 12,000.00 | 1,478.64 | 7,218.38 | 60.15 | 0.00 | 4,781.62 |
| 7-811.520 MARKETING AND PROMOTIONS | 15,000.00 | 0.00 | 6,188.45 | 41.26 | 0.00 | 8,811.55 |
| 7-811.521 SPECIAL PROJECTS | 25,000.00 | 890.20 | 17,040.80 | 68.16 | 0.00 | 7,959.20 |
| 7-811.522 INDEPENDENCE RELAY | 7,000.00 | 0.00 | 5,392.00 | 77.03 | 0.00 | 1,608.00 |
| 7-811.524 GONZALES CO. JAIL MUSEUM | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7-811.525 HISTORIC PRESERVATION | 25,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 25,000.00 |
| 7-811.526 MEMORIAL MUSEUM | 35,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 35,000.00 |
| 7-811.527 EGGLESTON HOUSE | 5,000.00 | 0.00 | 35.99 | 0.72 | 0.00 | 4,964.01 |
| 7-811.528 JB WELLS HOUSE | 10,000.00 | 0.00 | 4,841.35 | 48.41 | 0.00 | 5,158.65 |
| 7-811.529 RIVERSIDE MUSEUM | 5,000.00 | 67.99 | 1,091.88 | 21.84 | 0.00 | 3,908.12 |
| 7-811.530 EXPO CENTER | <u>100,000.00</u> | <u>500.00</u> | <u>93,411.05</u> | <u>93.41</u> | <u>0.00</u> | <u>6,588.95</u> |
| TOTAL 5-SPECIAL CHARGES EXPENSE | 464,000.00 | 26,574.40 | 211,946.60 | 46.11 | 2,000.00 | 250,053.40 |

CITY OF GONZALES
 FINANCIAL STATEMENT
 AS OF: APRIL 30TH, 2015

500-RESTRICTED USE FUNDS
 814-MUNICIPAL COURT

| DEPARTMENT EXPENSES | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|---------------------------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| <hr/> | | | | | | |
| <u>5-SPECIAL CHARGES EXPENSE</u> | | | | | | |
| 7-814.555 CHILD SAFETY EXPENSE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7-814.556 COURT SECURITY EXPENSE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7-814.557 COURT TECHNOLOGY EXPENSE | 0.00 | 0.00 | 1,646.97 | 0.00 | 0.00 | (1,646.97) |
| 7-814.558 JUDICIAL EFFICIENCY EXPENSE | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| TOTAL 5-SPECIAL CHARGES EXPENSE | 0.00 | 0.00 | 1,646.97 | 0.00 | 0.00 | (1,646.97) |
| <hr/> | | | | | | |
| TOTAL 814-MUNICIPAL COURT | 0.00 | 0.00 | 1,646.97 | 0.00 | 0.00 | (1,646.97) |
| <hr/> | | | | | | |
| *** TOTAL EXPENSES *** | 541,500.00 | 30,831.90 | 255,287.84 | 47.51 | 2,000.00 | 284,212.16 |

*** END OF REPORT ***

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

| POST | DATE | TRAN # | REFERENCE | PACKET | DESCRIPTION | VEND | INV/JE # | NOTE | AMOUNT | BALANCE |
|-----------|-------|--------|-------------------------|-------------------|-----------------------------|----------|--------------|------|----------|----------|
| ----- | | | | | | | | | | |
| 7-811.202 | | | POSTAGE | | | | | | | |
| | | | BEGINNING | BALANCE | | | | | | 0.00 |
| 10/31/14 | 11/03 | B22762 | Misc 101415 | 04654 | TO ALLOCATE MONTHLY POSTAGE | | JE# 012680 | | 7.26 | 7.26 |
| | | | ===== | OCTOBER ACTIVITY | DB: | 7.26 | CR: | 0.00 | 7.26 | |
| 11/20/14 | 11/20 | A66604 | CHK: 101774 | 12590 | 3RD QTR 2014 PAYMENT | 0041 | 3RD QTR 2014 | | 1,209.96 | 1,217.22 |
| | | | ===== | NOVEMBER ACTIVITY | DB: | 1,209.96 | CR: | 0.00 | 1,209.96 | |
| 12/18/14 | 1/09 | A68028 | CHK: 102235 | 12723 | POSTAGE | 0041 | 4TH QTR 2014 | | 818.11 | 2,035.33 |
| | | | ===== | DECEMBER ACTIVITY | DB: | 818.11 | CR: | 0.00 | 818.11 | |
| 1/30/15 | 2/02 | B23425 | Deposit 011515 | 04818 | TO ALLOCATE MONTHLY POSTAGE | | JE# 012857 | | 6.72 | 2,042.05 |
| | | | ===== | JANUARY ACTIVITY | DB: | 6.72 | CR: | 0.00 | 6.72 | |
| 3/31/15 | 4/01 | B23917 | Misc 031515 | 04925 | ALLOCATE MONTHLY POSTAGE | | JE# 012973 | | 7.68 | 2,049.73 |
| | | | ===== | MARCH ACTIVITY | DB: | 7.68 | CR: | 0.00 | 7.68 | |
| | | | ===== | ACCOUNT TOTAL | DB: | 2,049.73 | CR: | 0.00 | | |
| ----- | | | | | | | | | | |
| 7-811.217 | | | MISCELLANEOUS | | | | | | | |
| | | | BEGINNING | BALANCE | | | | | | 0.00 |
| ----- | | | | | | | | | | |
| 7-811.304 | | | OFFICE EQPT & FURNITURE | | | | | | | |
| | | | BEGINNING | BALANCE | | | | | | 0.00 |
| ----- | | | | | | | | | | |
| 7-811.401 | | | TELEPHONE | | | | | | | |
| | | | BEGINNING | BALANCE | | | | | | 0.00 |
| ----- | | | | | | | | | | |
| 7-811.402 | | | UTILITIES | | | | | | | |
| | | | BEGINNING | BALANCE | | | | | | 0.00 |
| ----- | | | | | | | | | | |
| 7-811.407 | | | TELEPHONE | | | | | | | |
| | | | BEGINNING | BALANCE | | | | | | 0.00 |
| ----- | | | | | | | | | | |
| 7-811.408 | | | MEMBERSHIP DUES | | | | | | | |
| | | | BEGINNING | BALANCE | | | | | | 0.00 |
| 10/01/14 | 10/10 | A65395 | CHK: 101423 | 12460 | MEMBERSHIP | 2877 | 100114 | | 35.00 | 35.00 |
| | | | ===== | OCTOBER ACTIVITY | DB: | 35.00 | CR: | 0.00 | 35.00 | |
| 4/09/15 | 4/10 | A70851 | CHK: 103037 | 12950 | AFFILIATE DUES | 1852 | 040915 | | 100.00 | 135.00 |
| | | | ===== | APRIL ACTIVITY | DB: | 100.00 | CR: | 0.00 | 100.00 | |
| | | | ===== | ACCOUNT TOTAL | DB: | 135.00 | CR: | 0.00 | | |

