

GONZALES CONVENTION AND VISTOR BUREAU

**Thursday, February 15,2018
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 January 18,2018

REPORTS

1. Staff Reports
 - A. JB Wells – Expo Center and JB Wells Park
 - B. Main Street – Barbara Friedrich
1. Report on Spring Garden and Grounds Tour
2. Report on Occupancy Trends – Allison Rodriguez
3. Report on Pioneer Village – Paul Frenzel
4. Report from Advisory Members on Event Development
5. Report on Upcoming Events
 - Chamber of Commerce Banquet February 23
 - Gonzales Stock Show March 1-3
 - Texas Independence Relay March 23-24
 - City Wide Garage Sale April 14
 - Come and Taste It Beer, Wine and Arts Festival April 28
 - 40 Fellas Food Fest April 28
 - American Freestyle Bullfight May 19th
6. Financial Report

ACTION ITEMS

1. Approval of dispersal of \$2,500 funding for Texas Independence Relay
2. Discussion of mission statement and proposed policy for consideration by City Council regarding delegated authority to the CVB Advisory Board for funding of events
3. Request from Gonzales Inquirer for consideration of funding for advertising for Come and Taste It Festival \$2,499
4. Request for funding from Abigail Mata Casares to sponsor float in Military Parade during SA Fiesta \$4,200
5. Call for new agenda items for the following meeting, by members

Staff Report – Tourism Director – Clint Hille

Set Date and Time for Next Meeting

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, January 18, 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, Chris Kappmeyer, Dawn O'Donnell, Ann Covert, Ken Morrow, Suzanne Sexton, Alison Rodriguez; **Members absent:** Paul Frenzel; **Ex officio present:** none; **Staff present:** Clint Hille ; **City Officials present:** Genora Young, Barbara Friedrich; **Guests:** Daisy Scheske-Freeman, Keith Schauer, Christie Fullilove, Jose Torres, Kat Penrose.

Public Comments: Chairwoman Crozier stated that the board had been asked to revisit the 2018 Come and Take It funding request and reconsider the amounts that had been previously voted on by the board. Keith Schauer spoke in regards to the event and the crowds it brings to town, fundraising opportunities for local organizations, and promotion of the event. Tourism director Clint Hille spoke towards the request for the board to revisit; members of City Council approached him regarding this matter.

Approval of Minutes

1. **Approval of Minutes:** The minutes of the December 14, 2017 meeting were approved, with the change of showing the date of the City Wide Garage sale is April 14th, not the 15th.

REPORTS

2. **Staff Reports**

A. **JB Wells.** No report

B. **Main Street.** Working on June concert series and Star Spangled Spectacular. Will be submitting a bid to Texas Main Street Association to host their next training session, which will be in July.

C. **Tourism Director.** Working with Adam Libby to coordinate Shorty Gorham bull fight exhibition. He has been given the threshold for requesting funds. Event is scheduled for May 19th at JB Wells Park. Working with Terry Fitzwater of the Gonzales Inquirer as well as other city staff to coordinate and develop a spring beer and wine tasting and starving artist's festival; would be called "Come & Taste It". Paper has 3 breweries committed. Other entities have given suggestions of who to contact to be part of this event. Will also talk to local businesses about their involvement; local car club to possibly do a show. More work to be done on this; hoping this event takes off and becomes the caliber of Come & Take It. Event is scheduled for April 27-29th. Rare opportunity to be part of the State's EDC tourism assessment: how are we reaching

out to tourists; flyers; efforts to develop tourism? Gonzales received application and will be participating. Museum talking about doing a fall fundraiser. Continuing work on the Texas Independence Relay. Continue working with GET-A-Grip softball organization to bring tournaments to town. They are proposing to lease the quadraplex in Independence Park. Drafted a proposed operating agreement to be discussed and refined in coming weeks with City Manager and staff. Thanks to the Youth Center for allowing the use of their bus for a tour of the town for a recent visiting group. Helped deliver the "Grandeur of Gonzales" books. Discussion of tear-off map handouts to distribute to hotels and other locations.

