

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, October 9, 2014
City Hall at 12:30 P.M.**

AGENDA

- 1. Call to Order, Certification of Quorum.**
- 2. Public/Citizens Comments.**
- 3. Discuss and Approve minutes of September 11, 2014.**
- 4. Discuss and Consider Application for funding from Central Texas Independent Cattlemen's Association.**
- 5. Discuss and Consider Application for funding from Rusted Gingham.**
- 6. Discuss and Consider advertising at the San Antonio Stock Show and Rodeo.**
- 7. Discuss and Consider adding additional POIs to the smart phone app and Tour Gonzales website.**
- 8. Discuss and Consider merry Main Street Texas monthly special section.**
- 9. Discuss and Consider TV advertising for Winterfest.**
- 10. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.**
- 11. Discuss marketing opportunity from Buxton.**
- 12. Report on Upcoming Events.**
- 13. Financial Report.**
- 14. Report from Committee Members and Staff.**
- 15. Next regular meeting will be November 13, 2014 at 12:30 p.m.**
- 16. 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 3rd day of October 2014 at 11:30 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.


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 11, 2014
City Hall at 12:30 P.M.**

M I N U T E S

1. Call to Order, Certification of Quorum.

Vice-Chairman Barbara Crozier called the meeting to order at 12:30 p.m. and certified a quorum with Alison Guerra-Rodriguez, Ken Morrow, Barbara Crozier, Meena Patel, Paul Frenzel, Ann Covert, Barbara Friedrich, and Tim Patek. Richard Tiller and Daisy Scheske were absent. Marketing consultant Loretta Shirley, James McMains, Doug Phelan, Chris Kappmeyer, Valerie Reddell, Mayor Robert A. Logan and Councilman Tommy Schurig were also present.

2. Public/Citizens Comments.

Valerie Reddell publisher of the Gonzales Inquirer spoke of an advertising opportunity for a special insert advertising the "Come and Take It" event. The deadline for submitting an ad would be September 19, 2014. Barbara Crozier remarked that since this was not an agenda item the committee could not take action. This may be something we would like to look at doing next year.

James McMains reported that he hopes to have the interior of the Templin Saloon finished by next week.

3. Discuss and Approve minutes of August 21, 2014.

Following discuss, Alison Guerra-Rodriguez moved to approve the minutes of August 14, 2014 with the correction of changing the amount in item # 6 from \$12410.75 to \$1,410.75. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

4. Discus and Consider Application from Historic Homes Association for funding up to \$1,500.00 for advertising the Winterfest Home Tour.

An application from Historic Homes Association for funding up to \$1,500.00 for brochures, flyers and tickets to promote the Winterfest Home Tour was received by the committee. Following discussion, Meena Patel moved to approve funding up to \$1,500.00 to the Historic Homes Association for the promotion of the Winterfest Home Tour. Ann Covert seconded the motion. The motion prevailed by unanimous vote.

5. Discuss and Approve Billboards.

Marketing Consultant Loretta Shirley presented three options for billboards on I-35 South. Following discussion, the committee decided not to take any action at this time,

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

Marketing Consultant Loretta Shirley gave a report on the Marketing Schedule for September thru November; reported that she would do a Facebook contest for September/October; inquired about ordering Visitor Guides before Come and Take It;

reported that she and Tim Patek would be going to the TTIA Travel Summit, September 28 – October 1; and gave a report on the Movie Premier weekend Event.

7. Report on Upcoming Events.

First Shot BBQ Cook-off

Come & Take It

Movie Premier Weekend

100 year birthday party for the Kokernot House

8. Financial Report.

Financial reports were reviewed. Barbara Crozier reported that the Crystal Theater was not included in the City Budget for 2014-2015. The Crystal Theater will be coming before the committee to request funds from Special Projects.

9. Report from Committee Members and Staff.

Ann Covert asked to readdress the billboard for local business partnership which was on the August 14, 2014 agenda. Loretta Shirley explained the concept to this partnership and that the committee did not feel that it was something that could work.