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

| POST | DATE | TRAN # | REFERENCE | PACKET | DESCRIPTION | VEND | INV/JE # | NOTE | AMOUNT | BALANCE |
|-----------|---------------------|--------|-------------|--------|--------------------------|-----------|--------------|------|----------|-----------|
| ----- | | | | | | | | | | |
| 7-811.409 | SUBSCRIPTIONS | | | | | | | | | |
| | | | | | BEGINNING BALANCE | | | | | 0.00 |
| ----- | | | | | | | | | | |
| 7-811.411 | SPECIAL CONTRACTS | | | | | | | | | |
| | | | | | BEGINNING BALANCE | | | | | 0.00 |
| 10/06/14 | 12/02 | A66816 | CHK: 000000 | 12419 | MEETING TOMORROW | 2931 | 10/06/2014 | | 1,500.00 | 1,500.00 |
| | | | ===== | | OCTOBER ACTIVITY DB: | 1,500.00 | CR: | 0.00 | 1,500.00 | |
| 11/04/14 | 11/07 | A66273 | CHK: 101683 | 12559 | LORETTA SHIRLEY DBA ROCK | 2895 | 1116 | | 1,657.50 | 3,157.50 |
| | | | ===== | | NOVEMBER ACTIVITY DB: | 1,657.50 | CR: | 0.00 | 1,657.50 | |
| 2/02/15 | 2/06 | A68936 | CHK: 102512 | 12782 | MARKETING SERVICES | 2895 | 1129 | | 1,657.50 | 4,815.00 |
| | | | ===== | | FEBRUARY ACTIVITY DB: | 1,657.50 | CR: | 0.00 | 1,657.50 | |
| 3/02/15 | 3/05 | A69702 | CHK: 102704 | 12846 | LORETTA SHIRLEY DBA ROCK | 2895 | 1135 | | 1,657.50 | 6,472.50 |
| 3/18/15 | 3/18 | B23808 | | 04909 | LORETTA SHIRLEY 10/2014 | | JE# 012957 | | 1,657.50 | 8,130.00 |
| 3/18/15 | 3/18 | B23808 | | 04909 | LORETTA SHIRLEY 12/2014 | | JE# 012957 | | 1,657.50 | 9,787.50 |
| 3/18/15 | 3/18 | B23808 | | 04909 | LORETTA SHIRLEY 01/2015 | | JE# 012957 | | 1,657.50 | 11,445.00 |
| | | | ===== | | MARCH ACTIVITY DB: | 6,630.00 | CR: | 0.00 | 6,630.00 | |
| 4/01/15 | 4/02 | A70632 | CHK: 102988 | 12925 | MARKETING SERVICES | 2895 | 1138 | | 1,657.50 | 13,102.50 |
| | | | ===== | | APRIL ACTIVITY DB: | 1,657.50 | CR: | 0.00 | 1,657.50 | |
| | | | ===== | | ACCOUNT TOTAL DB: | 13,102.50 | CR: | 0.00 | | |
| ----- | | | | | | | | | | |
| 7-811.412 | CHAMBER OF COMMERCE | | | | | | | | | |
| | | | | | BEGINNING BALANCE | | | | | 0.00 |
| 11/20/14 | 11/20 | A66604 | CHK: 101774 | 12590 | 3RD QTR 2014 PAYMENT | 0041 | 3RD QTR 2014 | | 3,750.00 | 3,750.00 |
| | | | ===== | | NOVEMBER ACTIVITY DB: | 3,750.00 | CR: | 0.00 | 3,750.00 | |
| 12/18/14 | 1/09 | A68028 | CHK: 102235 | 12723 | 4TH QTR 2014 PAYMENT | 0041 | 4TH QTR 2014 | | 3,750.00 | 7,500.00 |
| | | | ===== | | DECEMBER ACTIVITY DB: | 3,750.00 | CR: | 0.00 | 3,750.00 | |
| | | | ===== | | ACCOUNT TOTAL DB: | 7,500.00 | CR: | 0.00 | | |
| ----- | | | | | | | | | | |
| 7-811.413 | PIONEER VILLAGE | | | | | | | | | |
| | | | | | BEGINNING BALANCE | | | | | 0.00 |
| 10/01/14 | 10/31 | A66027 | CHK: 101577 | 12534 | 3RD QTR 2014 | 1027 | 3RD QTR 2014 | | 3,363.00 | 3,363.00 |
| | | | ===== | | OCTOBER ACTIVITY DB: | 3,363.00 | CR: | 0.00 | 3,363.00 | |
| 12/18/14 | 1/09 | A68078 | CHK: 102238 | 12723 | 4TH QTR 2014 | 1027 | 4TH QTR 2014 | | 2,500.00 | 5,863.00 |
| | | | ===== | | DECEMBER ACTIVITY DB: | 2,500.00 | CR: | 0.00 | 2,500.00 | |

