

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, October 22, 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 September 10, 2015 Minutes

ITEMS TO BE CONSIDERED

2. Election of Officers
3. Discuss and Consider application for funding from Central Texas Independent Cattlemen's Association
4. Discuss and Consider Marketing Plan
5. Discuss and Consider Murder Mystery event.
6. Discuss Come & Take It
7. Billboard update
8. Review additional billboard options.
9. Report by Marketing Consultant regarding TTIA Conference

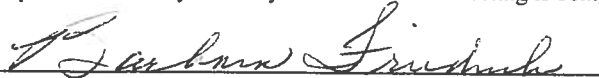
STAFF/COMMITTEE REPORTS

10. Post Event Report
11. Report from advisory members on Event Development
12. Report on Upcoming Events
13. Financial Report
14. Staff Report
15. Next regular meeting will be November 12, 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 19th day of October 2015 at 11:00 (a.m./p.m.); and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

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


Barbara Friedrich, Main Street Administrator

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

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, September 10, 2015
Gonzales Municipal Building at 12:30 P.M.**

M I N U T E S

CALL TO ORDER AND CERTIFICATION OF QUORUM

The Tourism Committee convened their regular meeting at 12:30 p.m., September 10, 2015 in the Conference Room at the Gonzales Municipal Building, 820 St. Joseph Street, Gonzales, Texas.

The following members were present constituting a quorum: Barbara Crozier, Dawn O'Donnell, Paul Frenzel, Alison Guerra-Rodriguez, Brandy Egger, and Chris Kappmeyer

Members absent: Meena Patel, Ann Covert, and Ken Morrow

Ex officio present: Daisy Scheske of the Gonzales Chamber of Commerce and Agriculture, Barbara Friedrich of Gonzales Main Street, and Tim Patek of Parks and Recreation.

Guests: Mayor Bobby Logan, Suzanne Sexton, Jessie Holt, Loretta Shirley, and Doug Phelan

PUBLIC COMMENTS

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

Barbara Crozier spoke on Rick Green's Chasing American Legends project. Rick has completed everything for the episode itself. The episode will air nationally twice during the week of September 28 – October 4th and again October 19-25th. The episode can be seen on Monday nights at 7:00 p.m. and Thursday nights at 7:00 p.m. on Dish on Saturday nights at 7:00 p.m. The tourism video will be shot during Come & Take It.

APPROVAL OF MINUTES

1. Approval of August 14, 2015 Minutes
Minutes of August 14, 2015 were approved as presented.

ITEMS TO BE CONSIDERED

2. Discuss and Consider Application for funding from Rustic Gingham
Suzanne Sexton presented an application for funding from Rustic Gingham for the Barn Sale on November 6th and 7th.
Following discussion, Dawn O'Donnell moved to approve funding to Rustic Gingham. Brandy Egger seconded the motion. The motion prevailed by unanimous vote.
3. Discuss and Consider Application for funding from Historic Homes Association
Paul Frenzel presented an application for funding from Historic Homes Association for the Winterfest Historic Homes Tour.

Following discussion, Dawn O'Donnell moved to approve funding to the Historic Homes Association. Alison Guerra-Rodriguez seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider TTIA attendance

Discussion was made as to who should attend the TTIA annual meeting in September. Tim Patek reported that he and Loretta Shirley had attended in the past. The City would pay for staff to attend. The committee felt like it would be most beneficial for Jessie Holt, Marketing Consultant for the Tourism Committee, and Genora Young, President and CEO of GEDC to attend.

5. Discuss and Consider Lunch and Learn

The Committee discussed continuing with the quarterly Lunch and Learn. Barbara Crozier and Jessie Holt will be in charge of this event.

6. Discuss and Consider advertising in Houston House and Home

The committee discussed advertising Winterfest in the Houston House and Home magazine.

Following discussion, Chris Kappmeyer moved to approve placing ½ page ad in the Houston House and Home magazine. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

7. Discuss and Consider TV advertising

The committee discussed television advertising for the Winterfest activities as the committee had done in the past.

Following discussion, Alison moved to approve television advertising as done last year. Dawn O'Donnell seconded the motion. The motion prevailed by unanimous vote.

Chris Kappmeyer and Dawn O'Donnell volunteered to come up with structures to track the advertising promotion for Winterfest.

8. Identify volunteers for Kiosk collaboration with GEDC

Barbara Crozier is to talk with Chrissy O'Neal about the Kiosks'. Ann Covert, Brandy Egger, and Barbara Crozier volunteered to help with this.

9. Review of budget as pertaining to our forthcoming market plan for 2016

Discussion was made about advertising the Southern Living and Texas Monthly. It was suggested that moving the advertising in Southern Living to another venue.

10. Discuss marketing plan to be presented at October meeting

Barbara Crozier suggested that Jessie Holt, Loretta Shirley, Barbara Friedrich and herself Meet to go over the marketing plan and make suggestions for the October meeting.

STAFF/COMMITTEE REPORTS

11. Post Event Report

None

12. Report from advisory members on Event development

Dawn O'Donnell reported on the Texas Mystery Weekend. There are two different venues we could pursue. One would be a three hour event in a restaurant. The second venue would be multiple events throughout the weekend. She will gather more information for the next meeting.

Chris Kappmeyer reported on the Cannon Blast event.

Brandy Egger and Barbara Crozier reported that they were looking into maybe having a ghost tour and carriage ride to some of the site.

13. Report on Upcoming Events

Gonzales Youth Center fund raiser Saturday, September 12, 2015

Laurel Ridge open house with Lynn Haney September 26, 2015, Noon to 5 p.m.

Dedication of First Shot Monument – October 2, 2015, 9:30 a.m.

Come & Take It

14. Financial Report

Reviewed

15. Staff Report

None

16. Next regular meeting will be October 8, 2015 at 12:30 p.m.

ADJOURN

No further matters were discussed. The meeting was adjourned by motion by Dawn O'Donnell and seconded by Paul Frenzel.

APPLICATION

Organization Information

Date: October 5, 2015
Name of Organization: Central Texas Independent Cattlemen's Association- All Breed Bull & Female Sale
Address: P O Box 344
City, State, Zip: Gonzales, Texas 78629
Contact Name: Billy Bob Low
Contact Phone Number: 830.857.3324
Web Site Address for Event or Sponsoring Entity: icatexas.com
Is your organization: Non-Profit XX Private/For Profit _____
Tax ID #: 23-7395217 Entity's Creation Date: _____
Purpose of your organization: To promote the cattle industry and serve a need for the Gonzales County ranchers.

Name of Event or Project: Central Texas All Breed Bull & Female Sale
Date of Event or Project: Thursday, Oct. 22nd and Friday, Oct. 23rd
Primary Location of Event or Project: JB Wells Show Barn
Amount Requested: ~~\$2,500.00~~ \$2,499.00
How will the funds be used? To advertise the event.

Primary Purpose of Funded Activity/Facility: Promote the cattle industry and raise scholarship funds.

Percentage of Hotel Tax Support of Related Costs

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

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

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.**

\$2500.00

XXXX

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: 6th year

Expected Attendance: @125 (Thursday) and @ 300 (Friday)

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? @60+

How many nights will they stay? 1 to 2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

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	10-2014	\$2500.00	60
Gonzales	10-2013	\$2500.00	50
Gonzales	10-2012	\$2500.00	50

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

Surveyed buyers and cattle owners.

Please list other organization, government entities and grants that have offered financial support to your project: None

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

Paid Advertising XXX Newspaper X Radio X TV _____

Press Release to Media _____ Direct Mailing to out of town recipients @2000

Other _____

What areas does your advertising and promotion reach?

Texas, Oklahoma, Louisiana, Missouri, Alabama, Mississippi

What number of individuals will your proposed marketing reach that are located in another city or county? \$6000

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

Expected Attendance Monthly/Annually: @425 (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: @15%



Gonzales, TX

Marketing Plan

October 2015-September 2016

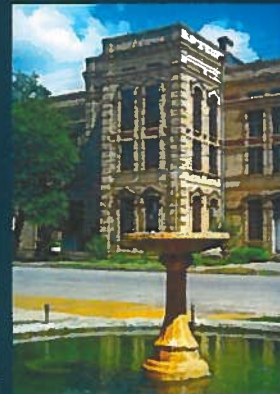


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Texas Tourism

Texas Tourism's mission is to enhance and extend local economic development efforts by marketing Texas as a tourist destination in out-of-state domestic and international markets, thereby generating non-Texan travel to the state and ultimately creating revenue and jobs. Texas Tourism provides a truly integrated marketing effort. The functions and services of each of the three interrelated program areas – advertising, public relations, and travel research/development – support Texas Tourism's overall mission.