10. Next regular meeting will be October 9, 2014 at 12:30 p.m.

11. Adjourn.

No further matters were discussed. The meeting was adjourned by motion by Alison Guerra-Rodriguez and seconded by Meena Patel.

Barbara Friedrich, Recording Secretary

APPLICATION

Organization Information

Date: September 26, 2014
Name of Organization: Central Texas Independent Cattlemen's Association-
Address: P O Box 344 All Breed Bull & Female Sale
City, State, Zip: Gonzales, Texas 78629
Contact Name: W. R. (Billy Bob) Low or Sissy Mills
Contact Phone Number: 830.857.3324 or 830.857.6247
Web Site Address for Event or Sponsoring Entity: _____
Is your organization: Non-Profit XXX Private/For Profit _____
Tax ID #: 23-7395217 Entity's Creation Date: _____
Purpose of your organization: To promote and sell cattle

Name of Event or Project: Central Texas All Breed Bull & Female Sale
Date of Event or Project: Thursday Oct 23rd and Friday Oct 24th
Primary Location of Event or Project: J B Well Show Barn
Amount Requested: \$2500.00
How will the funds be used? To advertise 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;

XXXX6. 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

Sporting Related Event Funding: NA

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: 5th year

Expected Attendance: @100 (Thursday) @250 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	10-2013	2500.00	50
Gonzales	10-2012	2500.00	50
Gonzales	10-2010	2500.00	40

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: 350 (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: 15%

Advertising Budget for 2014\$6,500

2013 Advertising.....Total Expense \$6,928.59

Gonzales Cannon

DVS Productions

Southern Livestock Standard

Weekly Livestock Reporter

Country World

Ranchers Exchange

Gulf Coast Farmer Rancher

Hallettsville Newspaper

Wilson County News

La Vernia News

Down on the Farm Radio (Larry Marble) on KKYX

Bryan/College Station Eagle

Buyers were from the following :

Bay, Missouri	Baytown, Texas
Conroe, Texas	George West, Texas
Navasota, Texas	El Campo, Texas
San Antonio, Texas	Manvel, Texas
Burkeville, Texas	Stonewall, Texas
Brenham, Texas	
Mission, Texas	
McCoy, Texas	
Baytown, Texas	
Castroville, Texas	
Sugarland, Texas	

INDEPENDENT
CATTLEMAN'S ASSOCIATION
OF TEXAS

Central Texas

INDEPENDENT
CATTLEMAN'S ASSOCIATION
OF TEXAS

All-Breed Bull & Female Sale

JIB Wells Park Gonzales, TX

THURSDAY, OCTOBER 23, 2014
VIEWING 3-6PM
(WITH BUYER'S DINNER TO FOLLOW)

FRIDAY, OCTOBER 24, 2014
BULLS SALE AT 10AM
FEMALES SALE NO EARLIER THAN 1PM

FEATURING
60+ BULLS
300+ FEMALES

For more information contact
Bill Hyman 502-620-0162




For information on overnight accommodations, contact the
Gonzales Chamber of Commerce at 880-672-6352 or visit
www.fourgonzales.com


Advertising Funds provided by Gonzales, Texas Hotel/Motel Tax.

Oklahoma Angus Association

Membership Information
Gaye Pfeiffer
5105 West Highway 51
Murfreesboro, TN 37053
(615) 649-2425
gaye@angusokla.com

Advertising Information
OK Angus Challenge and Membership Directory
Beth Norvel
(405) 574-4954
norvel.beth@gmail.com





www.oklahomaangus.com
www.facebook.com/OklahomaAngusAssociation

INDEPENDENT
CATTLEMEN'S ASSOCIATION
OF TEXAS

INDEPENDENT
CATTLEMEN'S ASSOCIATION
OF TEXAS

Central Texas

All-Breed Bull & Female Sale

J.B. Wells Park - Gonzales, TX

• **THURSDAY, OCTOBER 23, 2014**

VIEWING 3-6 PM

(WITH BUYER'S DINNER TO FOLLOW)