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

| POST | DATE | TRAN # | REFERENCE | PACKET=====DESCRIPTION===== | VEND | INV/JE # | NOTE | =====AMOUNT===== | =====BALANCE===== |
|-----------|-------|--------|-------------------|-------------------------------------|-----------|--------------|------|------------------|-------------------|
| 4/01/15 | 4/02 | A70616 | CHK: 102973 | 12925 1ST QTR 2015 | 1027 | 1ST QTR 2015 | | 2,500.00 | 8,363.00 |
| | | | ===== | APRIL ACTIVITY DB: | 2,500.00 | CR: | 0.00 | 2,500.00 | |
| | | | ===== | ACCOUNT TOTAL DB: | 8,363.00 | CR: | 0.00 | | |
| ----- | | | | | | | | | |
| 7-811.414 | | | JB WELLS PARK | | | | | | |
| | | | | B E G I N N I N G B A L A N C E | | | | | 0.00 |
| ----- | | | | | | | | | |
| 7-811.415 | | | MAIN STREET | | | | | | |
| | | | | B E G I N N I N G B A L A N C E | | | | | 0.00 |
| ----- | | | | | | | | | |
| 12/11/14 | 12/11 | A67352 | CHK: 102060 | 12640 ANNUAL FIREWORKS DISPLAY 2992 | | 07/04/2015 | | 5,000.00 | 5,000.00 |
| | | | ===== | DECEMBER ACTIVITY DB: | 5,000.00 | CR: | 0.00 | 5,000.00 | |
| 3/12/15 | 4/02 | A70643 | CHK: 102960 | 12925 GIANT DEER AND SANTA | 3508 | 15-3900 | | 5,000.00 | 10,000.00 |
| | | | ===== | MARCH ACTIVITY DB: | 5,000.00 | CR: | 0.00 | 5,000.00 | |
| | | | ===== | ACCOUNT TOTAL DB: | 10,000.00 | CR: | 0.00 | | |
| ----- | | | | | | | | | |
| 7-811.416 | | | CRYSTAL THEATRE | | | | | | |
| | | | | B E G I N N I N G B A L A N C E | | | | | 0.00 |
| ----- | | | | | | | | | |
| 7-811.417 | | | INSURANCE | | | | | | |
| | | | | B E G I N N I N G B A L A N C E | | | | | 0.00 |
| ----- | | | | | | | | | |
| 7-811.430 | | | TRAVEL & TRAINING | | | | | | |
| | | | | B E G I N N I N G B A L A N C E | | | | | 0.00 |
| ----- | | | | | | | | | |
| 11/21/14 | 12/05 | A67050 | CHK: 101975 | 12599 REIMBURSEMENT | 2895 | REIMBURSE | | 156.68 | 156.68 |
| | | | ===== | NOVEMBER ACTIVITY DB: | 156.68 | CR: | 0.00 | 156.68 | |
| 2/19/15 | 3/27 | A70316 | CHK: 000000 | 12742 LUNCHEON MAIN STREET | 2931 | 021915 | | 387.36 | 544.04 |
| | | | ===== | FEBRUARY ACTIVITY DB: | 387.36 | CR: | 0.00 | 387.36 | |
| | | | ===== | ACCOUNT TOTAL DB: | 544.04 | CR: | 0.00 | | |
| ----- | | | | | | | | | |
| 7-811.502 | | | ADVERTISING | | | | | | |
| | | | | B E G I N N I N G B A L A N C E | | | | | 0.00 |
| ----- | | | | | | | | | |
| 10/01/14 | 10/17 | A65662 | CHK: 101457 | 12479 GILBREATH OUTDOOR ADVERT | 3341 | 5747 | | 600.00 | 600.00 |
| 10/07/14 | 10/17 | A65619 | CHK: 101485 | 12479 ADVERTISING | 0668 | 242202 | | 5,461.96 | 6,061.96 |
| 10/15/14 | 11/07 | A66282 | CHK: 101668 | 12559 ADVERTISING | 3028 | 94957 | | 6,250.00 | 12,311.96 |
| 10/16/14 | 11/07 | A66275 | CHK: 101626 | 12559 ADVERTISING | 2944 | 20142033 | | 1,250.00 | 13,561.96 |