What is the economic impact of tourism in Texas? Preliminary estimates show that direct travel spending in Texas was \$70.6 billion in 2014, an increase of 4.7% over the previous year and the fifth consecutive year of growth. More than half of direct travel spending at Texas destinations comes from out-of-state domestic and international markets. Travel spending in Texas directly supported 630,000 jobs and generated \$6.0 billion in state and local tax revenues.

How many domestic visitors travel to and within Texas? Total domestic travel (Texan and Non-Texan) to Texas destinations increased 4% in 2014 with an estimated 243 million visitors. Roughly 70% were traveling for leisure versus 30% for business. Travel from out-of-state increased by more than 5%.

What are top international markets for Texas? International travel to Texas has been growing among both established and emerging markets around the world. In 2014, international visitors spent \$6.8 billion across the state and directly supported 61,200 jobs. Top origin markets for Texas include Mexico, Canada, the United Kingdom, Germany, Brazil, Australia, Japan and China. International visitors spend more and stay longer with projected growth in many markets. Overall international travel to the United States is projected to increase by 29% through 2020.

How did the Texas hotel industry perform in 2014?

Texas hotels collected an estimated \$9.7 billion in revenues in 2014, an increase of 9.7% over the previous year. An estimated 97.9 million roomnights were sold across the state, with statewide occupancy increasing 1.9 percentage points to 65.7%.

Goals & Objectives

- 1) Create a common goal for all Gonzales, TX marketing efforts between City of Gonzales, Gonzales Economic Development, Gonzales Tourism, Gonzales Main Street and Gonzales Chamber of Commerce and Agriculture.
- 2) Create a visually appealing design campaign that will engage visitors and enhance top of mind awareness for Gonzales, TX. Coordinate websites, brochures and rack cards to match the overall look of the campaign.
- 3) Frequently update the Tour Gonzales App so that we are effectively utilizing that investment.
- 4) Establish a stronger social media presence and stay up to date with trends in social media. Use social media to help promote local events that could attract visitors.
 - a. Facebook
 - b. Twitter
 - c. Instagram
 - d. Pinterest
 - e. Snap Chat
- 5) Encourage community events that will attract visitors to attend and stay for the night.
 - a. February: Murder Mystery
 - b. October: Ghost Tours
- 6) Reach out to the Alamo and establish an ongoing supporting relationship to help bring tourists to Gonzales from the Alamo.
- 7) Work towards setting up a Familiarization Tour for journalists.
- 8) Report and document return on investments (ROI) for all advertising efforts.
- 9) Actively pursue opportunities for editorial coverage and calendar listings.

Summary of Changes & Additions

The following are recommended changes from the 2014-2015 Marketing Plan.

- 1) Cancel Southern Living ads. \$13,020 spent in 2014-2015
- 2) Scale back Texas Monthly from \$33565.50 to under \$20,000
 - Because the November full page was already submitted we are tied into that first ad for \$9,504. I have requested pricing for smaller ads from Texas Monthly but have not yet heard back on those. Will continue to pursue options with Texas Monthly.
 - This proposal does not include the web ads, the two page spread in May or the September full page.
- 3) Bar Z Adventures contract increased from \$7,500 to \$10,000
- 4) Increase Facebook advertising to \$1,200 (100 per month).
- 5) Participate in the Gone Trippin' Email Blast \$950/blast
- 6) Texas Independence Trails Membership Increase
- 7) Texas Co-op Magazine participation

Marketing Platform Descriptions

- 1) **Bar Z Adventures:** Tour Gonzales website and mobile app.
- 2) **Certified Folder Display:** Distributes Gonzales rack cards along I10 and in San Antonio, Austin, Houston and Corpus Christi.
- 3) **Google Ad Words:** Campaign to help target potential visitors when they search Google for keywords relative to Gonzales online.
- 4) **Facebook Advertising:** Targeted advertising on Facebook designed to reach specific audiences for each ad.
- 5) **Discover Gonzales Guide:** Annual magazine published by The Gonzales Inquirer and distributed by the Gonzales Chamber of Commerce and Agriculture year round.
- 6) **Texas Monthly:** Magazine with readership of more than 2.5 million and 90% of readership comes from subscriptions. The average time spent reading is 1.4 hours. 92% of readers take action as a result of reading the publication.
- 7) **TourTexas.com:** State of Texas travel website.
- 8) **TourTexas.com eNewsletter:** Email delivered to 100,000 potential opt-in travelers.
- 9) **Texas Highways Magazine:** Official Travel Magazine of Texas
- 10) **Texas Highways Events Calendar:** Distributed at the 12 Texas Travel Information Centers and 100 plus CVB visitor centers across Texas. This is also mailed to travelers who request fulfillment packets.
- 11) **Texas State Travel Guide:** Texas' premier publication encouraging Texas travel with a \$24 million marketing budget to target out of state markets. Distribution is by direct request and through controlled distribution at high-traffic visitor centers. A digital version is available on www.TravelTex.com.
- 12) **AAA Texas Journey Magazine:** Bi-monthly publication delivered to all AAA members in Texas featuring travel, automotive, and lifestyle editorial.
- 13) **Texas Co-Op Power:** Most widely circulated magazine in the state of Texas with a monthly circulation of 1.3 million. 86% of readership read at least 3 out of the last 4 issues and 76% read 4 of the last 4 issues. These readers live outside of cities where the cost of living is lower which leaves them with more disposable income to spend on things that enhance their lives such as home and garden, outdoor activities and travel.
- 14) **Gone Trippin' Email Blast:** Part of Day Tripper with Chet Garner. Personalized advertorial e-newsletter sent to 8,900+ subscribers with a 30% open rate. Chet has acknowledged that Gonzales is on their radar for an episode. They plan 13 months in advance. By participating in an email blast, we can remain higher on his radar and increase our chances of being featured on an episode of Day Tripper.
- 15) **Texas Independence Trails:** There are several different levels of participation in TITR each with different benefits ranging from print, web and trade shows. It is recommended to participate at the Stephen F. Austin level so we may receive 1 Hospitality Training Session.

Advertising Expense Calendar

Media Source	Type of Media	Ad Size	Date	Cost
Bar Z Adventures	Website & Mobile App.		Annual	\$10,000
Certified Folder Display	Rack card distribution		Annual	\$15,891.13
Google Ad Words	Online Presence		Annual	3600
Facebook Advertising			Annual	\$1,200.00
Discover Gonzales Magazine	Print Magazine	Several Ads	Feb-16	\$3,600.00
TV Spots	Television: Austin			2500
TV Spots	Television: Victoria			\$2,500.00
TourTexas.com	Online Presence	All inclusive	Oct 2015-Sept 2016	\$3,145
TourTexas.com	Online Presence	Med Rect Bann	May	\$495.00
TourTexas.com	Online Presence	Med Rect Bann	June	\$495
TourTexas.com	Online Presence	Med Rect Bann	Sept	\$495.00
TourTexas.com	Online Presence	Med Rect Bann	Nov	\$495
TourTexas.com eNewsletter	Email	Exclusive Banne	May-16	\$700.00
TourTexas.com eNewsletter	Email	Featured	Jun-16	\$1,250
TourTexas.com	eNewsletter		16-May-16	\$2,850.00
Texas Highways Magazine	Print	Full Page	Mar-16	\$5,261.67
Texas Highways Magazine	Print	Full Page	Apr-16	\$5,261.67
Texas Highways Magazine	Print	Half Page	42491	\$3,418.79
Texas Highways Magazine	Print	Half Page	42522	\$3,418.79
Texas Highways Magazine	Print	Third Page	42614	\$2,457.95
Texas Highways Magazine	Print	Third Page	42675	\$2,457.95
Texas Highways Events Calendar	Print	Full Page	Spring 2016	\$1,594.26
Texas Highways Events Calendar	Print	Full Page	Summer 2016	\$1,594.26
Texas Highways Events Calendar	Print	Full Page	Fall 2016	\$1,594.26
Texas Highways Events Calendar	Print	Full Page	Winter 2016	\$1,594.26
Texas State Travel Guide	Print	Half Page	2016 Edition	\$10,848.92
TexasHighways.com	Online Presence	Skyscraper Bann	May-16	\$445.50
TexasHighways.com	Online Presence		Sep-16	\$445.50
TexasHighways.com	Online Presence		Oct-16	\$445.50
TexasHighways.com	Online Presence		Nov-16	\$445.50
AAA Texas Journey Magazine	Print	Half Page	Mar/April 2016	\$6,980.00
AAA Texas Journey Magazine	Print	Half Page	May/June 2016	\$6,980
AAA Texas Journey Magazine	Print	Half Page	Sep/Oct 2016	\$6,980.00
AAA Texas Journey Magazine	Print	Half Page	Nov/Dec 2016	\$6,980
Texas Monthly	Print	Full Page	November	\$9,504
Texas Co-Op	Print	Texas Co-Op	February	\$7,272.60
Texas Co-Op	Print	Texas Co-Op	March	\$7,272.60
Texas Co-op	Print	Third Page	September	\$7,272.60
Gone Trippin'	Email Blast		TBD	\$950
Texas Independence Trails	Annual Membership			\$2,500
Total Spent				\$153,193
Remaining after budget				\$11,807.29

