

# **GONZALES CONVENTION AND VISTOR BUREAU**

**Thursday, March 8, 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 February 15 ,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
  - Texas Independence Relay March 23-24
  - Bingo Bags and Badges Fundraiser March 23rd
  - Master Gardeners Plant Sale March 24
  - Gonzales Spring Nationals Monster Truck Showdown March 31
  - 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 19<sup>th</sup>
  - Relay for Life Cinco de Mayo Event May 5
  - Summer Concert Series Every Friday in June and 4<sup>th</sup> of July
5. Financial Report

#### **ACTION ITEMS**

1. Discussion of mission statement and proposed policy for consideration by City Council regarding delegated authority to the CVB Advisory Board for funding of events
2. Request from Adam Libby for consideration of funding for advertising for Shorty Gorham's American Free Style Bull Fighting \$2,500
3. 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](http://www.gonzales.texas.gov) the 2nd day of March 2018 at 10:15 a.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed

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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.

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***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, February 15, 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, Ann Covert, Ken Morrow;; **Members absent:** Suzanne Sexton, Alison Rodriguez ,Chris Kappmeyer, Paul Frenzel; **Ex officio present:** none; **Staff present:** Clint Hille ; **City Officials present:** Genora Young, Barbara Friedrich; **Guests:** Kat Penrose, Terry Fitzwater, Abby Casares, Tiffany Hutchinson

**Public Comments:** Guests introduced themselves - Abby Casares representing the request for funds for a float in a Military Parade; Terry Fitzwater representing the request for funds for the Come & Taste It festival.

**Approval of Minutes**

1. **Approval of Minutes:** The minutes of the January 18, 2018 meeting were approved.

**REPORTS**

2. **Staff Reports**

**A. JB Wells.** Jr. High Rodeo will be here in May and this is also a bid year. If anyone has items for the buckets, those items need to be to Anne by May 11<sup>th</sup>.

**B. Main Street.** The board approved sponsoring and helping with the beer and wine festival. The art festival will have use of their 501(c)3 to pay invoices, etc. Still working on June concert series and Star Spangled Spectacular. Pilot Club had asked to be on their agenda as they had an idea for Winterfest; the board gave their blessing for the idea of doing a wine and wassail trail.

**C. Tourism Director.** Still working with Adam Libby to coordinate Shorty Gorham bull fight exhibition on May 19th. Expecting a request for funds for the event. Come and Taste It Festival – sponsorship levels have been developed and 3 sponsorships have already been sold. Vendor applications are available as well. The Chris Eska film will be shown at The Lynn. Making preparations for the Jr. High Rodeo directors and participants. Clint Hille attended an informational conference and will implement some of the things he learned. Also working on brochures and maps. Some discussion on the upcoming Tourism week. Also discussed the billboard situation – lots of pros and cons for keeping vs. getting rid of boards. Will be reviewing the billboards. Several other advertising opportunities available – Clint will be reviewing to decide which ones are feasible/sensible. Two town hall type meetings will be held to discuss the

importance of having the Jr. High Rodeo come to town. The Historic Homes Association book has arrived; available at the Chamber.

3. **Report on Spring Garden and Grounds tour.** No other discussion as this has somewhat morphed into the Come and Taste It Festival; will keep it on the back burner.
4. **Report on Occupancy Trends.** No report.
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; Gonzales Stock Show March 1-3; Texas Independence Relay March 23-24; 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.
8. **Financial Report.** As of the end of the 1<sup>st</sup> quarter, HOT funds collected are \$97,763.91. To date, earned HOT funds are at \$134,662.