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

| POST | DATE | TRAN # | REFERENCE | PACKET----- | DESCRIPTION----- | VEND | INV/JE # | NOTE | -----AMOUNT----- | -----BALANCE----- |
|-----------|---------------------------------|--------|-------------|-------------------|--------------------------|-----------|-----------|------|------------------|-------------------|
| 10/18/14 | 11/07 | A66254 | CHK: 101690 | 12559 | ADVERTISING | 2714 | TM68911 | | 9,503.85 | 23,065.81 |
| | | | ===== | OCTOBER ACTIVITY | DB: | 23,065.81 | CR: | 0.00 | 23,065.81 | |
| 11/01/14 | 11/20 | A66688 | CHK: 101799 | 12590 | TEXAS JOURNEY | 3255 | 40008100 | | 5,686.50 | 28,752.31 |
| 11/03/14 | 12/05 | A67070 | CHK: 101937 | 12599 | GILBREATH AND COMPANY | 3341 | FC 53 | | 9.76 | 28,762.07 |
| 11/06/14 | 11/07 | A66299 | CHK: 101662 | 12559 | ADVERTISING | 3457 | 120114 | | 2,500.00 | 31,262.07 |
| 11/06/14 | 11/14 | A66540 | CHK: 101748 | 12582 | CONTRACT 37043 | 3464 | 37043 | | 2,496.00 | 33,758.07 |
| 11/20/14 | 11/20 | A66685 | CHK: 101792 | 12590 | SAN ANTONIO STOCK SHOW & | 3116 | 11/20/14 | | 2,500.00 | 36,258.07 |
| | | | ===== | NOVEMBER ACTIVITY | DB: | 13,192.26 | CR: | 0.00 | 13,192.26 | |
| 1/01/15 | 1/09 | A68071 | CHK: 102271 | 12723 | ADVERTISING | 0668 | 244974 | | 470.25 | 36,728.32 |
| 1/28/15 | 2/06 | A68920 | CHK: 102517 | 12782 | ADVERTISING | 2256 | 245955 | | 1,656.18 | 38,384.50 |
| 1/29/15 | 2/06 | A68892 | CHK: 102519 | 12782 | ADVERTISING | 0926 | 015-23202 | | 3,235.75 | 41,620.25 |
| | | | ===== | JANUARY ACTIVITY | DB: | 5,362.18 | CR: | 0.00 | 5,362.18 | |
| 2/28/15 | 3/20 | A70067 | CHK: 102831 | 12875 | DISCOVER MAGAZINE | 0071 | 022815 | | 3,360.00 | 44,980.25 |
| | | | ===== | FEBRUARY ACTIVITY | DB: | 3,360.00 | CR: | 0.00 | 3,360.00 | |
| 4/01/15 | 4/17 | A71084 | CHK: 103082 | 12967 | 4 COLOR OVER 50,000 WEB | 3025 | 246013 | | 2,850.00 | 47,830.25 |
| 4/14/15 | 4/30 | A71537 | CHK: 103209 | 13013 | MOBILE APP | 2944 | 20152383 | | 10,000.00 | 57,830.25 |
| 4/15/15 | 4/30 | A71499 | CHK: 103248 | 13013 | FULL PAGE DISPLAY | 0668 | 245957 | | 5,461.96 | 63,292.21 |
| | | | ===== | APRIL ACTIVITY | DB: | 18,311.96 | CR: | 0.00 | 18,311.96 | |
| | | | ===== | ACCOUNT TOTAL | DB: | 63,292.21 | CR: | 0.00 | | |
| ----- | | | | | | | | | | |
| 7-811.503 | ELECTRICAL LINE EXPENSE | | | | | | | | | |
| | B E G I N N I N G B A L A N C E | | | | | | | | | 0.00 |
| ----- | | | | | | | | | | |
| 7-811.504 | SIGNAGE & BANNERS | | | | | | | | | |
| | B E G I N N I N G B A L A N C E | | | | | | | | | 0.00 |
| 10/21/14 | 10/24 | A65830 | CHK: 101526 | 12515 | BILL BOARD ADVERTISING | 2532 | 64984 | | 625.00 | 625.00 |
| | | | ===== | OCTOBER ACTIVITY | DB: | 625.00 | CR: | 0.00 | 625.00 | |
| 11/20/14 | 12/05 | A67047 | CHK: 101952 | 12599 | OUTDOOR ADVERTISING | 2532 | 64985 | | 625.00 | 1,250.00 |
| | | | ===== | NOVEMBER ACTIVITY | DB: | 625.00 | CR: | 0.00 | 625.00 | |
| 12/01/14 | 12/11 | A67359 | CHK: 102036 | 12640 | GILBREATH AND COMPANY | 3341 | 5651 | | 600.00 | 1,850.00 |
| 12/01/14 | 12/11 | A67360 | CHK: 102036 | 12640 | GILBREATH AND COMPANY | 3341 | 5860 | | 600.00 | 2,450.00 |
| 12/01/14 | 1/02 | A67925 | CHK: 102171 | 12675 | GILBREATH AND COMPANY | 3341 | FC65 | | 8.88 | 2,458.88 |
| 12/18/14 | 1/02 | A67912 | CHK: 102186 | 12675 | JOHN GANNON, INC. | 2532 | 64986 | | 625.00 | 3,083.88 |
| | | | ===== | DECEMBER ACTIVITY | DB: | 1,833.88 | CR: | 0.00 | 1,833.88 | |
| 1/01/15 | 1/09 | A68139 | CHK: 102231 | 12723 | BILLBOARD ADVERTISING | 3341 | 5907 | | 600.00 | 3,683.88 |
| 1/20/15 | 1/23 | A68578 | CHK: 102380 | 12746 | BILLBOARD ADVERTISING | 2532 | 64987 | | 625.00 | 4,308.88 |
| | | | ===== | JANUARY ACTIVITY | DB: | 1,225.00 | CR: | 0.00 | 1,225.00 | |

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

| POST | DATE | TRAN # | REFERENCE | PACKET-----DESCRIPTION----- | VEND | INV/JE # | NOTE | -----AMOUNT----- | -----BALANCE----- |
|---------|------|--------|-------------|--------------------------------|-----------|-------------|------|------------------|-------------------|
| 2/01/15 | 2/06 | A68949 | CHK: 102486 | 12782 ADVERTISING BILLBOARD | 3341 | 5959 | | 600.00 | 4,908.88 |
| 2/19/15 | 2/26 | A69499 | CHK: 102641 | 12827 BILLBOARD ADVERTISING | 2532 | 64988 | | 625.00 | 5,533.88 |
| | | | ===== | FEBRUARY ACTIVITY DB: | 1,225.00 | CR: | 0.00 | 1,225.00 | |
| 3/01/15 | 3/27 | A70458 | CHK: 102911 | 12906 OUTDOOR ADVERTISING | 3341 | 6011 | | 1,350.00 | 6,883.88 |
| 3/01/15 | 3/27 | A70459 | CHK: 102911 | 12906 OUTDOOR ADVERTISING | 3341 | 6012 | | 600.00 | 7,483.88 |
| 3/19/15 | 3/27 | A70447 | CHK: 102917 | 12906 OUTDOOR ADVERTISING | 2532 | 64989 | | 625.00 | 8,108.88 |
| | | | ===== | MARCH ACTIVITY DB: | 2,575.00 | CR: | 0.00 | 2,575.00 | |
| 4/01/15 | 4/02 | A70639 | CHK: 102969 | 12925 OUTDOOR ADVERTISING | 3341 | 6068 | | 272.61 | 8,381.49 |
| 4/01/15 | 4/17 | A71066 | CHK: 103125 | 12967 4 COLOR MED RECTANGLE BA | 2404 | 244977 | | 495.00 | 8,876.49 |
| 4/01/15 | 4/17 | A71067 | CHK: 103125 | 12967 4 COLOR E NEWS EXL BANNE | 2404 | 244982 | | 700.00 | 9,576.49 |
| 4/14/15 | 4/17 | A71025 | CHK: 103090 | 12996 BANNERS | 2995 | 0090085 1/2 | | 2,000.00 | 11,576.49 |
| 4/20/15 | 4/22 | A71180 | CHK: 103187 | 13009 | 3081 | 2554 | | 1,858.00 | 13,434.49 |
| | | | ===== | APRIL ACTIVITY DB: | 5,325.61 | CR: | 0.00 | 5,325.61 | |
| | | | ===== | ACCOUNT TOTAL DB: | 13,434.49 | CR: | 0.00 | | |