• **FRIDAY, OCTOBER 24, 2014**

BULLS SELL AT 10 AM

FEMALES SELL NO EARLIER THAN 1 PM

**FEATURING
60+ BULLS
300+ FEMALES**



**FOR MORE INFORMATION, CONTACT:
BILL HYMAN - 512-620-0162**

**FOR INFORMATION ON OVERNIGHT ACCOMMODATIONS, CONTACT
THE GONZALES CHAMBER OF COMMERCE AT 830-672-6352
OR VISIT WWW.TOURGONZALES.COM**

**ADVERTISING FUNDS PROVIDED BY
GONZALES, TEXAS HOTEL/MOTEL TAX.**

RECEIVED

OCT 01 2014

APPLICATION

Organization Information

Date: September 30, 2014

Name of Organization: Rusted Gingham

Address: 9528 W. State Hwy 97

City, State, Zip: Cost, TX. 78614

Contact Name: Suzanne Sexton

Contact Phone Number: 830-203-0714

Web Site Address for Event or Sponsoring Entity: rustedgingham.com

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

Tax ID #: 32045074625 Entity's Creation Date: 2011

Purpose of your organization: To host an annual Barn Sale drawing Shoppers to Gonzales, Texas for one weekend once a year.

Name of Event or Project: Barn Sale by Rusted Gingham

Date of Event or Project: Nov 7-8, 2014

Primary Location of Event or Project: Jb Wells Showbarn

Amount Requested: \$2000

How will the funds be used? Billboard design, print, rent, Newspaper ads, postcard printing, radio ads

Primary Purpose of Funded Activity/Facility: To provide unique shopping experience with quality products in Gonzales.

Percentage of Hotel Tax Support of Related Costs

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

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

Tax for _____ the Funded Event.

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

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

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

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

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

3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity.
✓ 100%

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? N/A

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: 7th Annual

Expected Attendance: 2000 - 3000 +

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 70+

How many nights will they stay? 1-3

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: yes - Sleep Inn & Holiday Inn

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
	2013	1694	?

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

By checking w/ Allison after event to see how many were used - along with B & B's (Laurel Ridge Inn is booked w/ vendors)

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 Blog, Facebook, Instagram

What areas does your advertising and promotion reach?

Focus on Texas with print & radio - Social Media is worldwide

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

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

Expected Attendance Monthly/Annually, 2000-3000 (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: _____)

Rusted Gingham Barn Sale

Annual Barn Sale Providing Antique, Vintage, Unique, Handmade Products to shoppers from near and far.	
Category	Strategy
Target Market	Ages 6-96 with an emphasis on Female buyers and couples from medium to upscale households with incomes between \$28,000- \$500,000.
Positioning Statement	Rusted Gingham promotes the City of Gonzales through their annual Barn Sale by advertising their event across the state in print, social, broadcast and personal media. It is our desire to attract people to Gonzales through the Barn Sale. This is the best offering of Vintage and Handmade goods in a 60 mile radius in one location for one weekend.
Offering to customers	A Creative Atmosphere to shop for family, friends and personal through the 76 vendors who supply Antiques, Vintage, Handmade, Re-made Goods.
Price Strategy	All price ranges for shoppers of all ages.
Distribution	Vendors come from near(within County) and far(across Texas) to display and sale their wares followed by orders and future on line sales
Sales Strategy	To provide unique items and a quality environment for families, friends and groups shopping together.
Service Strategy	To provide the best service possible!
Promotion Strategy	Advertising through print (billboards, postcards, fliers, newspaper) radio, social media (facebook, Instagram, blog, email) Each vendor receives a packet to display flier and postcards at shows prior to the Barn Sale- targeting 100,000 plus audiences even beyond Texas. We keep our look streamline from year to year for easy recognition of event.
Marketing Research	We have come to know our shoppers well- and where they come from. We are selective on our vendors so they attract the shoppers we want at our sale and in Gonzales. Hosting the show the first Full weekend of November brings shoppers who are ready to find unique gifts for the holidays or the just right item for their home.
Any other component of your marketing plan	Each year we try to reach new potential shoppers through a new media outlet- this year is with a billboard and an Instagram account. Also, Texas Country Reporter, San Antonio Weekender Express News, Hill Country Current calendars

OVERNIGHT
PRINTS

2014 Advertising

LIVE CHAT | 888.677.2000 | USA ▼ | Help

Search

GO

(1)

5+ EMPLOYEES | MARKETING SERVICES | SPECIAL OFFERS | FEATURED ITEMS

MY ACCOUNT

All Products Business Cards Postcards Invitations & Announcements Posters Promotional Items Calendars Mailing Services

THANK YOU

Thank you for shopping with Overnight Prints. You will receive a confirmation email shortly containing the details of your order. We will send you an email containing a copy of your invoice, your receipt, your shipping details, and your tracking number as soon as your order is shipped.

