

GONZALES CONVENTION AND VISTOR BUREAU

**Thursday, April 12, 2018
Gonzales Municipal Building at 12:00 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 March 8 ,2018

REPORTS

1. Staff Reports
 - A. JB Wells – Expo Center and JB Wells Park
 - B. Main Street – Barbara Friedrich
1. Report on Occupancy Trends – Allison Rodriguez
2. Report on Pioneer Village – Paul Frenzel
3. Report from Advisory Members on Event Development
4. Report on Upcoming Events
 - City Wide Garage Sale April 14
 - Come and Taste It Beer, Wine and Arts Festival April 27-28
 - 40 Fellas Food Fest April 28
 - American Freestyle Bullfight May 19th
 - Relay for Life Cinco de Mayo Event May 5
 - Summer Concert Series Every Friday in June and 4th of July
5. Financial Report

ACTION ITEMS

1. Discussion and approval of mission statement and proposed policy for consideration by City Council regarding delegated authority to the CVB Advisory Board for funding of events
2. Call for new agenda items for the following meeting, by members

Staff Report – Tourism Director – Clint Hille

Set Date and Time for Next Meeting

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.gonzales.texas.gov the 9th day of April 2018 at 10:00 a.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: 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.

Clint Hille, Tourism Director

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

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, March 8, 2018

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

Chairwoman Crozier called the meeting to order at 12:00pm. A quorum was declared present.

Members present: Barbara Crozier, Holly Danz, Dawn O'Donnell, Ken Morrow, Suzanne Sexton, Alison Rodriguez, Paul Frenzel, Chris Kappmeyer; **Members absent:** Ann Covert; **Ex officio present:** none; **Staff present:** Clint Hille ; **City Officials present:** Barbara Friedrich, Mayor Connie Kacir; **Guests:** Tiffany Hutchinson, Daisy Scheske-Freeman, John Rinehart

Public Comments: Ken Morrow introduced John Rinehart to the meeting; he's a professional drone operator. John gave a demonstration of his work. Daisy Freeman reported on upcoming gravel road bicycle race March 10th.

Approval of Minutes

1. **Approval of Minutes:** The minutes of the February 15, 2018 meeting were approved.

REPORTS

2. **Staff Reports**

A. **JB Wells.** No report

B. **Main Street.** Gonzales will be recognized as a Nationally Accredited Main Street City. Gonzales has been receiving this award since 2000. Awarded a Utility Relocation grant to the San Antonio Distillery. Still working on yard sale and summer concert series.

C. **Tourism Director.** "Come & Taste It" 5 wineries signed up so far, several other vendors. Still taking on vendors as well as sponsors. Shorty Gorham bullfight event is progressing. The Inquirer's request for funds was approved by City Council. Tourism assessment is just about ready to be submitted. Get a Grip softball tournaments/agreement approved by Council. Jr. High finals are up for bid this year – need to go big this year to make Gonzales the most desirable. May need help stuffing buckets and for other activities throughout their week. Maybe a fundraiser for an organization would be to paint business windows. Working to develop new map brochure. Submitted an RFP to bring a conference to town in September. Working to place an ad in the "Discover" magazine, as well as making the magazine more of a visitor's guide. Museum numbers are down for last month. Ad placed in "Houston House and Home" magazine. Will be doing a Native Texas advertising campaign for tourtexas.com. Have cancelled billboard contracts for Highway 183. Considering booths at

upcoming home and garden shows. Received a thank you note from the Gonzales Royal Court for supporting their request for parade funds.

3. **Report on Occupancy Trends.** Occupancy has dropped 15% over the last month. Possibly due to oil/gas traffic. Could also be related to hospitality/service.
4. **Report on Pioneer Village.** Gonzales 4th graders recently attended the Village. Have also had visitors from Yoakum and Smithville.
5. **Report from Advisory Members on Event Development.** No further discussion.
6. **Report on Upcoming Events.** Texas Independence Relay March 23-24; Bingo Bags and Badges Fundraiser March 23; Master Gardeners Plant Sale March 24; Gonzales Spring Nationals Monster Truck Showdown March 31; City Wide Garage Sale April 14; Come and Take It Beer, Wine and Arts Festival April 28; 40 Fellas Food Fest April 28; American Freestyle Bullfight May 19; Relay for Life Cinco de Mayo Event May 5; Summer Concert Series every Friday in June & 4th of July
7. **Financial Report.** To date, \$225,219 has been collected in revenues, including \$66,000 past due collections. Overall, revenues have slightly rebounded and may be higher than was initially anticipated.