Advertising Budget for 2015.....\$7,000

2014 Advertising.....Total Expense \$7,067.28

Gonzales Cannon

Gonzales Inquirer

Country World

Down on the Farm Radio (Larry Marble) on KKYX

Gulf Coast Farmer Rancher

Ranchers Exchange

Bryan/College Station Eagle

Weekly Livestock Reporter

Southern Livestock Standard

Texas Thunder Radio

**INDEPENDENT
CATTLEMEN'S ASSOCIATION
OF TEXAS**



**"COWMAN TO COWMAN"
CENTRAL TEXAS ALL BREED
BULL & FEMALE SALE
Friday, October 23, 2015
J.B. Wells Park, Gonzales, Texas**

*Bull and Female Consignments Wanted!
Showcase Your Breeding Program!*

EARLY CONSIGNMENTS FROM THESE TOPICA MEMBERS!
San Miguel Creek, Jasik Hay Farms, Verstuyft Farms, West Charolais,
Harlan Charolais, B.C. Cattle Company, Katsmorak Brangus,
Brad Cotton, Williams Farms, T.R. Marshall Brahms and W-4 Ranch

EARLY CONSIGNMENTS INCLUDE:
75 Head of Brangus Females - bred 3 to 6 months.
25 head Brangus and Brangus Baldies - many pairs
by sale day!
Brangus Bulls • Hereford Bulls • Charolais Bulls
F1 Brangus Bulls • Angus Bulls



SCHEDULE OF EVENTS:

Wednesday, October 21:
10 a.m. to 8 p.m. - Cattle Arrive
Thursday, October 22:
12 to 6 p.m. - Cattle Judging and Buyer Viewing
6 p.m. - Cattle Viewing, Barn Party - Door Prizes and Awards
Friday, October 23:
10 a.m. - BULL SALE
12 to 1 p.m. - LUNCH
1 p.m. - FEMALE SALE

Your consignments and/or purchases help
SUPPORT THE INDEPENDENT CATTLEMEN'S ASSOCIATION
Call or email the office for entry forms:
tica@icatexas.com • 512/620-0162

SALES MANAGER:

Billy Bob Low: 830/857-3324 • wrjbann@gvtc.com

SALES CONSULTANT:

Ken Persyn: 830/931-0099 • knp@knpccattle.com • www.knpccattle.com



A Powerful Brightside Son Sells!



Charolais Bulls - Bred and Raised in South Texas... The Rancher's Kind!



Hereford Bulls from a Proven Championship Herd!



Outstanding Set of Registered Brahman Heifers Sell!



Over 100 Plus Quality Bred Brangus Females Sell!



Brangus Baldies - Breds and Pairs!

Barbara Friedrich

To: Dawn ODonnell
Subject: RE: Tourism Meeting

From: Dawn ODonnell [<mailto:dodonnell@qvtc.com>]
Sent: Thursday, October 15, 2015 6:35 PM
To: Barbara Friedrich
Cc: Barbara Crozier
Subject: Re: Tourism Meeting

MURDER MYSTERY WEEKEND

the producers are Keith and Margo's Murder Mysteries. Their website is www.mmtx.com I worked with them in the past and found they are responsive and what they offer is true to the contract.

The valentines weekend in February is already booked but February 5,6,&7 th is open. Alternatively we can choose a weekend in January.

The actors (about 6 of them, depending on how large the sign up) will need to be accommodated so this can be shared by the participants. They charge \$35 percent person booked and other than the cost of accommodating the actors, this would be the contracted obligation.

The itinerary would loosely be the following:

Friday guests arrive with a dinner reception (or heavy hours d'oeuvres) and the introduction is done

Saturday breakfast is free time, lunch the actors are introduced with interaction, dinner is more actor interaction.

Sunday brunch and conclusion of the mystery with prizes.

General information, meals can change places but it remains the same group.

Dawn ODonnell

POST EVENT REPORT FORM

Date: 09/02/2015

ORGANIZATION INFORMATION

Name of Organization: Gonzales Elks Lodge #2413

Address: P O Box 762

City, State, Zip: Gonzales, Texas 78629

Contact Name: Bubba Bozka

Contact Phone Number: 830.857.3825

PROJECT OR EVENT

Name of Event or Project: Gonzales Elks Golf Tournament

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

Primary Location of Event or Project Gonzales Independence Golf Course

Primary Purpose of Funded Event/Project: Funds for Golf Tournament are for charity.
Funds are restricted and only used as such.

Amount Received from Hotel Occupancy Tax Funds: \$2,000.00

Amount Used from Hotel Occupancy Tax Funds: \$2,000.00

How Were the Funds Actually Used? To advertise even, accommodate participants/spouses
with Gonzales Hospitality and rental expense of course.

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

Event Funding Information

1. Actual percentage of funded Event costs covered by hotel occupancy tax: 20
2. Actual percentage of Facility costs covered by hotel occupancy tax (if applicable): 60
3. Actual percentage of Staff costs covered by hotel occupancy tax (if applicable): 0
4. If staff costs were covered, estimate of actual hours staff spent on funded Event: _____

5. Did the event charge admission? Was there a net profit from this event? If there was a Net profit, what was the amount and how is it being used?
Tournament Cost \$200.00 a team. Net profit was \$5,500.00. Restricted to donate to non-profit organizations such as Norma's House, Youth Center, GCAM, Seniors Citizens, GISD Education Foundation, etc.
- _____
- _____

Event Attendance Information

1. How many people did you predict would attend this Event? (number submitted in application for hotel occupancy tax funds): 250
2. What would you estimate was the actual attendance at the Event? 280
3. How many room nights were generated at Gonzales hotels, motels or bed & breakfasts by attendees of this Event or Project? 2 nights
4. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Gonzales hotels, motels, or bed & breakfasts by attendees of this Event or Project?
- Last Year _____
- Two Years Ago _____
- Three Years Ago _____
5. What method did you use to determine the number of people who booked rooms at Gonzales hotels, motels, or bed & breakfasts (e.g.; room block usage . information, survey of hoteliers, etc.)? When team registered for the Golf Tournament they were asked if standing in local accommodations.
- _____
- _____
- _____
6. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? If the room block did not fill, how many rooms were picked up? NO
- _____

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:
- | | |
|---------------|--|
| Newspaper - | <u>\$ 700.</u> |
| Radio - | <u>\$</u> |
| TV: | <u>\$</u> |
| Press Release | <u>\$</u> |
| Other | <u>\$ \$500.00 Plus email and facebook</u> |

2. Did you include a link to the Gonzales Visitor's Center or other source on your promotional handouts and in your website for booking hotel nights during this event? YES
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? NO
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
Tourism Scan Code _____

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

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? _____ 140
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? _____ @100
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel and motels within the city or its vicinity?

Since the business percentage of team members were from out of the county....they stayed in the local hotels/motels. _____

Additional Event Information

What Gonzales businesses did you utilize for food, supplies, materials, printing, etc?
HEB, Wal Mart, Reese's Print Shop, Johnson Oil Co., Cannon, Inquirer, Dixie Donuts,
Rodeo Restaurant, Circle G _____

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

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

Ride for Texas Independence

180th Anniversary – Horseback Ride

Feb. – Mar. 2016

To commemorate the 180th anniversary of the Texian War for Independence a handful of living historians will retrace the steps of couriers carrying the most famous dispatch from the Alamo, Colonel William B. Travis' letter of February 24th, 1836.

Dressed in period clothing, riding period saddles and for all intents and purposes, living as Texian patriots did so long ago, living historians will follow the route Travis' famous letter took in 1836. The ride is scheduled for a ceremonial start on Alamo plaza and will follow the old roadways through towns such as Gonzales and San Felipe and will culminate in the delivery of Travis' letter to interpreters portraying delegates at Independence Hall in Washington-on-the-Brazos State Historic Site.

Join us in supporting this amazing trip tracing the footsteps of Texas's founding fathers. Make plans now to be on hand in San Antonio for the departure, San Felipe for a day of historic interpretation and finally Washington-on-the-Brazos to witness a once in a lifetime event. This will truly be a magical undertaking and we look forward to your support!

Route:

We'll follow 90 most of the way, then backroads from San Felipe on up to Washington.