Having an account with us has privileges!

Click here to register your account!

ORDER
NUMBER

16305594

DOWNLOAD
RECEIPT PDF

SHIP TO

Rusted Gingham
9528 W. State Highway 97
Cost, TX 78614
(830) 203-0714

Estimated Delivery Date

Wednesday, September 17th

BILLING INFORMATION

Suzanne Sexton
9528 W. State Highway 97
Cost, TX 78614
(830) 203-0714 | suzanne.sexton@gvec.net

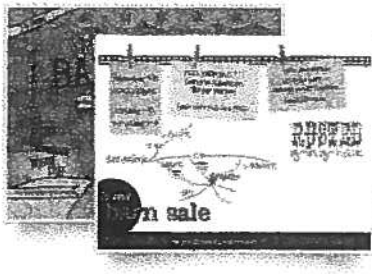
PAYMENT INFORMATION

VISA # xxxxxxxx2233

ITEM

DESCRIPTION

PRICE



1,000 4.25" x 5.5" double sided Postcards

119.95

- Front Full Gloss Coating
- Back Full Gloss Coating
- Paper Stock: 15pt Card Stock

Subtotal 119.95

Discounts Superior Quality at a Great Price! -54.00

Shipping 20.06

Total 86.01

We appreciate your business and hope you choose Overnight Prints in the future for all your printing needs. If we may be of further assistance, please contact us at (888) 677-2000 or by email at service@overnightprints.com.



PO Box 591790, San Antonio, TX 78258

Rusted Gingham
9528 W State Highway 97
Cost, TX 78614-4555
USA

INVOICE

01526



Please direct questions regarding this invoice to:

CCOBilling@clearchannel.com
Phone (210) 253-4389
Toll Free (877) 676-7565
Fax (210) 253-4628

Invoice Number: 58097567**Invoice Date: 8/21/2014****Customer Number: 253063****Agency:****Reference Number: #2037****Account Executive: Michelle Guerra****Market Name: San Antonio**

Contract Number
00050660

Advertiser Name
Rusted Gingham

Brand**Description**

Prepaid Amount CHK # 1208

Poster

Gonzales, 002037 - Hwy 90A NS 200ft E/O Hwy 183 F/E - 2

Invoice Period**# of Units**

Amount
(\$400.00)

9/29/2014 10/26/2014

1

\$400.00

Net Amount Due:

\$0.00

REMITTANCE

If you are interested in receiving your invoices directly via email, please submit a valid email address to CCOBilling@clearchannel.com.

Invoice Date: 08/21/2014**Customer Name:** Rusted Gingham**Customer Number:** 253063**Advertiser:** Rusted Gingham**Invoice Number:** 58097567**Contract Number:**

00050660

Remittance Amount:

\$0.00

Thank you for your business. To ensure proper credit for your payment, please include this remittance.

Please mail to: Clear Channel Outdoor
P.O. Box 847247
Dallas, TX 75284-7247





PO Box 591790, San Antonio, TX 78258

Rusted Gingham
9528 W State Highway 97
Cost, TX 78614-4555
USA

INVOICE

01527



Please direct questions regarding this invoice to:

CCOBilling@clearchannel.com
Phone (210) 253-4389
Toll Free (877) 676-7565
Fax (210) 253-4628

Invoice Number: 58097568**Invoice Date: 8/21/2014****Customer Number: 253063****Agency:****Reference Number: #2037****Account Executive: Michelle Guerra****Market Name: San Antonio**

Contract Number
00050660

Advertiser Name
Rusted Gingham

Brand**Description**

Prepaid Amount CHK # 1208

Poster

Gonzales, 002037 - Hwy 90A NS 200ft E/O Hwy 183 F/E - 2

Invoice Period**# of Units****Amount**

10/27/2014 11/9/2014

1

(\$200.00)

\$200.00

9-29 - 11-9 should be
dates

Net Amount Due:

\$0.00

REMITTANCE

If you are interested in receiving your invoices directly via email, please submit a valid email address to CCOBilling@clearchannel.com.

