

# **GONZALES CONVENTION AND VISTOR BUREAU**

**Thursday September 19, 2019  
Gonzales Municipal Building at  
11:00 A.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 August 15, 2019 minutes

### **REPORTS**

1. Staff Reports
  - A. JB Wells – Expo Center and JB Wells Park
  - B. Main Street – Barbara Friedrich
2. Report on March event
3. Report on October 12 Texas Revolution event
4. Report on Upcoming Events
  - First Shot Cook-Off – September 20, 21, 22
  - Gonzales County Tractor Pull and BBQ – September 20, 21, 22
  - First Shot Cook Off Color/Run Walk – September 21
  - Come and Take It – October 4<sup>th</sup> – 6<sup>th</sup>
  - Laurel Ridge Come & Christmas Party – October 5<sup>th</sup> and 6<sup>th</sup>
  - Ghost Host – October 19th
  - Happy Fall Y'all – October 26<sup>th</sup>
  - Rusted Gingham Barn Sale – November 1, 2
5. Financial Report

### **DISCUSSION ITEMS**

1. Discuss Wayfinding Signage
2. Discuss Billboard Signage
3. Discuss GCVB 20/20 goals\trash
4. Mural

### **ACTION ITEMS**

1. Discuss, consider, and possible action to increase funding to the Gonzales Visitor Center from \$20,000 to \$41,000 and recommending a budget

- amendment to City Council for the 2019-2020 Fiscal Year Budget.
2. Discuss, consider, and possible action regarding an application for Hot Tax Funding from Gonzales Historic Homes Association
  3. Discuss, consider, and possible action regarding advertising in the Houston House & Home Magazine
  4. Call for new agenda items for the following meeting, by members

### **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 16th day of September 2019 at 10:30 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.

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***Barbara Friedrich, Main Street Manager***

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, August 15, 2019

City Hall ~ 820 St. Joseph

1:00pm

**Call to Order and Certification of Quorum**

Chairwoman Dawn O'Donnell called the meeting to order at 1:00pm. A quorum was declared present.

**Members present:** Barbara Crozier, Holly Danz, Dawn O'Donnell, Ken Morrow, Lisa Brown, Jean Burns;  
**Members absent:** Suzanne Sexton, Tiffany Hutchinson; **Ex officio present:** none; **Staff present:** Barbara Friedrich, Tim Patek, Anne Dollary; **City Officials present:** none; **Guests:** Garrett McGinley, Don Page, Suzanne Zaitz

**Public Comments:** Suzanne Zaitz made a comment about Sisters on the Fly signs, to add that they are doing tours and the charge for the tours. Board suggested the tour and charge may need to be on a separate sign. Suzanne is also going to a restaurant and bar convention and asked if there were any type of promo items or print materials available for her to hand out.

**Approval of Minutes**

1. **Approval of Minutes:** One correction – Members present Dee Dee “Singleman”. Otherwise minutes of the July 2019 meeting stand as read.

**REPORTS**

2. **Staff Reports**

**A. JB Wells.** Very busy. For expo, now requiring more law enforcement for safety during events. New rodeo group coming to town; Region 6 rodeos starting up again. Upcoming: NRA banquet, First Shot Cookoff. Sisters on the Fly coming in earlier and earlier; earliest set up for Sept. 24 (650 attending).

**B. Main Street.** Working on Winterfest and Christmas decorations for the town. Santa's market will be 2pm-10pm; parade at 7pm. Talking to several people regarding façade grants. Old Toggery building has sold and will be turned into retail space. Pawn Shop building has been purchased. Old Jail visitor numbers were reviewed.

**C. Homes Tour.** There are enough homes for the tour, and tour will be happening without charge. Donations will be asked for. Will be in honor of Vickie Frenzel.

3. **Report on March event.** Been in contact with people from the Alamo to hold event again in 2020. Date is still up in the air. The rest of the event will be built once the date is selected. (Texas Independence Festival)

4. **Report on October 12 Texas Revolution event.** Still not quite sure what this event will look like, but have told them there will be Gonzales representatives there. Staying in touch with this group.
5. **Report on Upcoming Events:** Peach Creek Antiques opening & ribbon cutting August 23, Dancing with the Stars Youth Center Gala September 7, First Shot Cook Off September 20-22, Gonzales County Tractor Pull September 20-22, Texas Elks Homecoming @ Ottine September 20-22, Come and Take It October 4-6, Happy Fall Y'all October 26, Rusted Gingham Barn Sale November 1-2, Winterfest December 6-7, NYE Celebration @ Crystal Theatre December 31.
6. **Financial Report.** Numbers were reviewed; City Manager did state that some of the budget numbers will change due to Council's decision to appoint more funds to some of the historical entities. Otherwise, report stands as printed.