3. **Report on Spring Garden and Grounds tour.** No other discussion.
4. **Report on Occupancy Trends.** About 55% positive change from year over year.
5. **Report on Pioneer Village.** No report.
6. **Report from Advisory Members on Event Development.** No further discussion.
7. **Report on Upcoming Events.** Chamber of Commerce Banquet February 23rd; GISD Casino Night Fundraiser January 20th.
8. **Financial Report.** Numbers handed out in board packet. More info to come regarding JB Wells financials.

ACTION ITEMS

9. **Chamber Funding Request: 2018 Advertising & 2018 Entertainment for CATI.** Holly Danz moved to consider the application; Allison Rodriguez seconded. Ken Morrow spoke first; we can fund all other kinds of events in conjunction with the chamber, so do we leave our recommendation as is or refine in hopes that Council passes it. Chris Kappmeyer believes we should be stewards of this money and would like to see less money going into successful events and hold back the money to be able to give to new, upcoming events. We've hit a successful benchmark with CATI because hotel rooms are full. Holly Danz spoke that yes, the board should champion new events, but should also be supportive of THE town event. She doesn't want to see CATI back track from the successful point it's at now, and bigger entertainers help make it successful. Chairwoman Crozier mentioned that in discussions with Daisy Freeman, CATI committee would like to see funds spent on entertainment and less on advertising if there is a need to cut funds. Dawn O'Donnell stated our charter states we fund events for 3 years and that's it. She'd like to see a new event in conjunction with CATI, and then that is something the board could fund. Ann Covert stated she'd love to fund new events, but there hasn't been a large amount of new events over the years. CATI is a successful event. Clint Hille also noted to keep in mind how much money would be generated from an event if we fund it. What's the rate of return? Alison Rodriguez talked regarding hotel occupancy during CATI; her hotel is not making as much; they could make more when the entertainment is better. Holly Danz amended the \$6,000 request for advertising to \$1,000 for advertising, Ken Morrow seconded. More discussion ensued. The vote was called; motion for \$1,000 for advertising carried. Chris Kappmeyer then moved to amend the entertainment request to \$7,000, Holly Danz seconded. Dawn O'Donnell would like to amend to \$5,000. Discussion continued on how entertainment

affects the attendance, room rates, what would pass at the City Council level. Vote was called; vote was tied. Dawn O'Donnell made a motion for \$5,000 for entertainment; Chris Kappmeyer seconded. Holly Danz moved to amend to \$8,000. There was discussion on where the committee is right now with entertainment. Amendment was retracted. Vote was called on the \$5,000; motion failed. Ken Morrow made a motion for \$8,000 for entertainment; Chris Kappmeyer seconded. Vote was called; motion carried.

10. **Call for new agenda items for the following meeting, by members.** None.

11. **Set date and time of next regular meeting.** Next regular meeting to be February 15th at 12pm,

Chairwoman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Ann Covert, the meeting was adjourned at 1:25pm.

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

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

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

City Policy: The City of Gonzales accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application two weeks prior to the GCVB Meeting which is held on the second Thursday of the month. The application will be reviewed by the Gonzales GVCB at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review. City Council will have final approval for any application requesting over \$2,500.00. The GCVB will make a recommendation to the City Council. The City Council will make the final decision on your request. You will be notified when City Council will address your request. Attendance is required.

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

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

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

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

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

- _____ Proposed Marketing Plan for Funded Event
- _____ Schedule of Activities or Events Relating to the Funded Project

Submit to:

City of Gonzales
Attention: 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

APPLICATION

Organization Information

Date: 1/9/18
Name of Organization: GONZALES INQUIRER / TERRY FITZWATER
Address: 622 ST. PAUL
City, State, Zip: GONZALES, TEXAS 78629
Contact Name: TERRY FITZWATER
Contact Phone Number: 672-2861 (offi) 517-930-1368 (cell)
Web Site Address for Event or Sponsoring Entity: WWW.GONZALESINQUIRER.COM
Is your organization: Non-Profit (WILL CHANGE) Private/For Profit
Tax ID #: _____ Entity's Creation Date: 12/1/17
Purpose of your organization: TO PROMOTE GONZALES AS A TOURIST & RETAIL DESTINATION THROUGH A CRAFT BEER, ART & WINE FESTIVAL. WE WANT TO BRING IN THOUSANDS TO STAY IN OUR TOWN FOR A WEEKEND & SHOP LOCAL
Name of Event or Project: CRAFT BEER, WINE & ART FESTIVAL
Date of Event or Project: APRIL 27-28, 2018
Primary Location of Event or Project: CONFEDERATE SQUARE
Amount Requested: \$2499
How will the funds be used? ADVERTISING THROUGH T.P.A. PRINTING OF POSTERS