Invoice Date: 08/21/2014**Customer Name:** Rusted Gingham**Customer Number:** 253063**Advertiser:** Rusted Gingham**Invoice Number:** 58097568**Contract Number:**

00050660

Remittance Amount:

\$0.00

Thank you for your business. To ensure proper credit for your payment, please include this remittance.

Please mail to: Clear Channel Outdoor
P.O. Box 847247
Dallas, TX 75284-7247





PO Box 591790, San Antonio, TX 78258

Rusted Gingham
9528 W State Highway 97
Cost, TX 78614-4555
USA

INVOICE

01528



Please direct questions regarding this invoice to:

CCOBilling@clearchannel.com
Phone (210) 253-4389
Toll Free (877) 676-7565
Fax (210) 253-4628

Invoice Number: 58097569**Invoice Date: 8/21/2014****Customer Number: 253063****Agency:****Reference Number: #2037****Account Executive: Michelle Guerra****Market Name: San Antonio**

Contract Number
00050660

Advertiser Name
Rusted Gingham

Brand**Description**

Prepaid Amount CHK # 1208

EcoPoster/Production Paper (1)

Invoice Period**# of Units****Amount**

(\$75.00)

9/29/2014 9/29/2014

0

\$75.00

Net Amount Due:

\$0.00

REMITTANCE

If you are interested in receiving your invoices directly via email, please submit a valid email address to CCOBilling@clearchannel.com.

Invoice Date: 08/21/2014**Contract Number:**

00050660

Customer Name: Rusted Gingham**Remittance Amount:**

\$0.00

Customer Number: 253063**Advertiser:** Rusted Gingham**Invoice Number:** 58097569Thank you for your business. To ensure proper credit for your payment, please include this remittance.

TRAFFIC AUDIT BUREAU

Please mail to: Clear Channel Outdoor
P.O. Box 847247
Dallas, TX 75284-7247

OUTDOOR ADVERTISING
ASSOCIATION OF
AMERICA, INC.

7th ANNUAL

RUSTED GINGHAM

BARN SALE

NOV. 7-8TH

FRI 4-8 PM
SAT 9 AM - 4 PM

VINTAGE!
ARTISAN!
UNIQUE!

rustedgingham.com

J.B. WELLS PARK
GONZALES, TX

The billboard features a vibrant illustration of a red vintage pickup truck with a white deer standing in the bed. The background is a stylized landscape with a blue sky, green hills, and a grey stone wall. The text is arranged in a decorative, vintage-inspired layout with various fonts and colors.

Rusted Gingham Billboard Comp // This file is for comp purposes only.

Katrina Westphal
12131 Oakcroft Drive
Houston, TX 77070
979.422.2457
katrinahay@gmail.com

Friday, June 6, 2014

Suzanne Sexton
Rusted Gingham Barn Sale

SUBJECT: Proposed Design Support – Billboard design, two small web graphics

Dear Suzanne,

Thank you for taking the time to talk with me concerning the development of a billboard showcasing the Rusted Gingham Barn Sale in Gonzales. Based on our communications, the following is my understanding of your current needs:

- Develop a billboard for the Rusted Gingham Barn Sale
- Two small web graphics
-

I really appreciate the opportunity to propose my services and look forward to the possibility of working with you to promote the sale. Please feel free to contact me directly at 979.422.2457 if you have any questions.

Respectfully yours,
Katrina Westphal

P.S. Please note that I have included portfolio samples for your review at the end of the document.

RUSTED GINGHAM BARN SALE :: BILLBOARD DEVELOPMENT

APPROACH

Design and execute a billboard showcasing the Rusted Gingham Barn Sale.