7-811.519

PROMOTIONAL ITEMS

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

0.00

| | | | | | | | | | |
|----------|-------|--------|-------------|--------------------------------|----------|------------|------------|------------|----------|
| 11/20/14 | 11/20 | A66690 | CHK: 101775 | 12590 100 IMMORTAL 32 MEDALS | 3310 | 11/20/2014 | | 1,250.00 | 1,250.00 |
| | | | ===== | NOVEMBER ACTIVITY DB: | 1,250.00 | CR: | 0.00 | 1,250.00 | |
| 12/09/14 | 1/16 | A68250 | CHK: 000000 | 12654 FLAGS IMPORTER | 2931 | 15-58662 | | 1,153.63 | 2,403.63 |
| 12/31/14 | 2/17 | B23541 | | 04850 MISCODED HOTEL/MOTEL EXP | | JE# 012892 | | 1,153.00CR | 1,250.63 |
| | | | ===== | DECEMBER ACTIVITY DB: | 1,153.63 | CR: | 1,153.00CR | 0.63 | |
| 2/17/15 | 2/17 | A69030 | CHK: 102593 | 12813 Wood Signage | 2955 | 307091 | | 1,532.88 | 2,783.51 |
| 2/17/15 | 2/17 | A69030 | CHK: 102593 | 12813 Wood Signage | 2955 | 307091 | | 2,956.23 | 5,739.74 |
| | | | ===== | FEBRUARY ACTIVITY DB: | 4,489.11 | CR: | 0.00 | 4,489.11 | |
| 4/15/15 | 4/30 | A71535 | CHK: 103240 | 13013 CRAFT PAPER BAGS | 2819 | 11879 | | 1,478.64 | 7,218.38 |
| | | | ===== | APRIL ACTIVITY DB: | 1,478.64 | CR: | 0.00 | 1,478.64 | |
| | | | ===== | ACCOUNT TOTAL DB: | 8,371.38 | CR: | 1,153.00CR | | |

7-811.520

MARKETING AND PROMOTIONS

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

0.00

| | | | | | | | | | |
|----------|-------|--------|-------------|--------------------------------|----------|-------|------|----------|----------|
| 10/01/14 | 10/02 | A65235 | CHK: 101363 | 12432 MARKETING SERVICES | 2895 | 1110 | | 1,657.50 | 1,657.50 |
| 10/13/14 | 10/17 | A65653 | CHK: 101475 | 12479 12 COME & FRAC IT SHIRTS | 2819 | 11250 | | 144.72 | 1,802.22 |
| | | | ===== | OCTOBER ACTIVITY DB: | 1,802.22 | CR: | 0.00 | 1,802.22 | |
| 11/01/14 | 11/20 | A66692 | CHK: 101770 | 12590 ADVERTISING | 3341 | 5776 | | 600.00 | 2,402.22 |
| 11/21/14 | 12/05 | A67049 | CHK: 101969 | 12599 COG VISITORS GUIDE | 2819 | 11418 | | 1,952.87 | 4,355.09 |
| | | | ===== | NOVEMBER ACTIVITY DB: | 2,552.87 | CR: | 0.00 | 2,552.87 | |

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

| POST | DATE | TRAN # | REFERENCE | PACKET | DESCRIPTION | VEND | INV/JE # | NOTE | AMOUNT | BALANCE |
|----------|------|--------|-------------|--------|--------------------------|----------|------------|------------|------------|----------|
| 12/31/14 | 1/16 | B23324 | | 04792 | MISCODED EXPENSES | | JE# 012831 | | 1,657.50 | 6,012.59 |
| 12/31/14 | 2/17 | B23541 | | 04850 | MISCODED HOTEL/MOTEL EXP | | JE# 012892 | | 1,153.00 | 7,165.59 |
| | | | | | DECEMBER ACTIVITY DB: | 2,810.50 | CR: | 0.00 | 2,810.50 | |
| 2/23/15 | 2/26 | A69434 | CHK: 102654 | 12827 | BROCHURE DRIVING TOUR | 0230 | 139101A | | 384.99 | 7,550.58 |
| | | | | | FEBRUARY ACTIVITY DB: | 384.99 | CR: | 0.00 | 384.99 | |
| 3/02/15 | 3/11 | A69883 | CHK: 102775 | 12869 | PERSONAL IMPRESSIONS | 2819 | 11703 | | 1,952.87 | 9,503.45 |
| 3/18/15 | 3/18 | B23808 | | 04909 | LORETTA SHIRLEY 10/2014 | | JE# 012957 | | 1,657.50CR | 7,845.95 |
| 3/18/15 | 3/18 | B23808 | | 04909 | LORETTA SHIRLEY 12/2014 | | JE# 012957 | | 1,657.50CR | 6,188.45 |
| | | | | | MARCH ACTIVITY DB: | 1,952.87 | CR: | 3,315.00CR | 1,362.13CR | |
| | | | | | ACCOUNT TOTAL DB: | 9,503.45 | CR: | 3,315.00CR | | |