#### **DISCUSSION ITEMS**

1. **Board Appointments/Reappointments.** Those wishing to be reappointed need to send a note to Barbara Friedrich asking to be reappointed. There is also one vacant position to be filled.
2. **Discuss GCVB 2020 goals.** Goals to stay included in meeting packets so goals stay top of mind. Signage is very important. Dollars could be included as a line item in budget. Need to determine where to place signs. Will add action item for September meeting to place ad on digital billboard. Way signage is also top of list. Will help people get into downtown and help them maneuver around town. Jean also noted that the Braches house replica located in front of Riverside Museum will hopefully be moved to the Chamber's storage. Way signage will be added to September agenda.
3. **Mural.** No updated at this time.

#### **ACTION ITEMS**

1. **Discuss, consider, and possible action on application for Hot Tax Funding from Gonzales Chamber of Commerce and Visitor Center.** Holly Danz moved to approve this request for a digital sign in program. Ken Morrow seconded. Board agreed it would be a great tool to collect visitor information. Vote called; Jean Burns abstained, request approved.
2. **Discuss, consider, and possible action regarding purchase, insurance, and drivers for van.** City Manager discussed item. He stated Council thought it would be best to not get a van right now. Would like to get a new tourism director on board and let that person have some input.
3. **Discuss, consider, and possible action regarding AJR Media Group advertising in Native Texan Campaign, Texas Highways Magazine, and AAA Texas Journey Magazine.** All banner ads have been prepaid. Lisa Brown moved to approve advertising campaign, Holly Danz seconded. Money is allocated for the proposed ads. Vote called, motion approved.
4. **Discuss, consider, and possible action regarding promotion for Sisters on the Fly.** Glenda Gordon proposed to create signs to welcome Sisters on the Fly group. Signs to be placed in business windows around town. Main Street has agreed to help with this project and will be going to the businesses to put up. Main Street would like CVB to cover the cost of signs rather

than asking the individual businesses for \$15 each. Ken Morrow moved to provide the funding for the signs, up to \$2500; Jean Burns seconded. Motion approved.

5. **Call for new agenda items for the following meeting, by members.** Signage: digital billboard, way finding.
6. **Set date and time of next regular meeting.** September 19<sup>th</sup> at 1pm

Chairwoman asked for a motion to adjourn. Jean Burns moved that we adjourn. With a second from Holly Danz, the meeting was adjourned at 2:10pm.

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Holly Danz, Secretary

## Old Jail Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January	151	293	468	357	299	303	
February	139	440	551	512	486	776	
March	627	1,223	1,112	1,737	1,472	1,239	
April	290	959	930	764	938	654	
May	878	872	1,062	991	862	762	
June	443	948	1,131	1,059	863	890	
July	743	1,266	1,281	1,401	1,102	1,006	
August	398	665	536	735	688	702	
September	154	524	577	565	496		
October	1,754	1,656	3,634	2,492	3,857		
November	418	606	720	808	573		
December	678	489	566	581	580		
Yearly Total	6,673	9,941	12,568	12,002	12,216	6,332	0

## Gonzales Memorial Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January		1122	645	595	496	677	
February		704	700	888	652	668	
March		1803	2014	1848	1690	1896	
April		947	1022	2135	1007	898	
May		1064	1143	1157	1088	941	
June		1224	1199	1185	1092	1195	
July		1547	1623	1701	1336	1416	
August		1081	902	918	727	954	
September		1325	1015	442	630		
October		1219	932	1364	1433		
November		646	835	831	773		
December		667	932	586	715		
Yearly Total	0	13349	12962	13650	11639	8645	0



# FIRST SHOT COOK-OFF

GONZALES, TEXAS



2019

13th. ANNUAL

## IBCA Barbecue & CASI Chili COOKOFF

J.B. Wells Park

September 20-21-22, 2019

**FRIDAY 20TH**

MACARONI COMPETITION  
\$20.00 JACKPOT

CHECK IN TIME

1-9pm

EXPO CENTER

**SATURDAY 21ST**

**BBQ Cookoff Prizes**

**GUARANTEED**

**OVER \$10,000**

**TOTAL PURSE**

Money plus trophy for  
10 places in each category

PROCEEDS TO BE DISTRIBUTED TO THE GONZALES ELKS LODGE  
AND GONZALES JUNIOR HIGH ATHLETICS.

**CASI CHILI  
COOKOFF**

**SATURDAY  
MORNING**

**5K COLOR  
RUN-WALK**

**SUNDAY 22ND**

**CASI  
CHILI**

Turn in Time  
12 noon

Entry forms available online at [www.firstshotcookoff.com](http://www.firstshotcookoff.com) or contact Shirley Breitschopf 830-857-4142 or  
Sissy Mills 830-857-8247 / \$30.00 camping hookups — contact J.B. Wells Office 830-672-6558





# Come and Pull It! Truck & Tractor Pull

Friday, Sept. 20, 2019 - 6 PM & Saturday, Sept. 21, 2019 - 10 AM  
10 & Under FREE, 11 & Up: \$10.00 - Ear Plugs For Sale At Front Gate  
Hook Fee: \$10 Friday - \$20 Saturday



## THE ROAD TO HOUSTON STARTS HERE.

Brisket - Ribs - Chicken - Open Dutch Oven Dessert Categories!  
Team Registration, Turn In, & Awards at JB Wells Arena Office.