PROJECT TASKS

Phone Meeting/Consultation

Katrina Westphal will schedule a call with Suzanne to listen to desires/ideas concerning the development of the billboard and to discuss the approach.

Katrina will liaise with the outdoor company to get file specifications for billboard design.

Billboard Design Concepts

Katrina Westphal will develop up to two billboard design concepts for review by Suzanne.

Design Selection

Suzanne will choose the billboard that best represents her vision.

Design Revision

Katrina Westphal will revise (if necessary) the chosen design and submit for final review.

Design Review

Suzanne will review the revision.

Design Finalization

Katrina Westphal will revise, polish, and finalize the billboard design, as well as prepare the billboard files.

TIMELINE

Katrina Westphal will work with Suzanne to devise a reasonable timetable for the design and delivery of the billboard.

FINANCIAL PROPOSAL

I propose to partner with the Rusted Gingham Barn Sale for the execution of the project outlined in this proposal. Following is a summary of costs:

The cost for the redesign of the logo will be:

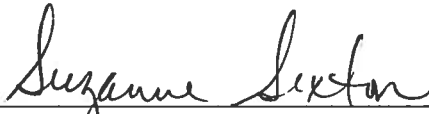
\$500 (standard billboard rate)
- 20 % small business discount
\$400

This price includes two design concepts, with three rounds of revisions. Any additional design concepts may be developed at the request of the client at a rate of \$30 hourly.

Two small Web graphics will be developed gratis. Katrina Westphal will offer one design concept for each graphic, along with two rounds of revisions.

Of this amount, a deposit of \$200 will be due prior to project onset and the balance paid at the completion (upon delivery of logo files to client.)

I hereby approve this statement of work and authorize Katrina Westphal to begin work on the above outlined project.



Rusted Gingham

6/10/14

Date

Katrina Westphal

___/___/___

Date

Additional POIs / Locations for App

Currently allowed 150 with our \$7,500 annual contract.

Currently our restaurants, shops, monuments and cemeteries are listed as features and not as locations so they do not show up on the map.

111 current locations

39 additional needed for dining and shopping only

150 total

111 current locations

117 additional needed for monuments, cemeteries, dining shopping, other

228 total

Additional POIs – Must be added in increments of 10.

\$25 each annually, prorated for remainder of contract \$12.50 each

\$250 annually for 10 more, prorated \$125

\$1,250 for 50 more, a total of 200, prorated \$625

\$2,500 for 100 more, a total of 250, prorated \$1,250

BarZ Contract Explore -> Discover Annual:

- Additional POIs may be added @ \$25.00 per POI with a minimum order of 10 POIs and the per POI license fee will be prorated over the remaining term of the annual contract.
- At such time that 100 additional POIs have been added to annual contract, the Discover level has been reached and total number of POIs increase to 400 and the annual renewal license will be \$10,000.00.

1. Marketing Schedule –

TourTexas.com	Med Rectangle	1-Sep-14	\$495.00	Web
TourTexas.com Enewsletter	Exclusive Banner	15-Oct-14	\$700.00	Web
TourTexas.com Enewsletter	Featured Spot	15-Aug-14	\$1,250.00	Web
Texas Highways	Full Page	1-Sep-14	\$5,461.96	Print
Texas Highways Events Calendar	Full Page	Fall 2014	\$1,656.18	Print
AAA Texas Journey	1/3 Page	Sep/Oct 14	\$5,686.50	Print
AAA Texas Journey	1/3 Page	Nov/Dec 14	\$5,686.50	Print
Texas Monthly	Full Page	1-Sep-14	\$9,504.00	Print
Texas Monthly	Full Page	1-Nov-14	\$9,504.00	Print
TexasMonthly.com	Premium Box	1-Sep-14	\$892.50	Web
Google	Ad Words	1-Nov-13	\$627.41	Web
Southern Living	1/6 Page	1-Nov-14	\$4,151.00	Print

2. Marketing Update

- a. Facebook Update
- b. TILA Travel Summit, Sept 28 – Oct 1 update
- d. Movie Premier Weekend Event update