7-811.521

SPECIAL PROJECTS

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

| | | | | | | | | | | |
|----------|-------|--------|-------------|-------|--------------------------|-----------|------------------|------------|------------|-----------|
| 10/01/14 | 10/31 | A66053 | CHK: 101576 | 12534 | 3RD QTR 2014 | 2899 | 3RD QTR 2014 | | 3,237.37 | 3,237.37 |
| | | | | | OCTOBER ACTIVITY DB: | 3,237.37 | CR: | 0.00 | 3,237.37 | |
| 11/07/14 | 11/07 | A66150 | CHK: 101652 | 12559 | PROMOTION OF FESTIVAL AD | 0041 | REIMBURSE | | 5,000.00 | 8,237.37 |
| | | | | | NOVEMBER ACTIVITY DB: | 5,000.00 | CR: | 0.00 | 5,000.00 | |
| 12/01/14 | 12/11 | A67349 | CHK: 102069 | 12640 | MARKETING SERVICES | 2895 | 1121 | | 1,657.50 | 9,894.87 |
| 12/31/14 | 1/16 | B23324 | | 04792 | MISCODED EXPENSES | | JE# 012831 | | 1,657.50CR | 8,237.37 |
| 12/31/14 | 1/16 | A68369 | CHK: 102311 | 12729 | 3RD QTR 2014 | 2899 | 4TH QTR 2014 | | 1,913.23 | 10,150.60 |
| | | | | | DECEMBER ACTIVITY DB: | 3,570.73 | CR: | 1,657.50CR | 1,913.23 | |
| 1/09/15 | 1/09 | A68121 | CHK: 102245 | 12723 | REIMBURSEMENT FOR BROCHU | 2956 | REIMBURSE 1/8/15 | | 1,500.00 | 11,650.60 |
| 1/12/15 | 1/09 | A68118 | CHK: 102262 | 12723 | LORETTA SHIRLEY DBA ROCK | 2895 | 1126 | | 1,657.50 | 13,308.10 |
| 1/30/15 | 1/30 | A68742 | CHK: 102452 | 12771 | ADVERTISING FOR RUSTED G | 3043 | 013015DH | | 2,000.00 | 15,308.10 |
| | | | | | JANUARY ACTIVITY DB: | 5,157.50 | CR: | 0.00 | 5,157.50 | |
| 2/04/15 | 2/06 | A68929 | CHK: 102475 | 12782 | ALL BREED CATTLE SALE | 2719 | 020415 | | 2,500.00 | 17,808.10 |
| | | | | | FEBRUARY ACTIVITY DB: | 2,500.00 | CR: | 0.00 | 2,500.00 | |
| 3/18/15 | 3/18 | B23808 | | 04909 | LORETTA SHIRLEY 01/2015 | | JE# 012957 | | 1,657.50CR | 16,150.60 |
| | | | | | MARCH ACTIVITY DB: | 0.00 | CR: | 1,657.50CR | 1,657.50CR | |
| 4/06/15 | 4/17 | A71079 | CHK: 103097 | 12967 | REIMBURSEMENT | 2899 | 040615 | | 890.20 | 17,040.80 |
| | | | | | APRIL ACTIVITY DB: | 890.20 | CR: | 0.00 | 890.20 | |
| | | | | | ACCOUNT TOTAL DB: | 20,355.80 | CR: | 3,315.00CR | | |

7-811.522

INDEPENDENCE RELAY

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

| POST | DATE | TRAN # | REFERENCE | PACKET=====DESCRIPTION===== | VEND | INV/JE # | NOTE | *****AMOUNT**** | ====BALANCE==== |
|-----------|-------|--------|-------------|--|----------|--------------------|------|-----------------|-----------------|
| | | | | B E G I N N I N G | | | | | 0.00 |
| 1/10/15 | 4/10 | A70883 | CHK: 103042 | 12950 TEXAS INDEPENDENCE RELAY 3275 | | 01/10/2015 | | 2,500.00 | 2,500.00 |
| | | | ===== | JANUARY ACTIVITY DB: | 2,500.00 | CR: | 0.00 | 2,500.00 | |
| 2/12/15 | 3/05 | A69691 | CHK: 102697 | 12846 TENT FOR TEXAS INDEPENDENCE 1726 | | 021215 | | 2,892.00 | 5,392.00 |
| | | | ===== | FEBRUARY ACTIVITY DB: | 2,892.00 | CR: | 0.00 | 2,892.00 | |
| | | | ===== | ACCOUNT TOTAL DB: | 5,392.00 | CR: | 0.00 | | |
| ----- | | | | | | | | | |
| 7-811.524 | | | | GONZALES CO. JAIL MUSEUM | | | | | 0.00 |
| | | | | B E G I N N I N G | | | | | 0.00 |
| ----- | | | | | | | | | |
| 7-811.525 | | | | HISTORIC PRESERVATION | | | | | 0.00 |
| | | | | B E G I N N I N G | | | | | 0.00 |
| ----- | | | | | | | | | |
| 7-811.526 | | | | MEMORIAL MUSEUM | | | | | 0.00 |
| | | | | B E G I N N I N G | | | | | 0.00 |
| ----- | | | | | | | | | |
| 7-811.527 | | | | EGGLESTON HOUSE | | | | | 0.00 |
| | | | | B E G I N N I N G | | | | | 0.00 |
| 10/01/14 | 10/17 | A65588 | CHK: 101458 | 12479 SINGLE FAUCET | 0219 | 00661320 | | 35.99 | 35.99 |
| | | | ===== | OCTOBER ACTIVITY DB: | 35.99 | CR: | 0.00 | 35.99 | |
| | | | ===== | ACCOUNT TOTAL DB: | 35.99 | CR: | 0.00 | | |
| ----- | | | | | | | | | |
| 7-811.528 | | | | JB WELLS HOUSE | | | | | 0.00 |
| | | | | B E G I N N I N G | | | | | 0.00 |
| 12/31/14 | 2/19 | A69188 | CHK: 102562 | 12802 1ST QTR 2015 PAYMENT | 1130 | 1ST QTR 2015 | | 1,232.18 | 1,232.18 |
| | | | ===== | DECEMBER ACTIVITY DB: | 1,232.18 | CR: | 0.00 | 1,232.18 | |
| 3/31/15 | 4/17 | A71054 | CHK: 103095 | 12967 REIMBURSEMENT | 1130 | 033115 | | 3,609.17 | 4,841.35 |
| | | | ===== | MARCH ACTIVITY DB: | 3,609.17 | CR: | 0.00 | 3,609.17 | |
| | | | ===== | ACCOUNT TOTAL DB: | 4,841.35 | CR: | 0.00 | | |
| ----- | | | | | | | | | |
| 7-811.529 | | | | RIVERSIDE MUSEUM | | | | | 0.00 |
| | | | | B E G I N N I N G | | | | | 0.00 |
| 10/11/14 | 10/24 | A65821 | CHK: 101520 | 12515 RIVERSIDE & PD | 1816 | 10/11/14 RIVERSIDE | | 67.27 | 67.27 |
| 10/22/14 | 12/05 | A66973 | CHK: 101962 | 12599 COVER, SWITCH BOX, COUPL | 0294 | 5812845 | | 247.95 | 315.22 |
| | | | ===== | OCTOBER ACTIVITY DB: | 315.22 | CR: | 0.00 | 315.22 | |