The Ride for Texas Independence

By Express Day or Night

The following towns will be passed through during a horseback ride commemorating the 180th anniversary of the Texian War for Independence.

DAY 1-

Feb 24 *Beginning with a ceremonial start on Alamo Plaza in San Antonio, horses and riders will be trailered to a point just East of Seguin on ALT HWY90. The riders will then proceed to Belmont for the first nights camp.*

DAY 2-

Feb 25 *Day two will ride from Belmont to the Houston Oak between Gonzales and Shiner.*

DAY 3-

Feb 26 *Day three will be a PR day at the Houston Oak with press being invited to visit camp, inspect clothing and equipment and conduct interviews/take photos.*

DAY 4-

Feb 27 *Day four will ride from Houston Oak to Sublime.*

DAY 5-

Feb 28 *Day five will ride from Sublime to Columbus.*

DAY 6-

Feb 29 *Day six will be another PR day with access to camp and opportunities for inspecting clothing and equipment as well as time to conduct interviews/take photos.*

DAY 7-

Mar 1 *Day seven and riders are trailered from Columbus to just outside of San Felipe to ride in for the days camp. The rider will overnight in San Felipe for programs that evening and the following day.*

DAY 8-

Mar 2 *Day eight consists of day long program at San Felipe SHS.*

DAY 9-

Mar 3 *Day nine rides from San Felipe to Sauney Stand.*

DAY 10-

Mar 4 *Day ten rides from Sauney Stand to Pennington Ranch (? Could this be added as a camp site and possible social function for the PA).*

DAY 11-

Mar 5 *Day eleven riders and horses rest at Pennington Ranch. Possible PR day for local media and social function for PA that evening.*

DAY 12-

Mar 6 *Day twelve and the final day of the ride. Riders break camp and arrive at Washington on the Brazos sometime midday.*



Sage Capital Bank
Financial Wisdom. Texas Roots.

Member
FDIC

000 00001 01

ACCOUNT:

2515350

DOCUMENTS:

3

PAGE: 1

09/30/2015

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

30
3
0

PF INT BEARING ACCOUNT 2515350

AVERAGE BALANCE	1,014,203.12	LAST STATEMENT 08/31/15	1,018,105.95
		4 CREDITS	17,011.68
		3 DEBITS	25,622.92
		THIS STATEMENT 09/30/15	1,009,494.71

- - - - - DEPOSITS - - - - -					
REF #.....DATE.....AMOUNT	REF #.....DATE.....AMOUNT	REF #.....DATE.....AMOUNT			
09/11 2,973.18	09/16 8,511.61	09/29 5,328.62			

- - - - - OTHER CREDITS - - - - -		
DESCRIPTION	DATE	AMOUNT
EARNINGS CREDIT ACCT ANALYSIS AUGUST 2015	09/01	198.27

- - - - - OTHER DEBITS - - - - -		
DESCRIPTION	DATE	AMOUNT
111507665 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	09/11	12,190.00
111145525 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	09/23	9,085.00
111296796 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	09/30	4,347.92

- - - - - I N T E R E S T - - - - -			
AVERAGE LEDGER BALANCE:	.00	INTEREST EARNED:	.00
INTEREST PAID THIS PERIOD:	.00	DAYS IN PERIOD:	
		ANNUAL PERCENTAGE YIELD EARNED:	.00%
* * * C O N T I N U E D * * *			



Sage Capital Bank
Financial Wisdom. Texas Roots.
 Member
FDIC

000 00001 01
 ACCOUNT:
 DOCUMENTS:

PAGE: 2
 2515350 09/30/2015
 3

CITY OF GONZALES

PF INT BEARING ACCOUNT 2515350

- - - ITEMIZATION OF OVERDRAFT AND RETURNED ITEM FEES - - -

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*****
*                                     |          TOTAL FOR          |          TOTAL          *
*                                     |        THIS PERIOD        |        YEAR TO DATE    *
*-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
* TOTAL OVERDRAFT FEES:             |          $ .00          |          $ .00         *
*-----|-----|-----|-----|-----|-----|-----|-----|-----|
* TOTAL RETURNED ITEM FEES:         |          $ .00          |          $ .00         *
*****
  
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- - - - - DAILY BALANCE - - - - -

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
09/01	1,018,304.22	09/16	1,017,599.01	09/29	1,013,842.63
09/11	1,009,087.40	09/23	1,008,514.01	09/30	1,009,494.71

9-10-15

DATE	DESCRIPTION	AMOUNT	BALANCE
9-10-15	DEPOSIT	24,973.18	24,973.18

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78025

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

\$ 24,973.18

⑆114913711⑆ ⑈02515350⑈ 009

DEPOSIT TICKET
TOTAL DOLLARS
SCHWAB'S MAY NOT BE AVAILABLE FOR
REDEMPTE INVESTMENTS.

NO OTHER BANKING TOTAL
IN DOLLAR DOLLARS

\$2,973.18 9/11/2015

9-5-5

DATE	DESCRIPTION	AMOUNT	BALANCE
9-5-5	DEPOSIT	85,511.61	85,511.61

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78025

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

\$ 85,511.61

⑆114913711⑆ ⑈02515350⑈ 009

DEPOSIT TICKET
TOTAL DOLLARS
SCHWAB'S MAY NOT BE AVAILABLE FOR
REDEMPTE INVESTMENTS.

NO OTHER BANKING TOTAL
IN DOLLAR DOLLARS

\$8,511.61 9/16/2015

9-28-15

DATE	DESCRIPTION	AMOUNT	BALANCE
9-28-15	DEPOSIT	5,328.62	5,328.62

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78025

Sage Capital Bank
Financial Wisdom. Texas Roots.
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\$ 5,328.62

⑆114913711⑆ ⑈02515350⑈ 009

DEPOSIT TICKET
TOTAL DOLLARS
SCHWAB'S MAY NOT BE AVAILABLE FOR
REDEMPTE INVESTMENTS.

NO OTHER BANKING TOTAL
IN DOLLAR DOLLARS

\$5,328.62 9/29/2015

FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2014

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<hr/>						
811-HOTEL/MOTEL						
4-811.109 HOTEL OCCUPANCY TAX	685,000.00	90,143.36	90,143.36	13.16	0.00	594,856.64
4-811.801 INTEREST INCOME	<u>1,200.00</u>	<u>107.07</u>	<u>107.07</u>	<u>8.92</u>	<u>0.00</u>	<u>1,092.93</u>
TOTAL 811-HOTEL/MOTEL	686,200.00	90,250.43	90,250.43	13.15	0.00	595,949.57
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*** TOTAL REVENUES ***	686,200.00	90,250.43	90,250.43	13.15	0.00	595,949.57

FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2014

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	2,500.00	7.26	7.26	0.29	0.00	2,492.74
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	2,500.00	7.26	7.26	0.29	0.00	2,492.74
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	0.00	0.00	0.00	0.00	0.00	0.00
<u>4-CONTRACT/OPER SERVICES</u>						
7-811.401 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.407 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.408 MEMBERSHIP DUES	3,000.00	35.00	35.00	1.17	0.00	2,965.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	22,000.00	1,500.00	1,500.00	6.82	0.00	20,500.00
7-811.412 CHAMBER OF COMMERCE	15,000.00	0.00	0.00	0.00	0.00	15,000.00
7-811.413 PIONEER VILLAGE	10,000.00	3,363.00	3,363.00	33.63	0.00	6,637.00
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	0.00	0.00	0.00	10,000.00
7-811.416 CRYSTAL THEATRE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	5,000.00	0.00	0.00	0.00	0.00	5,000.00
TOTAL 4-CONTRACT/OPER SERVICES	75,000.00	4,898.00	4,898.00	6.53	0.00	70,102.00
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	23,065.81	23,065.81	13.98	0.00	141,934.19
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	625.00	625.00	1.04	0.00	59,375.00
7-811.519 PROMOTIONAL ITEMS	12,000.00	0.00	0.00	0.00	0.00	12,000.00
7-811.520 MARKETING AND PROMOTIONS	15,000.00	1,802.22	1,802.22	12.01	0.00	13,197.78
7-811.521 SPECIAL PROJECTS	25,000.00	3,237.37	3,237.37	12.95	0.00	21,762.63
7-811.522 INDEPENDENCE RELAY	7,000.00	0.00	0.00	0.00	0.00	7,000.00
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	35.99	35.99	0.72	0.00	4,964.01
7-811.528 JB WELLS HOUSE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.529 RIVERSIDE MUSEUM	5,000.00	315.22	315.22	6.30	0.00	4,684.78
7-811.530 EXPO CENTER	100,000.00	0.00	0.00	0.00	0.00	100,000.00
7-811.531 CITY SPECIAL EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 5-SPECIAL CHARGES EXPENSE	464,000.00	29,081.61	29,081.61	6.27	0.00	434,918.39

FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2014

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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6-CAPITAL OUTLAY EXPENSE						
7-811.610 OFFICE FURNITURE & EQPT	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 6-CAPITAL OUTLAY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
<hr/>						
TOTAL 811-HOTEL MOTEL	541,500.00	33,986.87	33,986.87	6.28	0.00	507,513.13
	=====	=====	=====	=====	=====	=====
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*** TOTAL EXPENSES ***	541,500.00	33,986.87	33,986.87	6.28	0.00	507,513.13

*** END OF REPORT ***

10-01-2015 3:34 PM

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

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.202

POSTAGE

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

0.00

10/31/14	11/03	B22762	Misc	101415	04654 TO ALLOCATE MONTHLY POSTAGE		JE# 012680		7.26	7.26
					===== OCTOBER ACTIVITY DB:	7.26	CR:	0.00	7.26	
11/20/14	11/20	A66604	CHK: 101774		12590 3RD QTR 2014 PAYMENT	0041	3RD QTR 2014		1,209.96	1,217.22
					===== NOVEMBER ACTIVITY DB:	1,209.96	CR:	0.00	1,209.96	
12/18/14	1/09	A68028	CHK: 102235		12723 POSTAGE	0041	4TH QTR 2014		818.11	2,035.33
					===== DECEMBER ACTIVITY DB:	818.11	CR:	0.00	818.11	
1/30/15	2/02	B23425	Deposit 011515		04818 TO ALLOCATE MONTHLY POSTAGE		JE# 012857		6.72	2,042.05
					===== JANUARY ACTIVITY DB:	6.72	CR:	0.00	6.72	
3/31/15	4/01	B23917	Misc	031515	04925 ALLOCATE MONTHLY POSTAGE		JE# 012973		7.68	2,049.73
					===== MARCH ACTIVITY DB:	7.68	CR:	0.00	7.68	
4/29/15	5/08	A71616	CHK: 103291		13028 POSTAGE	0041	042815		1,802.15	3,851.88
					===== APRIL ACTIVITY DB:	1,802.15	CR:	0.00	1,802.15	
6/30/15	7/01	B24612	Deposit 061515		05121 TO ALLOCATE MONTHLY POSTAGE		JE# 013184		7.68	3,859.56
					===== JUNE ACTIVITY DB:	7.68	CR:	0.00	7.68	
7/08/15	7/10	A73869	CHK: 103904		13177 2ND QTR 2015	0041	2ND QTR 2015		899.38	4,758.94
					===== JULY ACTIVITY DB:	899.38	CR:	0.00	899.38	
9/30/15	9/30	B25304	Deposit 091515		05269 TO ALLOCATE MONTHLY POSTAGE		JE# 013353		7.68	4,766.62
					===== SEPTEMBER ACTIVITY DB:	7.68	CR:	0.00	7.68	
					===== ACCOUNT TOTAL DB:	4,766.62	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

10-01-2015 3:34 PM

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

PAGE: 2

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

0.00

7-811.407 TELEPHONE

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

0.00

7-811.408 MEMBERSHIP DUES

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

0.00

10/01/14	10/10	A65395	CHK: 101423	12460	MEMBERSHIP	2877	100114		35.00	35.00
			=====	OCTOBER	ACTIVITY	DB:	35.00	CR: 0.00	35.00	
4/09/15	4/10	A70851	CHK: 103037	12950	AFFILIATE DUES	1852	040915		100.00	135.00
			=====	APRIL	ACTIVITY	DB:	100.00	CR: 0.00	100.00	
			=====	ACCOUNT	TOTAL	DB:	135.00	CR: 0.00		

7-811.409 SUBSCRIPTIONS

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

0.00

7-811.411 SPECIAL CONTRACTS

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

0.00

10/06/14	12/02	A66816	CHK: 000000	12419	MEETING TOMORROW	2931	10/06/2014		1,500.00	1,500.00
			=====	OCTOBER	ACTIVITY	DB:	1,500.00	CR: 0.00	1,500.00	
11/04/14	11/07	A66273	CHK: 101683	12559	LORETTA SHIRLEY DBA ROCK	2895	1116		1,657.50	3,157.50
			=====	NOVEMBER	ACTIVITY	DB:	1,657.50	CR: 0.00	1,657.50	
2/02/15	2/06	A68936	CHK: 102512	12782	MARKETING SERVICES	2895	1129		1,657.50	4,815.00
			=====	FEBRUARY	ACTIVITY	DB:	1,657.50	CR: 0.00	1,657.50	
3/02/15	3/05	A69702	CHK: 102704	12846	LORETTA SHIRLEY DBA ROCK	2895	1135		1,657.50	6,472.50
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 10/2014		JE# 012957		1,657.50	8,130.00
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 12/2014		JE# 012957		1,657.50	9,787.50
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 01/2015		JE# 012957		1,657.50	11,445.00
			=====	MARCH	ACTIVITY	DB:	6,630.00	CR: 0.00	6,630.00	
4/01/15	4/02	A70632	CHK: 102988	12925	MARKETING SERVICES	2895	1138		1,657.50	13,102.50
			=====	APRIL	ACTIVITY	DB:	1,657.50	CR: 0.00	1,657.50	
8/01/15	8/07	A75085	CHK: 104249	13256	MARKETING SERVICES	2895	1160		1,657.50	14,760.00
			=====	AUGUST	ACTIVITY	DB:	1,657.50	CR: 0.00	1,657.50	
			=====	ACCOUNT	TOTAL	DB:	14,760.00	CR: 0.00		

10-01-2015 3:34 PM

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

PAGE: 3

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.412 CHAMBER OF COMMERCE

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

0.00

11/20/14	11/20	A66604	CHK: 101774	12590	3RD QTR 2014 PAYMENT	0041	3RD QTR 2014		3,750.00	3,750.00
			=====		NOVEMBER ACTIVITY DB:		3,750.00	CR: 0.00	3,750.00	
12/18/14	1/09	A68028	CHK: 102235	12723	4TH QTR 2014 PAYMENT	0041	4TH QTR 2014		3,750.00	7,500.00
			=====		DECEMBER ACTIVITY DB:		3,750.00	CR: 0.00	3,750.00	
4/18/15	5/08	A71838	CHK: 103342	13028	FULL PAGE ADVERTISING	2714	TM71008		11,880.00	19,380.00
4/29/15	5/08	A71616	CHK: 103291	13028	1ST QTR PAYMENT	0041	042815		3,750.00	23,130.00
			=====		APRIL ACTIVITY DB:		15,630.00	CR: 0.00	15,630.00	
5/14/15	5/14	B24262		05038	MISCODER EXPENSES		JE# 013096		11,800.00CR	11,330.00
			=====		MAY ACTIVITY DB:		0.00	CR: 11,800.00CR	11,800.00CR	
7/08/15	7/10	A73869	CHK: 103904	13177	2ND QTR 2015	0041	2ND QTR 2015		3,750.00	15,080.00
			=====		JULY ACTIVITY DB:		3,750.00	CR: 0.00	3,750.00	
			=====		ACCOUNT TOTAL DB:		26,880.00	CR: 11,800.00CR		

7-811.413 PIONEER VILLAGE

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

0.00

10/01/14	10/31	A66027	CHK: 101577	12534	3RD QTR 2014	1027	3RD QTR 2014		3,363.00	3,363.00
			=====		OCTOBER ACTIVITY DB:		3,363.00	CR: 0.00	3,363.00	
12/18/14	1/09	A68078	CHK: 102238	12723	4TH QTR 2014	1027	4TH QTR 2014		2,500.00	5,863.00
			=====		DECEMBER ACTIVITY DB:		2,500.00	CR: 0.00	2,500.00	
4/01/15	4/02	A70616	CHK: 102973	12925	1ST QTR 2015	1027	1ST QTR 2015		2,500.00	8,363.00
			=====		APRIL ACTIVITY DB:		2,500.00	CR: 0.00	2,500.00	
7/02/15	7/10	A74026	CHK: 103910	13177	GONZALES PIONEER VILLAGE	1027	070215		2,286.71	10,649.71
			=====		JULY ACTIVITY DB:		2,286.71	CR: 0.00	2,286.71	
			=====		ACCOUNT TOTAL DB:		10,649.71	CR: 0.00		

7-811.414 JB WELLS PARK

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

0.00

6/11/15	6/12	A73181	CHK: 103698	13103	TENT FOR RODEO	3345	06-010856		6,500.00	6,500.00
			=====		JUNE ACTIVITY DB:		6,500.00	CR: 0.00	6,500.00	
			=====		ACCOUNT TOTAL DB:		6,500.00	CR: 0.00		