3. Smart Phone App Update

- a. App update live

4. App Stats, Web and Social Media Update - October**Tour Gonzales App Stats**

New Downloads	
Region	% of Users
Austin	

Tour Gonzales Website

Pageviews	New Site
New Visitors	Setting Up

Houston	
San Antonio	
DFW	
Corpus	

	Analytics
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Tour Gonzales Facebook

Likes	155
People Saw Posts	

5. Other Updates and Info

- a. September Direct leads/brochure requests from ads – 360
- b. Gonzales Memorial Museum August 2014 Visitors – 703
- c. Gonzales Memorial Museum September 1-15 – 193
- d. Gonzales County Jail Museum September 2014 Visitors –

INCREASE TOURISM IN YOUR COMMUNITY.

TOURISM INSIGHTS

The dollars that tourists spend within your community are a vital component of your local economy. Buxton's Tourism Insights can increase the value of tourism in your community by identifying **WHO** your tourists are, **WHERE** more tourists can be found, and how to effectively market directly to your tourists to increase their **VALUE** to your community.

With Buxton's Tourism Insights you will have the answers to these important questions:

Who are our tourists? What are their lifestyles, how do they behave as consumers and what are their media habits?

What is tourism's economic impact? How do tourists spend their money within our community?

In terms of their local spending, **which types of tourists have proven to be the best for our community?**

Which markets do our best tourists and prospective tourists come from? How do we optimize our advertising spend for greater ROI?

How do we direct market to our best tourists and prospective tourists at the household level?

Buxton[®]

888-2BUXTON

www.buxtonco.com

buxton@buxtonco.com

Enhance the Effectiveness of Your Marketing

Marketing Tactic	Enhanced by Buxton and Visa Tourism Insights
T.V., Cable, Satellite	Geographic and programming optimization using tourist profile.
Online	Geographic ad placement (geo-fencing) optimization, website identification, geographic search advertising optimization, social media content enhancement.
Radio	Geographic optimization, programming and scheduling optimization.
Print	Geographic circulation optimization, format selection.
Public/Private Affiliations	Partnership identification based on your tourist profiles.
Prospect Marketing	Utilizing profile results along with geographic optimization. List rental of best prospects.
Tourist Retention and Reactivation	Utilizing knowledge of existing zip+4 tourist database to engage past tourists and their immediate neighbors. List rental of household targets.

Understand the Economic Impact of Tourism

Retail Category	Tourist Spending
Apparel	11%
Department Stores	4%
Drug Stores	26%
Electronics	2%
Fast Food	39%
Full Service Restaurants	42%
Home Improvement	1%
Specialty Retail	28%
Sporting Goods	9%

**GONZALES TOURISM COMMITTEE
SPECIAL PROJECTS
APPROVED BY CITY COUNCIL
10/01/2013 - 09/30/2014**

	APPROVED	FUNDED
Gonzales Chamber of Commerce & Agriculture Approved by City Council July 2, 2013	\$5,000.00	\$4,516.08
Old Jail Museum Visitor Center Approved by City Council August 6, 2013	\$5,000.00	\$4,731.92
Rusted Gingham Approved by City Council August 6, 2013	\$3,500.00	\$1,724.46
Historic Homes Association Approved by Committee August 26, 2013	\$1,000.00	\$963.59
Central Texas Independent Cattlemen's Association Approved by Committee September 26, 2013	\$2,500.00	\$2,500.00
DVS Productions Approved by Committee February 13, 2014 Approved by City Council March 3, 2014	\$6,000.00	5,675.00
McClure-Home Restoration and Repair Approved by Committee March 13, 2014	\$700.00	\$700.00
Victoria College Gonzales Center Approved by City Council July 8, 2014	2,848.00	\$2,574.42
TOTAL	\$26,548.00	\$20,811.05
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$26,548.00	\$20,811.05
AVAILABLE FUNDS	(\$1,548.00)	\$4,188.95

**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	
Historic Homes Association Approved by Committee 09/11/2014	\$1,500.00	
TOTAL	\$6,500.00	\$0.00
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$6,500.00	
AVAILABLE FUNDS	\$18,500.00	\$25,000.00