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

| POST | DATE | TRAN # | REFERENCE | PACKET=====DESCRIPTION===== | VEND | INV/JE # | NOTE | =====AMOUNT===== | =====BALANCE===== |
|----------|-------|--------|-------------|--------------------------------|----------|------------|-----------|------------------|-------------------|
| 11/11/14 | 12/05 | A67028 | CHK: 101947 | 12599 RIVERSIDE & POLICE DEPT. | 1816 | 11/11/14 | RIVER, PD | 53.20 | 368.42 |
| | | | ===== | NOVEMBER ACTIVITY DB: | 53.20 | CR: | 0.00 | 53.20 | |
| 12/05/14 | 12/19 | A67560 | CHK: 102142 | 12661 JOHN D. SCHMIDT | 1729 | 012680 | | 3.50 | 371.92 |
| 12/11/14 | 12/19 | A67575 | CHK: 102119 | 12661 RIVERSIDE & PD FAX | 1816 | 12/11/14 | RIVERSIDE | 67.23 | 439.15 |
| | | | ===== | DECEMBER ACTIVITY DB: | 70.73 | CR: | 0.00 | 70.73 | |
| 1/09/15 | 2/19 | A69168 | CHK: 102592 | 12802 ANNUAL RENEWAL | 0565 | 01/09/2015 | | 308.00 | 747.15 |
| 1/11/15 | 1/23 | A68570 | CHK: 102378 | 12746 RIVERSIDE BILLING | 1816 | 01/11/15 | RIVERSIDE | 67.28 | 814.43 |
| | | | ===== | JANUARY ACTIVITY DB: | 375.28 | CR: | 0.00 | 375.28 | |
| 2/11/15 | 2/26 | A69482 | CHK: 102639 | 12827 RIVERSIDE & PD FAX | 1816 | 02/11/15 | RIVERSIDE | 67.27 | 881.70 |
| | | | ===== | FEBRUARY ACTIVITY DB: | 67.27 | CR: | 0.00 | 67.27 | |
| 3/10/15 | 3/20 | A70095 | CHK: 102825 | 12875 DBL STRIP | 0219 | 00669707 | | 2.29 | 883.99 |
| 3/11/15 | 3/20 | A70165 | CHK: 102834 | 12875 RIVERSIDE & PD PHONE | 1816 | 03/11/15 | RIVERSIDE | 67.28 | 951.27 |
| 3/30/15 | 4/10 | A70746 | CHK: 103063 | 12950 TIMER | 0190 | 188937 | | 60.44 | 1,011.71 |
| 3/31/15 | 4/10 | A70784 | CHK: 103024 | 12950 SCREWS, ROPE CLEAT, NUT | 0219 | 00670848 | | 12.18 | 1,023.89 |
| | | | ===== | MARCH ACTIVITY DB: | 142.19 | CR: | 0.00 | 142.19 | |
| 4/11/15 | 4/24 | A71256 | CHK: 103177 | 12994 RIVERSIDE BILLING | 1816 | 04/11/15 | RIVERSIDE | 67.99 | 1,091.88 |
| | | | ===== | APRIL ACTIVITY DB: | 67.99 | CR: | 0.00 | 67.99 | |
| | | | ===== | ACCOUNT TOTAL DB: | 1,091.88 | CR: | 0.00 | | |

7-811.530

EXPO CENTER

BEGINNING BALANCE

0.00

| | | | | | | | | | |
|---------|------|--------|---------------|--------------------------------|------------|-----------|-------------|-------------|-----------|
| 1/15/15 | 1/30 | A68709 | CHK: 102457 | 12771 PROJECT 15-0101 | 1103 | 15-0101-1 | | 20,558.19 | 20,558.19 |
| 1/15/15 | 2/06 | A68932 | CHK: 102488 | 12782 REVENUE CERTIFICATES | 2729 | 011515-78 | | 21.00 | 20,579.19 |
| 1/22/15 | 2/06 | A68934 | CHK: 102488 | 12782 REVENUE CERTIFICATE | 2729 | 012215-71 | | 62.16 | 20,641.35 |
| 1/29/15 | 2/06 | A68935 | CHK: 102488 | 12782 REVENUE CERTIFICATE | 2729 | 012915-81 | | 62.16 | 20,703.51 |
| | | | ===== | JANUARY ACTIVITY DB: | 20,703.51 | CR: | 0.00 | 20,703.51 | |
| 2/12/15 | 2/26 | A69472 | CHK: 102667 | 12827 JB WELLS PARK-NEW EXPO C | 1103 | 15-0101-2 | | 46,526.43 | 67,229.94 |
| 2/27/15 | 2/27 | C23656 | RCPT 00728614 | 06692 TSG ARCCHITECTWS 2/27/15 | | | | 10,279.10CR | 56,950.84 |
| | | | ===== | FEBRUARY ACTIVITY DB: | 46,526.43 | CR: | 10,279.10CR | 36,247.33 | |
| 3/03/15 | 3/11 | A69851 | CHK: 102788 | 12869 JB WELLS PARK EXPO CENTE | 1103 | 15-0101-3 | | 30,837.29 | 87,788.13 |
| 3/20/15 | 4/10 | A70841 | CHK: 103072 | 12950 ENGINEERING FOR EXPO | 1103 | 15-0101-4 | | 5,122.92 | 92,911.05 |
| | | | ===== | MARCH ACTIVITY DB: | 35,960.21 | CR: | 0.00 | 35,960.21 | |
| 4/06/15 | 4/30 | A71545 | CHK: 103206 | 13013 50% OF DESIGN | 3515 | 4345 | | 500.00 | 93,411.05 |
| | | | ===== | APRIL ACTIVITY DB: | 500.00 | CR: | 0.00 | 500.00 | |
| | | | ===== | ACCOUNT TOTAL DB: | 103,690.15 | CR: | 10,279.10CR | | |