10-01-2015 3:34 PM

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

PAGE: 4

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=====

7-811.415			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
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	

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----	DESCRIPTION-----	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
1/01/15	1/09	A68071	CHK: 102271	12723	ADVERTISING	0668	244974		470.25	36,728.32
1/28/15	2/06	A68920	CHK: 102517	12782	ADVERTISING	2256	245955		1,656.18	38,384.50
1/29/15	2/06	A68892	CHK: 102519	12782	ADVERTISING	0926	015-23202		3,235.75	41,620.25
			=====	JANUARY ACTIVITY	DB:	5,362.18	CR:	0.00	5,362.18	
2/28/15	3/20	A70067	CHK: 102831	12875	DISCOVER MAGAZINE	0071	022815		3,360.00	44,980.25
			=====	FEBRUARY ACTIVITY	DB:	3,360.00	CR:	0.00	3,360.00	
4/01/15	4/17	A71084	CHK: 103082	12967	4 COLOR OVER 50,000 WEB	3025	246013		2,850.00	47,830.25
4/14/15	4/30	A71537	CHK: 103209	13013	MOBILE APP	2944	20152383		10,000.00	57,830.25
4/15/15	4/30	A71499	CHK: 103248	13013	FULL PAGE DISPLAY	0668	245957		5,461.96	63,292.21
4/27/15	5/08	A71842	CHK: 103283	13028	FULL PAGE COLOR AD	2867	1039		375.00	63,667.21
			=====	APRIL ACTIVITY	DB:	18,686.96	CR:	0.00	18,686.96	
5/01/15	5/15	A72228	CHK: 103451	13040	WEB DISPLAY, BANNER	2404	244979		375.00	64,042.21
5/01/15	5/15	A72229	CHK: 103451	13040	E-NEWS SPOTLIGHT, WEB DI	2404	244981		1,250.00	65,292.21
5/01/15	5/15	A72253	CHK: 103446	13040	ADVERTISING	3255	40008294		6,980.00	72,272.21
5/08/15	6/30	A73618	CHK: 000000	13030	ADVERTISING	2931	W571514271		107.17	72,379.38
5/14/15	5/14	B24262		05038	MISCODDED EXPENSES		JE# 013096		11,800.00	84,179.38
5/20/15	6/04	A72819	CHK: 103556	13094	FOLDER DISPLAY	1044	498637		15,891.13	100,070.51
5/21/15	6/04	A72849	CHK: 103605	13094	WEB DISPLAY	2404	248506		1,595.00	101,665.51
5/21/15	6/04	A72850	CHK: 103605	13094	WEB DISPLAY	2404	248507		250.00	101,915.51
5/21/15	6/04	A72851	CHK: 103605	13094	WEB DISPLAY	2404	248508		295.00	102,210.51
			=====	MAY ACTIVITY	DB:	38,543.30	CR:	0.00	38,543.30	
6/15/15	7/31	A74761	CHK: 104142	13221	WEB SITE AUSTIN ADVERTIS	3028	MM101098		300.00	102,510.51
6/18/15	7/10	A74082	CHK: 103903	13177	5 X 10 PROPSALS	2729	061815-89		81.25	102,591.76
6/25/15	7/10	A74083	CHK: 103903	13177	5 X 10 PROPOSALS	2729	062514-80		81.25	102,673.01
			=====	JUNE ACTIVITY	DB:	462.50	CR:	0.00	462.50	
7/15/15	8/07	A75013	CHK: 104260	13256	ADVERTISING	0668	244975		470.25	103,143.26
7/30/15	8/14	A75407	CHK: 104375	13286	TEXAS DEPT OF TRANSPORTA	3024	245956		1,656.18	104,799.44
			=====	JULY ACTIVITY	DB:	2,126.43	CR:	0.00	2,126.43	
8/03/15	8/28	A75787	CHK: 104464	13316	SKYSCRAPER BANNER	2404	244980		375.00	105,174.44
8/12/15	8/28	A75800	CHK: 104459	13316	ADVERTISING FULL PAGE DI	3024	245958		5,461.96	110,636.40
8/18/15	8/28	A75790	CHK: 104461	13316	BILLBOARD ADVERTISING	2714	TT72264		2,830.00	113,466.40
			=====	AUGUST ACTIVITY	DB:	8,666.96	CR:	0.00	8,666.96	
9/01/15	9/18	A76466	CHK: 104677	13368	WEB DISPLAY	2404	249939		1,005.00	114,471.40
9/01/15	9/18	A76490	CHK: 104675	13368	ADVERTISING	3255	40008387		6,980.00	121,451.40
			=====	SEPTEMBER ACTIVITY	DB:	7,985.00	CR:	0.00	7,985.00	
			=====	ACCOUNT TOTAL	DB:	121,451.40	CR:	0.00		

7-811.503

ELECTRICAL LINE EXPENSE

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.504 SIGNAGE & BANNERS										
B E G I N N I N G B A L A N C E										0.00
10/21/14	10/24	A65830	CHK: 101526	12515	BILL BOARD ADVERTISING	2532	64984		625.00	625.00
=====				OCTOBER ACTIVITY	DB:	625.00	CR:	0.00	625.00	
11/20/14	12/05	A67047	CHK: 101952	12599	OUTDOOR ADVERTISING	2532	64985		625.00	1,250.00
=====				NOVEMBER ACTIVITY	DB:	625.00	CR:	0.00	625.00	
12/01/14	12/11	A67359	CHK: 102036	12640	GILBREATH AND COMPANY	3341	5651		600.00	1,850.00
12/01/14	12/11	A67360	CHK: 102036	12640	GILBREATH AND COMPANY	3341	5860		600.00	2,450.00
12/03/14	1/02	A67925	CHK: 102171	12675	GILBREATH AND COMPANY	3341	FC65		8.88	2,458.88
12/18/14	1/02	A67912	CHK: 102186	12675	JOHN GANNON, INC.	2532	64986		625.00	3,083.88
=====				DECEMBER ACTIVITY	DB:	1,833.88	CR:	0.00	1,833.88	
1/01/15	1/09	A68139	CHK: 102231	12723	BILLBOARD ADVERTISING	3341	5907		600.00	3,683.88
1/20/15	1/23	A68578	CHK: 102380	12746	BILLBOARD ADVERTISING	2532	64987		625.00	4,308.88
=====				JANUARY ACTIVITY	DB:	1,225.00	CR:	0.00	1,225.00	
2/01/15	2/06	A68949	CHK: 102486	12782	ADVERTISING BILLBOARD	3341	5959		600.00	4,908.88
2/19/15	2/26	A69499	CHK: 102641	12827	BILLBOARD ADVERTISING	2532	64988		625.00	5,533.88
=====				FEBRUARY ACTIVITY	DB:	1,225.00	CR:	0.00	1,225.00	
3/01/15	3/27	A70458	CHK: 102911	12906	OUTDOOR ADVERTISING	3341	6011		1,350.00	6,883.88
3/01/15	3/27	A70459	CHK: 102911	12906	OUTDOOR ADVERTISING	3341	6012		600.00	7,483.88
3/19/15	3/27	A70447	CHK: 102917	12906	OUTDOOR ADVERTISING	2532	64989		625.00	8,108.88
=====				MARCH ACTIVITY	DB:	2,575.00	CR:	0.00	2,575.00	
4/01/15	4/02	A70639	CHK: 102969	12925	OUTDOOR ADVERTISING	3341	6068		272.61	8,381.49
4/01/15	4/17	A71066	CHK: 103125	12967	4 COLOR MED RECTANGLE BA	2404	244977		495.00	8,876.49
4/01/15	4/17	A71067	CHK: 103125	12967	4 COLOR E NEWS EXL BANNE	2404	244982		700.00	9,576.49
4/01/15	5/15	A72254	CHK: 103392	13040	OUTDOOR ADVERTISING	3341	6067		675.00	10,251.49
4/14/15	4/17	A71025	CHK: 103090	12996	BANNERS	2995	0090085 1/2		2,000.00	12,251.49
4/20/15	4/22	A71180	CHK: 103187	13009		3081	2554		1,858.00	14,109.49
=====				APRIL ACTIVITY	DB:	6,000.61	CR:	0.00	6,000.61	
5/01/15	5/08	A71843	CHK: 103332	13028	MARKETING SERVICES	2895	1143		1,657.50	15,766.99
5/01/15	5/15	A72255	CHK: 103392	13040	OUTDOOR ADVERTISING	3341	6125		675.00	16,441.99
5/01/15	5/15	A72256	CHK: 103392	13040	OUTDOOR ADVERTISING	3341	6126		425.00	16,866.99
5/04/15	5/15	A72257	CHK: 103392	13040	OVERDUE CHARGE	3341	FC193		10.98	16,877.97
5/05/15	5/15	A72231	CHK: 103408	13040	BILLBOARD ADVERTISING	2532	69713		675.00	17,552.97
5/21/15	5/28	A72640	CHK: 103536	13077	OUTDOOR ADVERTISING	2532	69714		650.00	18,202.97
=====				MAY ACTIVITY	DB:	4,093.48	CR:	0.00	4,093.48	
6/01/15	6/04	A72857	CHK: 103596	13094	MARKETING SERVICES	2861	1148		1,657.50	19,860.47
6/01/15	6/04	A72866	CHK: 103567	13094	OUTDOOR ADVERTISING	3341	6180		675.00	20,535.47