ACTION ITEMS

8. **Discussion of mission statement and proposed policy for consideration by City Council regarding delegated authority to the CVB Advisory Board for funding of events.** Wanting to set clear guidelines for those applying for funds through this Board. \$5,000 is the number that has been suggested for this board to have authority to approve. Mayor Kacir gave insight on this topic as well, offering options on how to make current events more successful through funding or how to help new events kickoff. She never wants to be have to tell an event planner no when they are asking for funding, instead what can we do to improve or better the event. Also, reaching out to the hoteliers, asking them to survey their customers to see what's bringing them to town and if they are staying in town due to local events. We need to be able to measure event success in terms of overnight stays. The statement and policy will continue to be adjusted and tweaked before sending to Council.
9. **Request from Adam Libby for consideration of funding for advertising for Shorty Gorham's American Free Style Bullfighting \$2500.** Dawn O'Donnell moved to consider the application, Alison Rodriguez seconded. Last year's event was successful. They are working hard to pre-plan the event to create a 2-3 day event. Funded the event at \$2500 in 2017. Motion carried to fund this event at \$2500.
10. **Call for new agenda items for the following meeting, by members.** Drone operator, John Rinehart; murals for sides of buildings.
11. **Set date and time of next regular meeting.** Next regular meeting to be April 12th at 12pm.

Chairwoman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Alison Rodriguez, the meeting was adjourned at 1:18pm.

Holly Danz, Secretary

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

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

- a. **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention facilities or visitor information centers, or both;
- b. **Registration of Convention Delegates:** the furnishing of facilities, personhel, and materials for the registration of convention delegates or registrants;
- c. **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d. **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e. **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f. **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or it vicinity.
- g. **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 1. the commercial center of the city;
 2. a convention center in the city;
 3. other hotels in or near the city; or
 4. tourist attractions in or near the city.

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

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

Mission Statement of Gonzales Convention and Visitors Bureau: The Gonzales CVB seeks to increase hotel/motel occupancy by promoting the City of Gonzales.

City Policy: To provide a unified understanding of the funding criteria between the applicant, GCVB, and City Council, the following guidelines will apply:

- a. Preference will be given to those requests which will most likely be able to increase hotel occupancy.
- b. The City of Gonzales accepts applications from groups and businesses whose program fits into one or more of the above categories.
- c. The intent of the program is to provide funding for an event to help advertise and promote the event to help enhance the success of the event.
- d. As the success of annual events grows, its ability to generate income for the continuation of the event or, its ability to attract sponsors should be enhanced thereby reducing dependence on City funding.
 - i. Therefore, funding for the event should be phased down over a three (3) to four (4) year period therefore allowing funding to be available for additional future events.
 - ii. Continued funding in subsequent years of an established event may be considered but is in an amount commensurate with the anticipated return to the city in the form of HOT funds and sales tax.
- e. Continued funding for annual events which have not demonstrated a progression of financial stability or a significant contribution to hotel occupancy will not be given preference.
- f. All requests for funds should be submitted in writing accompanied by the official application two weeks prior to the GCVB Meeting which is held on the second Thursday of the month.
- g. The application will be reviewed by the Gonzales GVCB Advisory Board at the earliest possible regularly scheduled meeting.
- h. The applicant may be asked to be present at the meeting to answer any questions regarding the application.
- i. Applicants will be notified one week prior to the meeting of the time and place for the review.
- j. City Council will have final approval for any application requesting over \$5,000.00 on which GCVB will make a recommendation to the City Council.
- k. The City Council will make the final decision on your request. You will be notified when City Council will address your request. Attendance is required.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Gonzales. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds;**

c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event; and/or**

d) **examples of marketing of the programs and activities that are likely to generate encourage overnight visitors to local lodging properties.**

Use of Local Vendors: The GCVB encourages all event organizers to patronize Gonzales businesses for food, supplies, materials, printing, etc. when feasibly possible as this increases sales tax and overall economic well being of the City.

Priority will be given to those applicants who support the local businesses.