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.610 OFFICE FURNITURE & EQPT
 BEGINNING BALANCE 0.00

***** 000 ERRORS IN THIS REPORT! *****

| | | | | | |
|----------------------------|-----|------------|-----|-------------|-----|
| ** REPORT TOTALS ** | --- | DEBITS | --- | CREDITS | --- |
| BEGINNING BALANCES: | | 0.00 | | 0.00 | |
| REPORTED ACTIVITY: | | 271,702.97 | | 18,062.10CR | |
| ENDING BALANCES: | | 271,702.97 | | 18,062.10CR | |
| TOTAL FUND ENDING BALANCE: | | 253,640.87 | | | |

TxDOT TRAVEL LITERATURE PROGRAM

Gonzales Chamber of Commerce

(name of center/city)

Gonzales, TX

TRAVEL INFORMATION CENTER

VISITATION TOTALS

| YEAR <u>2015</u> | VISITOR TOTALS PER MONTH | IN-STATE AND OUT-OF-STATE MONTHLY VISITOR TOTALS | QUARTERLY TOTALS |
|------------------|--------------------------|---|--|
| JANUARY | 176 | # In-State <u>138</u> # Out-of-State <u>38</u> | TOTALS: Jan/Feb/Mar |
| FEBRUARY | 183 | # In-State <u>146</u> # Out-of-State <u>37</u> | # Visitors <u>750</u> # In-State <u>591</u> |
| MARCH | 391 | # In-State <u>307</u> # Out-of-State <u>84</u> | # Out-of-State <u>159</u> |
| APRIL | | # In-State _____ # Out-of-State _____ | TOTALS: Apr/May/Jun |
| MAY | | # In-State _____ # Out-of-State _____ | # Visitors _____ # In-State _____ |
| JUNE | | # In-State _____ # Out-of-State _____ | # Out-of-State _____ |
| JULY | | # In-State _____ # Out-of-State _____ | TOTALS: Jul/Aug/Sep |
| AUGUST | | # In-State _____ # Out-of-State _____ | # Visitors _____ # In-State _____ |
| SEPTEMBER | | # In-State _____ # Out-of-State _____ | # Out-of-State _____ |
| OCTOBER | | # In-State _____ # Out-of-State _____ | TOTALS: Oct/Nov/Dec |
| NOVEMBER | | # In-State _____ # Out-of-State _____ | # Visitors _____ # In-State _____ |
| DECEMBER | | # In-State _____ # Out-of-State _____ | # Out-of-State _____ |

Texas Department of Transportation D16-062194

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

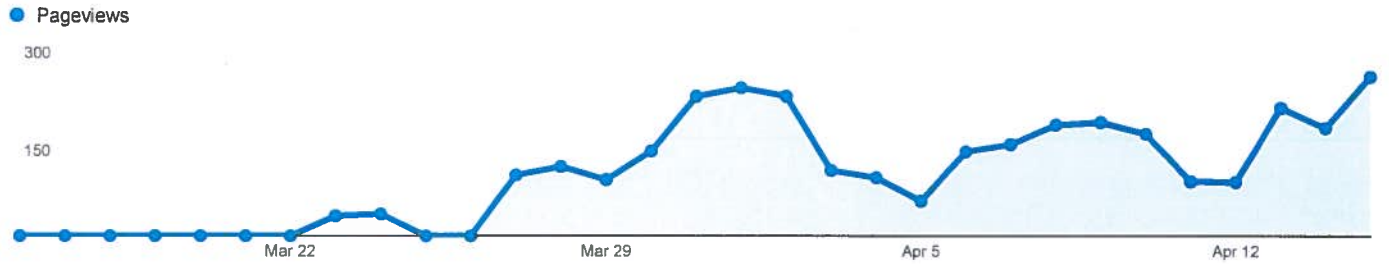
OR FAX TO: (512) 486-5944

Content Drilldown

Mar 16, 2015 - Apr 15, 2015

All Sessions
100.00%

Explorer



| Page path level 1 | Pageviews | Unique Pageviews | Avg. Time on Page | Bounce Rate | % Exit |
|-----------------------------|--|--|--|--|--|
| | 2,936 % of Total: 100.00% (2,936) | 2,361 % of Total: 100.00% (2,361) | 00:01:38 Avg for View: 00:01:38 (0.00%) | 66.10% Avg for View: 66.10% (0.00%) | 50.44% Avg for View: 50.44% (0.00%) |
| 1. / | 743 (25.31%) | 635 (26.90%) | 00:00:53 | 60.78% | 56.66% |
| 2. /event/ | 404 (13.76%) | 356 (15.08%) | 00:02:58 | 74.60% | 52.23% |
| 3. /come-and-take-it/ | 395 (13.45%) | 294 (12.45%) | 00:01:19 | 70.51% | 56.96% |
| 4. /calendar-2/ | 298 (10.15%) | 202 (8.56%) | 00:02:04 | 55.81% | 32.89% |
| 5. /business-directory/ | 173 (5.89%) | 135 (5.72%) | 00:02:25 | 69.70% | 52.60% |
| 6. /product/ | 127 (4.33%) | 101 (4.28%) | 00:01:13 | 78.95% | 67.72% |
| 7. /tour-historic-gonzales/ | 104 (3.54%) | 92 (3.90%) | 00:03:03 | 80.00% | 52.88% |
| 8. /contact-us/ | 90 (3.07%) | 65 (2.75%) | 00:01:13 | 50.00% | 40.00% |
| 9. /museums/ | 83 (2.83%) | 73 (3.09%) | 00:01:47 | 78.85% | 65.06% |
| 10. /visitor-information/ | 58 (1.98%) | 37 (1.57%) | 00:01:39 | 30.00% | 20.69% |

Rows 1 - 10 of 39