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
6/01/15	6/04	A72867	CHK: 103567	13094	OUTDOOR ADVERTISING	3341	6181		425.00	20,960.47
6/04/15	6/09	A72959	VOID: 103596	13119	REVERSE VOIDED CHECK	2861	1148		1,657.50CR	19,302.97
6/09/15	6/09	A72957	CHK: 103616	13109	MARKETING SERVICES	2895	1148		1,657.50	20,960.47
6/11/15	6/12	A72996	CHK: 103647	13129	BANNERS	2995	0100615-IN		2,000.00	22,960.47
6/18/15	8/07	A75080	CHK: 104227	13256	OUTDOOR ADVERTISING JULY	2532	69715		650.00	23,610.47
6/29/15	7/10	A74087	CHK: 103948	13177	LORETTA SHIRLEY DBA ROCK	2895	1152		1,657.50	25,267.97
			=====	JUNE ACTIVITY	DB:	8,722.50	CR:	1,657.50CR	7,065.00	
7/01/15	7/10	A74100	CHK: 103895	13177	OUTDOOR ADVERTISING	3341	6253		675.00	25,942.97
7/01/15	7/10	A74101	CHK: 103895	13177	OUTDOOR ADVERTISING	3341	6254		425.00	26,367.97
7/21/15	8/07	A75081	CHK: 104227	13256	OUTDOOR ADVERTISING AUGU	2532	69716		650.00	27,017.97
			=====	JULY ACTIVITY	DB:	1,750.00	CR:	0.00	1,750.00	
8/01/15	8/14	A75416	CHK: 104314	13286	OUTDOOR ADVERTISING	3341	6316		675.00	27,692.97
8/01/15	8/14	A75417	CHK: 104314	13286	OUTDOOR ADVERTISING	3341	6317		425.00	28,117.97
8/20/15	8/28	A75789	CHK: 104447	13316	BILLBOARD ADVERTISING	2532	69717		650.00	28,767.97
			=====	AUGUST ACTIVITY	DB:	1,750.00	CR:	0.00	1,750.00	
9/01/15	9/18	A76491	CHK: 104632	13368	BILLBOARD ADVERTISING	3341	6386		675.00	29,442.97
9/01/15	9/18	A76492	CHK: 104632	13368	BILLBOARD ADVERTISING	3341	6387		425.00	29,867.97
9/29/15	9/29	A76602	CHK: 104697	13416	DEPOSIT FOR SIGNAGE CONT	3587	26197		1,000.00	30,867.97
			=====	SEPTEMBER ACTIVITY	DB:	2,100.00	CR:	0.00	2,100.00	
			=====	ACCOUNT TOTAL	DB:	32,525.47	CR:	1,657.50CR		

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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.520

MARKETING AND PROMOTIONS

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

0.00

10/01/14	10/02	A65235	CHK: 101363	12432	MARKETING SERVICES	2895	1110		1,657.50	1,657.50
10/13/14	10/17	A65653	CHK: 101475	12479	12 COME & FRAC IT SHIRTS	2819	11250		144.72	1,802.22
				=====	OCTOBER ACTIVITY DB:	1,802.22	CR:	0.00	1,802.22	
11/01/14	11/20	A66692	CHK: 101770	12590	ADVERTISING	3341	5776		600.00	2,402.22
11/21/14	12/05	A67049	CHK: 101969	12599	COG VISITORS GUIDE	2819	11418		1,952.87	4,355.09
				=====	NOVEMBER ACTIVITY DB:	2,552.87	CR:	0.00	2,552.87	
12/31/14	1/16	B23324		04792	MISCODED EXPENSES		JE# 012831		1,657.50	6,012.59
12/31/14	2/17	B23541		04850	MISCODED HOTEL/MOTEL EXP		JE# 012892		1,153.00	7,165.59
				=====	DECEMBER ACTIVITY DB:	2,810.50	CR:	0.00	2,810.50	
2/23/15	2/26	A69434	CHK: 102654	12827	BROCHURE DRIVING TOUR	0230	139101A		384.99	7,550.58
				=====	FEBRUARY ACTIVITY DB:	384.99	CR:	0.00	384.99	
3/02/15	3/11	A69883	CHK: 102775	12869	PERSONAL IMPRESSIONS	2819	11703		1,952.87	9,503.45
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 10/2014		JE# 012957		1,657.50CR	7,845.95
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 12/2014		JE# 012957		1,657.50CR	6,188.45
				=====	MARCH ACTIVITY DB:	1,952.87	CR:	3,315.00CR	1,362.13CR	
5/06/15	5/15	A72242	CHK: 103424	13040	BAGS, PLATE CHARGE	2819	11958		961.46	7,149.91
				=====	MAY ACTIVITY DB:	961.46	CR:	0.00	961.46	
6/25/15	7/10	A74086	CHK: 103938	13177	VISITORS GUIDES JUNE	201 2819	12105		2,149.75	9,299.66
				=====	JUNE ACTIVITY DB:	2,149.75	CR:	0.00	2,149.75	
7/02/15	8/14	A75386	CHK: 104319	13286	PROPOSALS ADVERTISING	2729	070215-92		162.50	9,462.16
				=====	JULY ACTIVITY DB:	162.50	CR:	0.00	162.50	
8/17/15	8/28	A75793	CHK: 104454	13316	BAGS	2819	12282		2,579.10	12,041.26
				=====	AUGUST ACTIVITY DB:	2,579.10	CR:	0.00	2,579.10	
				=====	ACCOUNT TOTAL DB:	15,356.26	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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
12/31/14	1/16	B23324		04792	MISCODERD EXPENSES		JE# 012831		1,657.50CR	8,237.37
12/31/14	1/16	A68369	CHK: 102311	12729	3RD QTR 2014	2899	4TH QTR 2014		1,913.23	10,150.60
			=====		DECEMBER ACTIVITY DB:	3,570.73	CR:	1,657.50CR	1,913.23	
1/08/15	1/09	A68121	CHK: 102245	12723	REIMBURSEMENT FOR BROCHU 2956		REIMBURSE 1/8/15		1,500.00	11,650.60
1/12/15	1/09	A68118	CHK: 102262	12723	LORETTA SHIRLEY DBA ROCK 2895		1126		1,657.50	13,308.10
1/30/15	1/30	A68742	CHK: 102452	12771	ADVERTISING FOR RUSTED G 3043		013015DH		2,000.00	15,308.10
			=====		JANUARY ACTIVITY DB:	5,157.50	CR:	0.00	5,157.50	
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	
7/02/15	7/17	A74346	CHK: 104007	13199	SPECIAL PROJECTS	2899	070215		2,225.48	19,266.28
7/13/15	7/17	A74336	CHK: 103997	13199	PBR GONZALES	2679	07/13/2015		5,000.00	24,266.28
			=====		JULY ACTIVITY DB:	7,225.48	CR:	0.00	7,225.48	
9/09/15	9/11	A75969	CHK: 104531	13336	COME & TAKE IT FEE REIMB 0041		2015		12,190.00	36,456.28
			=====		SEPTEMBER ACTIVITY DB:	12,190.00	CR:	0.00	12,190.00	
			=====		ACCOUNT TOTAL DB:	39,771.28	CR:	3,315.00CR		

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

7-811.524	GONZALES CO. JAIL MUSEUM									
	B E G I N N I N G B A L A N C E									0.00

7-811.525	HISTORIC PRESERVATION									
	B E G I N N I N G B A L A N C E									0.00

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.526 MEMORIAL MUSEUM

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

0.00

6/03/15	6/12	A73072	CHK: 103697	13103	MUSEUM BROCHURE	0230	143354A		1,371.20	1,371.20
6/09/15	6/12	A73076	CHK: 103697	13103	WALKING TOUR BROCHURE	0230	143575A		160.00	1,531.20
=====				JUNE ACTIVITY	DB:	1,531.20	CR:	0.00	1,531.20	
=====				ACCOUNT TOTAL	DB:	1,531.20	CR:	0.00		