Primary Purpose of Funded Activity/Facility: BRING & PERMIT TOURISM. PUT HEADS IN BEDS. PROMOTE RETAIL SPENDING IN SHOPS, RESTAURANTS, BARS, STORES, GAS STATIONS, ETC.

Percentage of Hotel Tax Support of Related Costs

< 10% Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

0 Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax

Tax for 0 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 _____

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: 1ST YEAR

Expected Attendance: 1000-2000 GUESTS

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? GOAL- FILL ALL HOTEL & B&B'S

How many nights will they stay? 2/3

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

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?

PREY EVENT SURVEY - CENSUS; WRIST BAND SALES

Please list other organization, government entities and grants that have offered financial support to your project: 0

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 BILLBOARDS, SOCIAL MEDIA, WEB SITES

What areas does your advertising and promotion reach?

THE ENTIRE STATE OF TEXAS

What number of individuals will your proposed marketing reach that are located in another city or county? 21,500,000 PEOPLE POTENTIALLY

(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: _____)



Hi Barbara and Clint,

Pursuant to the application for requesting funding from the hotel tax, I have been asked to provide a summary of the marketing plan and how the funds would be utilized.

1. PROPOSED MARKETING PLAN FOR THE COME AND TASTE IT CRAFT BEER, WINE AND ART FESTIVAL

- A. **TPA**—purchase a couple of ads at \$2400 each with the Texas Press Association. Ads will appear in all Texas newspapers that are part of the TPA. Over 500 newspapers with a combined circulation of over 22,000,000 readers.
- B. **Fenice Community Newspapers**—The Gonzales Inquirer is owned by Fenice Community Media. Fenice owns five community newspapers with a combined paid circulation of over 40,000 homes, or about 100,000 readers. These papers are owned and operated in Sealy, Fort Stockton, suburban Austin (Cedar Park and Round Rock), Madisonville and Gonzales. All

five papers will be promoting this event through advertising, social media, digital platforms and other internet promotions.

- C. **Reciprocity agreements** that publisher Terry Fitzwater has made with other Texas newspapers, including Cuero, Lockhart and New Braunfels to name a few.
- D. **Radio advertising and trades** with Sun Radio out of Gonzales, San Marcos, Dripping Springs, Austin and Bourne.
- E. **Billboard advertising** in the 14-county area covered by Hartman Distributing out of Victoria, Texas.
- F. **In kind promotion** on the Facebook and web pages of the beer participants, including Shiner, Goliad, Faust, Revolver, Coors and Bell's Brewery to name just a few.
- G. **Social media advertising** and pushes from the Gonzales Chamber.
- H. **Whatever advertising the artists and wineries might provide.**
- I. Advertising in the Discover magazine which will be placed In Texas Welcome Centers for the first time.

2. **SCHEDULE OF EVENTS**

A. FRIDAY, APRIL 27TH.

1, **VIP Private Party 6-8 p.m. in beer tent on Confederate Square.** Sponsored by Shiner. Hosted by the Running M. Free beer, wine and food open only to VIP participants who purchase the \$50 VIP pass. Free stein and beer mug to all attendees.