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

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

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

Submit to:

City of Gonzales
Attention: GCVB
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

For Questions Contact:

Clinton Hille
Tourism Director
City of Gonzales
P. O. Box 547
Gonzales, Texas 78629
830-672-2815 Extn 1601

GCVB FUNDING APPLICATION

Organization Information

Date: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____

Web Site Address for Event or Sponsoring Entity: _____

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

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

Purpose of your organization: _____

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: _____

How will the funds be used? _____

Primary Purpose of Funded Activity/Facility: _____

Percentage of Hotel Tax Support of Related Costs

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

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

Tax for _____ the Funded Event.

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

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

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

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

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

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

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

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

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

Sporting Related Event Funding:

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

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

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

Questions for all Funding Requests:

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

Expected Attendance: _____

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

How many nights will they stay? _____

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

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

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

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

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

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

Paid Advertising _____ Newspaper _Radio _____ TV _____

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

Other _____

What areas does your advertising and promotion reach?

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

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

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

Old Jail Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January	151	293	468	357	299		
February	139	440	551	512	486		
March	627	1,223	1,112	1,737	1,472		
April	290	959	930	764			
May	878	872	1,062	991			
June	443	948	1,131	1,059			
July	743	1,266	1,281	1,401			
August	398	665	536	735			
September	154	524	577	565			
October	1,754	1,656	3,634	2,492			
November	418	606	720	808			
December	678	489	566	581			
Yearly Total	6,673	9,941	12,568	12,002	2,257	0	0

City of Gonzales
HOT Tax Revenues

Quarter	Projected	Actual	Actual	Actual
	FYE 9-30-18	FYE 9-30-18	FYE 9-30-2017	FYE 9-30-2016
1st Ending 12-31	\$ 60,125.00	\$ 97,763.91	\$ 31,964.69	\$ 67,346.77
2nd Ending 3-31	\$ 60,125.00	\$ 148,104.66	\$ 50,596.80	\$ 56,643.61
3rd Ending 6-30	\$ 60,125.00	\$	\$ 56,785.71	\$ 58,509.03
4th Ending 9-30	\$ 60,125.00	\$	\$ 68,238.78	\$ 59,053.83
Total	\$ 240,500.00	\$ 245,868.57	\$ 175,621.29	\$ 174,206.47

Note: 4th Quarter 2016-2017 has income through November 30

Income through 03-31-2018 = \$245,869 (includes \$106,701 past due collected in current FY)

Projection of \$240,500 = \$20,042/mo

Actual FYTD = \$40,978/mo

Actual FYTD = without past due collection = \$140,123 or \$23,354/mo

City of Gonzales
CVB Budget Summary
FY 10-01-2017 through 9-30-2018

Account Code	Account Name	Budgeted	Balance Remaining
7-811.201	Office Supplies	\$ 1,500.00	\$ 1,455.66
7-811.202	Postage	\$ 5,000.00	\$ 4,963.69
7-811.219	Minor Equip/Furniture	\$ 200.00	\$ 200.00
7-811.304	Office Equipment	\$ 1,500.00	\$ 1,460.16
7-811.404	Cell Phone	\$ 1,080.00	\$ 1,080.00
7-811.408	Membership Dues	\$ 9,000.00	\$ 3,669.25
7-811-412	Visitor's Center	\$ 20,000.00	\$ -
7-811-413	Pioneer Village	\$ 10,000.00	\$ -
7-811.414	JB Wells Park	\$ 10,000.00	\$ 10,000.00
7-811.415	Main Street	\$ 20,000.00	\$ 14,000.00
7-811.430	Travel and Training	\$ 15,000.00	\$ 10,710.42
7-811-502	Advertising	\$ 20,000.00	\$ 7,167.30
7-811.504	Sinage and Banners	\$ 22,200.00	\$ 6,610.00
7-811.519	Promotional Items	\$ 12,000.00	\$ 9,600.97
7-811-520	Marketing (Website and Brochures)	\$ 9,000.00	\$ 307.39
7-811-521	Special Events	\$ 30,000.00	\$ 13,782.98
7-811.522	Texas Independence Relay	\$ 4,000.00	\$ 397.50
7-811.528	JB Wells House	\$ 5,000.00	\$ 5,000.00
7-811.529	Riverside Museum	\$ 5,000.00	\$ 4,673.50
7-811.530	Expo Debt Service	\$ 114,800.00	\$ -
7-811.532	Tourism Week	\$ 3,000.00	\$ 3,000.00
7-811.526	Memorial Museum	\$ 5,000.00	\$ 1,990.43
Total		\$ 323,280.00	\$ 100,069.25