7-811.527 EGGLESTON HOUSE

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

0.00

10/01/14	10/17	A65588	CHK: 101458	12479	SINGLE FAUCET	0219	00661320		35.99	35.99
=====				OCTOBER ACTIVITY	DB:	35.99	CR:	0.00	35.99	
=====				ACCOUNT TOTAL	DB:	35.99	CR:	0.00		

7-811.528 JB WELLS HOUSE

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

0.00

12/31/14	2/19	A69188	CHK: 102562	12802	1ST QTR 2015 PAYMENT	1130	1ST QTR 2015		1,232.18	1,232.18
=====				DECEMBER ACTIVITY	DB:	1,232.18	CR:	0.00	1,232.18	
3/31/15	4/17	A71054	CHK: 103095	12967	REIMBURSEMENT	1130	033115		3,609.17	4,841.35
=====				MARCH ACTIVITY	DB:	3,609.17	CR:	0.00	3,609.17	
6/30/15	7/17	A74314	CHK: 104003	13199	QUARTERLY	1130	063015		1,481.50	6,322.85
=====				JUNE ACTIVITY	DB:	1,481.50	CR:	0.00	1,481.50	
=====				ACCOUNT TOTAL	DB:	6,322.85	CR:	0.00		

7-811.529 RIVERSIDE MUSEUM

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

0.00

10/11/14	10/24	A65821	CHK: 101520	12515	RIVERSIDE & PD	1816	10/11/14 RIVERSIDE		67.27	67.27
10/22/14	12/05	A66973	CHK: 101962	12599	COVER, SWITCH BOX, COUPL	0294	5812845		247.95	315.22
=====				OCTOBER ACTIVITY	DB:	315.22	CR:	0.00	315.22	
11/11/14	12/05	A67028	CHK: 101947	12599	RIVERSIDE & POLICE DEPT.	1816	11/11/14 RIVER, PD		53.20	368.42
=====				NOVEMBER ACTIVITY	DB:	53.20	CR:	0.00	53.20	
12/05/14	12/19	A67560	CHK: 102142	12661	JOHN D. SCHMIDT	1729	012680		3.50	371.92
12/11/14	12/19	A67575	CHK: 102119	12661	RIVERSIDE & PD FAX	1816	12/11/14 RIVERSIDE		67.23	439.15
=====				DECEMBER ACTIVITY	DB:	70.73	CR:	0.00	70.73	

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
1/09/15	2/19	A69168	CHK: 102592	12802	ANNUAL RENEWAL	0565	01/09/2015		308.00	747.15
1/11/15	1/23	A68570	CHK: 102378	12746	RIVERSIDE BILLING	1816	01/11/15 RIVERSIDE		67.28	814.43
			=====	JANUARY ACTIVITY	DB:	375.28	CR:	0.00	375.28	
2/11/15	2/26	A69482	CHK: 102639	12827	RIVERSIDE & PD FAX	1816	02/11/15 RIVERSIDE		67.27	881.70
			=====	FEBRUARY ACTIVITY	DB:	67.27	CR:	0.00	67.27	
3/10/15	3/20	A70095	CHK: 102825	12875	DBL STRIP	0219	00669707		2.29	883.99
3/11/15	3/20	A70165	CHK: 102834	12875	RIVERSIDE & PD PHONE	1816	03/11/15 RIVERSIDE		67.28	951.27
3/30/15	4/10	A70746	CHK: 103063	12950	TIMER	0190	188937		60.44	1,011.71
3/31/15	4/10	A70784	CHK: 103024	12950	SCREWS, ROPE CLEAT, NUT	0219	00670848		12.18	1,023.89
			=====	MARCH ACTIVITY	DB:	142.19	CR:	0.00	142.19	
4/01/15	5/08	A71648	CHK: 103349	13028	SNAP HOOK	0148	1503393		5.76	1,029.65
4/11/15	4/24	A71256	CHK: 103177	12994	RIVERSIDE BILLING	1816	04/11/15 RIVERSIDE		67.99	1,097.64
			=====	APRIL ACTIVITY	DB:	73.75	CR:	0.00	73.75	
5/11/15	5/22	A72469	CHK: 103487	13066	RIVERSIDE BILLING	1816	05/11/15 RIVERSIDE		67.76	1,165.40
			=====	MAY ACTIVITY	DB:	67.76	CR:	0.00	67.76	
6/11/15	7/02	A73736	CHK: 103827	13144	RIVERSIDE BILLING	1816	06/11/15 RIVERSIDE		67.76	1,233.16
			=====	JUNE ACTIVITY	DB:	67.76	CR:	0.00	67.76	
7/11/15	7/31	A74722	CHK: 104117	13221	RIVERSIDE BILLING	1816	07/11/15 RIVERSIDE		72.81	1,305.97
			=====	JULY ACTIVITY	DB:	72.81	CR:	0.00	72.81	
8/11/15	8/28	A75777	CHK: 104442	13316	RIVERSIDE BILLING	1816	08/11/15 RIVERSIDE		67.81	1,373.78
			=====	AUGUST ACTIVITY	DB:	67.81	CR:	0.00	67.81	
			=====	ACCOUNT TOTAL	DB:	1,373.78	CR:	0.00		

7-811.530

EXPO CENTER

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

0.00

1/15/15	1/30	A68709	CHK: 102457	12771	PROJECT 15-0101	1103	15-0101-1		20,558.19	20,558.19
1/15/15	2/06	A68932	CHK: 102488	12782	REVENUE CERTIFICATES	2729	011515-78		21.00	20,579.19
1/22/15	2/06	A68934	CHK: 102488	12782	REVENUE CERTIFICATE	2729	012215-71		62.16	20,641.35
1/29/15	2/06	A68935	CHK: 102488	12782	REVENUE CERTIFICATE	2729	012915-81		62.16	20,703.51
			=====	JANUARY ACTIVITY	DB:	20,703.51	CR:	0.00	20,703.51	
2/12/15	2/26	A69472	CHK: 102667	12827	JB WELLS PARK-NEW EXPO C	1103	15-0101-2		46,526.43	67,229.94
2/27/15	2/27	C23656	RCPT 00728614	06692	TSG ARCHITECTWS 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	

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
4/06/15	4/30	A71545	CHK: 103206	13013	50% OF DESIGN	3515	4345		500.00	93,411.05
			=====	APRIL ACTIVITY	DB:	500.00	CR:	0.00	500.00	
5/11/15	6/04	A72698	CHK: 103610	13094	WATER & DUR ALK	0148	15-08567		10.97	93,422.02
5/11/15	6/30	A73580	CHK: 000000	13030	CABELA'S	2931	004790		167.76	93,589.78
			=====	MAY ACTIVITY	DB:	178.73	CR:	0.00	178.73	
7/14/15	8/07	A74935	CHK: 104236	13256	4 PIPE CAP	0097	1511451-01		16.47	93,606.25
7/15/15	8/07	A75041	CHK: 104263	13256	ARCHITECTURAL/ENGINEERIN	1103	15-0101-6		6,054.92	99,661.17
7/20/15	8/07	A74937	CHK: 104236	13256	PVC 2" CONDUIT SCHEDULE	0097	1513739-00		760.00	100,421.17
7/22/15	8/07	A74984	CHK: 104217	13256	LIQUID WRENCH LUBRICANT,	0219	00676867		29.92	100,451.09
			=====	JULY ACTIVITY	DB:	6,861.31	CR:	0.00	6,861.31	
			=====	ACCOUNT TOTAL	DB:	110,730.19	CR:	10,279.10CR		

7-811.531

CITY SPECIAL EVENTS

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!

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** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	421,501.58	31,519.60CR
ENDING BALANCES:	421,501.58	31,519.60CR
TOTAL FUND ENDING BALANCE:	389,981.98	

**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	\$7,111.29
DVS Productions Approved by Committee 02/12/2015 Approved by City Council 03/03/2015	\$5,000.00	\$5,000.00
Authentic American Productions, LLC Approved by Committee 05/21/2015 Approved by City Council 06/02/2015	\$25,000.00	
Gonzales Elks Lodge Approved by Committee July 9, 2015	\$2,000.00	\$2,000.00
Historic Homes Association Approved by Committee September 10, 2015	\$1,047.15	\$1,047.15
"Come & Take It" Committee		\$12,190.00
TOTAL	\$54,047.15	\$38,348.44
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$54,047.15	\$38,348.44
AVAILABLE FUNDS	(\$29,047.15)	(\$11,348.44)

10/01/2015 - 09/30/2016

"Come & Take It" Committee \$7,810.00

Approved by Committee 02/12/2015

Approved by City Council 03/03/2015

"Come & Take It" Committee \$6,000.00

Approved by Committee 06/11/2015

Approved by City Council 07/07/2015

Rusted Gingham \$2,499.00

Approved by Committee 09/10/2015

Total

\$16,309.00