B. SATURDAY, APRIL 28th

- 1. **Art and wine vendors 9 a.m. - 8 p.m. Saturday, April 28,** in booths on Confederate Square
- 2. **Beer tent opens from 11-noon for VIP ticket holders only**
- 3. **Beer tent is open from noon-8 p.m. for all other attendees**
- 4. **Entertainment 2-3:30 on beer tent stage.**
- 5. **Entertainment 4-6 p.m. on beer tent stage.**

C. Event ends 8 p.m.

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

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- _____ Schedule of Activities or Events Relating to the Funded Project

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Attention: GCVB
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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

APPLICATION

Organization Information

Date: 2-5-2018
Name of Organization: Miss Gonzales County Royal Court
Address: 414 St Lawrence
City, State, Zip: Gonzales, TX 78629
Contact Name: Alpigail mata Casares
Contact Phone Number: 830.857.5488
Web Site Address for Event or Sponsoring Entity: GonzalesTexas.com
Is your organization: Non-Profit Private/For Profit
Tax ID #: 74 0648360 Entity's Creation Date: 1923
Purpose of your organization: Royal Court travels all over Texas representing Gonzales + inviting festival Spectators to tour Gonzales.
Name of Event or Project: Armed Forces River Parade
Date of Event or Project: May 19, 2018
Primary Location of Event or Project: San Antonio, TX Riverwalk
Amount Requested: \$4,200
How will the funds be used? For advertising purposes, + Travel fees
Please see attached form.

Primary Purpose of Funded Activity/Facility: Advertising Gonzales Event will be Televised.

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.

live coverage on TV, logo on website + Social Media

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:

Stations
Fox 29
CW 35
SA 4
KJ97

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:

one of the largest parades in riverwalk

How many years have you held this Event or Project: 1st year in parade

Expected Attendance: 35,000 plus 125 TV markets / Pentagon Station

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

How many nights will they stay? TBD

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

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
N/A			

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

Requesting info from local Hotels & monitor via social media request

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

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet; This will be a Televised event

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?

TBD

Armed Forces River Parade

May 19, 2018

5-6 pm, Concert, Arneson River Theatre

6-7 pm, Parade, 2 ½ mile downtown portion of River Walk

6-7 pm, Parade Televised Live, CW35 KMYS

This parade, dedicated to the men and women of the United States Armed Forces, features 26 patriotically-decorated floats carrying all branches of military personnel. The parade theme is patriotic music and will play from all the floats. View the parade for free from anywhere downtown on the River Walk.

On-stage entertainment will serenade the floats through the Arneson River Theatre.

This is one of the largest parades held on the River Walk. It is televised live locally and syndicated in over 25 markets throughout the United States including the Pentagon Channel. The presenting event sponsor is Budweiser.

For details go to www.TheSanAntonioRiverWalk.com

View the parade for free from anywhere downtown on the River Walk. It's an ideal time to make a reservation at your favorite spot on the River Walk so you can dine and drink outside while enjoying the parade.

Memorial Day Artisan Show

May 25-28, 2018, Opening day, 11am– 11pm, Middle days 10am–11pm, Final day, 10am–8pm

River Walk Extension (close to Shops at Rivercenter)

Vendors display and sell beautiful handmade merchandise along the San Antonio River Walk. Artisans are different for each show but usually include pottery, textiles, jewelry, woodwork, paintings, beadwork and more.

Fourth of July Artisan Show

June 29 – July 2, 2018, Opening day, 11am– 11pm, Middle days 10am–11pm, Final day, 10am–8pm

River Walk Extension (close to Shops at Rivercenter)

Vendors display and sell beautiful handmade merchandise along the San Antonio River Walk. Artisans are different for each show but usually include pottery, textiles, jewelry, woodwork, paintings, beadwork and more.

Bud Light Stars, Stripes, & Lights

June 29-July 4, 2018, (sunset at 8:38pm)

2 ½ mile downtown area of the River Walk

Two-thousand patriotic luminarias (lights in bags) will glow on display in star-spangled themed bags along the banks of the downtown River Walk. Free to enjoy!

Summer Artisan Show

July 27 – July 29, 2018, Opening day, 11am– 11pm, Middle day 10am–11pm, Final day, 10am–8pm

River Walk Extension (close to Shops at Rivercenter)

Vendors display and sell beautiful handmade merchandise along the San Antonio River Walk. Artisans are different for each show but usually include pottery, textiles, jewelry, woodwork, paintings, beadwork and more.

Labor Day Artisan Show

August 31- September 3, 2018, Opening day, 11am– 11pm, Middle day 10am–11pm, Final day, 10am–8pm

River Walk Extension (close to Shops at Rivercenter) Vendors display and sell beautiful handmade merchandise along the San Antonio River Walk. Artisans are different for each show but usually include pottery, textiles, jewelry, woodwork, paintings, beadwork and more.