#### **ACTION ITEMS**

9. **Approval of dispersal of \$2500 funding for Texas Independence Relay.** Dawn O'Donnell moved to disperse the funds for Texas Independence Relay, Holly Danz seconded. Ann Covert asked if there was a post report from the last event to show rooms used; most if not all were full. Motion carried.
10. **Discussion of mission statement and proposed policy for consideration by City Council regarding delegated authority to the CVB Advisory Board for funding of events.** City Council would like the Board to send a proposed policy for approval so we are all in alignment from the requesting to the dispersing of funds. As of now, all funding requests go to Council for approval. This policy would give us a threshold of what dollar amount is allowed for the board to approve without it going to Council.
11. **Request from Gonzales Inquirer for consideration of funding for advertising for Come and Taste It Festival \$2,499.** Motion made by Ken Morrow to approve funding, Dawn O' Donnell seconded. Terry Fitzwater discussed where these advertising funds would go – Texas Press Association will run one ad in every paper in Texas that's part of their program. Will also be doing radio ads, Discover magazine, social media; as well as posters and other signage. Ad with TPA should be a 2x4-sized or 2x5-sized ad. Motion carried.
12. **Request for funding from Abigail Mata Casares to sponsor float in Military Parade during SA Fiesta \$4,200.** Ken Morrow moved to approve the funding, Holly Danz seconded. This request is not the normal type of funding request. For legalities, this event would need to promote lodging in order to receive advertising funds. But could find other ways to support the cause behind the request should the lodging advertising not be feasible. The group would have some say in the decorating of the float/barge regarding flags, signage, etc but not sure to what extent.

Ann Covert moved to amend the motion from \$4,200 to \$2,000; amendment was accepted.  
Motion carried.

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

14. **Set date and time of next regular meeting.** Next regular meeting to be March 8th at 12pm.

Chairwoman asked for a motion to adjourn. Ann Covert moved that we adjourn. With a second from Holly Danz, the meeting was adjourned at 1:05pm.

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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.**

**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: Preference will be given to those requests which will most likely be able to increase hotel occupancy. The City of Gonzales accepts applications from groups and businesses whose program fits into one or more of the above categories. 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. 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. 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. 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. 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.

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 Advisory Board 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 \$5,000.00 on which 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. 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



# 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  

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

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

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

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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;  

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

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**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: \_\_\_\_\_

# APPLICATION

## Organization Information

Date: 2/20/2018

Name of Organization: Shorty Gorham's American Free Style Bull Fighting

Address: PO Box 713

City, State, Zip: Cotulla, TX 78014

Contact Name: Adam Libby

Contact Phone Number: 701-300-2918

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

Is your organization: Non-Profit \_\_\_\_\_ Private/For Profit

Tax ID #: \_\_\_\_\_ Entity's Creation Date: 5/1/2017

Purpose of your organization: Promote and produce western entertainment events such as freestyle bullfights.

Name of Event or Project: Shorty Gorham's American Freestyle Bullfight Gonzales

Date of Event or Project: 5/19/2018

Primary Location of Event or Project: JB Wells Park Arena

Amount Requested: \$2500

How will the funds be used? Marketing and advertising

Primary Purpose of Funded Activity/Facility: To make our 2nd annual Shorty Gorham's AFB bigger than the first year and keep growing year after year.

### Percentage of Hotel Tax Support of Related Costs

5.5% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

5.5% Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy

Tax for \_\_\_\_\_ the Funded Event.

5.5% 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:**

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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;

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

\$2500.00

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**Sporting Related Event Funding:**

What number of individuals will your proposed marketing reach that are located in another city or county? 200,000+

(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: \_\_\_\_\_)

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.**

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- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project



# MARKETING PLAN FOR SHORTY GORHAM'S AFB GONZALES

GONZALES TEXAS MAY 19<sup>TH</sup>

## Event Marketing

### 1) Social Media Marketing

Facebook – working off three pages.

- Shorty Gorham's fan page
- Shorty Gorham's American freestyle bullfighting Gonzales (paid advertising)
- Lights Out Fighting Bulls (paid advertising)
- Tagging and sharing all post and advertising with local Sponsors and Gonzales Chamber.

-Instagram -

-Tweeter -

- Shorty's total followers on all social media platforms: **50,000 plus**

### 2) Guerrilla Marketing –

- Posters 11 inch x 17 inch – surrounding areas of Gonzales and across Texas.
- 3ft x 4ft stand up posters to put at local sponsors locations and surrounding areas.

### 3) Terrestrial Radio -

- Running 30 second spots on 2 to 3 stations tentatively starting June 22<sup>nd</sup>. Two and half weeks before event. Running high frequency.
- Texas Thunder Radio
- No Bull Radio
- Spanish channel MAJIC TEJANO 95.9 Victoria, TX.

## 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			
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	785	0	0