Silver Sponsorship Investment: \$5,000

SPONSOR BENEFITS	VALUE
One Float Includes: Barge, Driver, Sound System, Generator & professional decorations	\$3,500
Company Name on both sides of the float & Logo in the Arneson River Theater	\$500
One (1) minute verbal script commentary during televised broadcast TV script provided by sponsor	\$20,000
Logo on the River Walk website April – June 2017	\$2,400
Social Media Promotion -2 Facebook, 2 Twitter, 1 Instagram	\$2,000+
One (1) exclusive e-blasts to 35,000 contacts and Paseo Members in 2017	\$2,000
Four (4) Reserved VIP box seats in Arneson River Theater	\$120
Four (4) invitations to VIP event after parade	\$120
Discounted advertising in RIO Magazine	\$300
TOTAL VALUE OF SPONSOR OPPORTUNITY	\$30,940

Bronze Sponsorship Investment: \$4,000

SPONSOR BENEFITS	VALUE
One Float Includes: Barge, Driver, Sound System, Generator & professional decorations	\$3,500
Company Name on both sides of the float	\$500
One (1) minute verbal script commentary during televised broadcast TV script provided by sponsor	\$20,000
Logo on the River Walk website April – May 2017	\$1,600
Social Media Promotion -2 Facebook, 2 Twitter, 1 Instagram	\$2000+
Four (4) invitations to VIP event after parade	\$120
Discounted advertising in RIO Magazine	\$300
TOTAL VALUE OF SPONSOR OPPORTUNITY	\$28,020

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

(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: ~~_____~~)

Thank you for taking time to consider our applications.

Sincerely,

Abigail O Mata Casares
Angelina M. Casares

Old Jail Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January	151	293	468	357	299		
February	139	440	551	512			
March	627	1,223	1,112	1,737			
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	299	0	0

Gonzales Memorial Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January		1122	645	595	496		
February		704	700	888			
March		1803	2014	1848			
April		947	1022	2135			
May		1064	1143	1157			
June		1224	1199	1185			
July		1547	1623	1701			
August		1081	902	918			
September		1325	1015	442			
October		1219	932	1364			
November		646	835	831			
December		667	932	586			
Yearly Total	0	13349	12962	13650	496	0	0

Chamber of Commerce and Visitor Center Summary

Month	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
January	361	311	182	186	273	0	176	90	101			
February	378	365	170	583	397	0	183	156	195			
March	546	583	601	620	790	0	391	299	648			
April	347	411	512	723	248	302	284	170	233			
May	341	506	391	393	391	432	362	205	360			
June	545	607	465	483	386	275	321	360	385			
July	530	552	536	659	387	553	252	449	376			
August	455	366	356	344	443	528	221	265	290			
September	339	380	294	294	281	230	137	238	197			
October	1053	1126	659	625	528	233	255	239	389			
November	356	279	205		269	203	204	248	339			
December	150	237	220		206	524	76	139	198			
Yearly Total	7410	7733	6602	6922	6612	3,280	2,862	2,858	3,711	0	0	0

**City of Gonzales
HOT Tax Revenues**

Quarter	Projected FYE 9-30-18	Actual FYE 9-30-18	Actual FYE 9-30-2017	Actual 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		\$ 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		\$ 175,621.29	\$ 174,206.47

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

Income through 12-12-2018 = \$202,812 (includes \$66k past due)

~ \$136,812 Current MTD

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	\$ 1,469.51
7-811.202	Postage	\$ 5,000.00	\$ 4,973.89
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	\$ 3,819.25
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	\$ 11,712.89
7-811-502	Advertising	\$ 20,000.00	\$ 19,000.00
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	\$ 20,781.98
7-811.522	Texas Independence Relay	\$ 4,000.00	\$ 1,500.00
7-811.528	JB Wells House	\$ 5,000.00	\$ 5,000.00
7-811.529	Riverside Museum	\$ 5,000.00	\$ 4,996.50
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	\$ 2,271.88
Total		\$ 323,280.00	\$ 121,784.42