GCAGT.ORG  
(713) 828 - 6978  
(830) 672 - 4555

J.B. WELLS PARK  
2301 CR 197  
GONZALES, TX 78629

UTU Permits  
& RV Spaces Call:  
(830) 672-6558



# First Shot Cook Off 6th Annual



## Color Run/walk

**SEPT  
21**

**@Downtown Gonzales**

Gonzales First Baptist/First United  
Methodist Church Parking Lot - St. Paul St

**REGISTRATION AT 7:30AM - RUN AT 8:00AM**  
**\$15 PER CHILD & \$25 PER ADULT (18+)**  
**REGISTRATION FEES INCLUDE A FREE TSHIRT**

**FOR QUESTIONS OR DONATIONS, CONTACT**  
**CONTACT COACH CARRIZALES @**  
**(830)672-8641**



**FRIDAY**

BRANDI BEHLEN  
DAMON CURTIS & THE NOMADS  
JOHNNY BUSH



**FREE  
LIVE  
MUSIC**

**COMEDY TAKE**

**2019**  
**OCTOBER**  
**4TH-6TH**



**SATURDAY**

LOS GAVILANES  
LANDRY & CO.  
LOS CHAMACOS  
JANIE FRICKE  
LEE ROY PARNELL



**SUNDAY**  
SHINER HOBO BAND





# Save the Dates

**Christmas Sneak Peak Party**

**Sept 28th 12 - 6 pm**

**Come & Christmas Party**

**Oct 5th & 6th 12 - 6 pm**

**Come & Take It Weekend**

**Barn Sale Saturday Party**

**Nov 2nd 10 - 6 pm**

**We Give Thanks Party**

**Nov 29th & 30th 10 - 6 pm**

**Historic Home Tours**

**Discover Our History**

**Dec 7th & 8th 2 - 6 pm**



**Laurel Ridge**

**Inn & Antiques Christmas & Gifts**

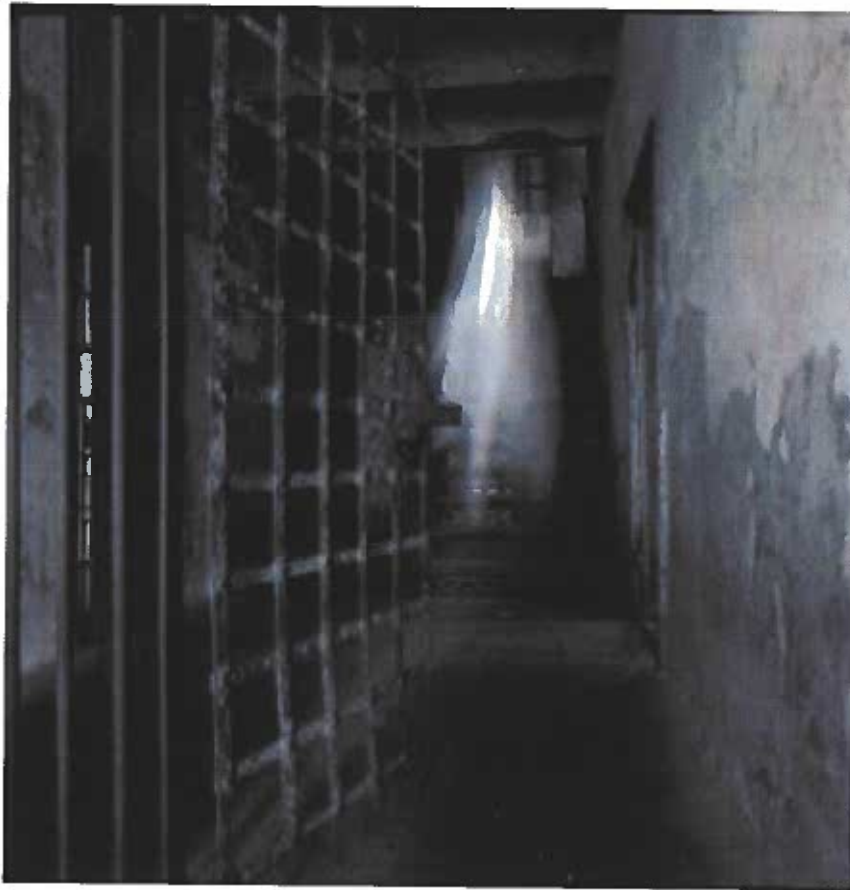
**827 St. Joseph Street Gonzales, Tx 78629**

**Shop online 24/7 at [www.laurelridgegonzales.com](http://www.laurelridgegonzales.com)**

**Like us on Facebook - Follow us on Instagram**



# FUNDRAISER FOR THE GONZALES COUNTY JAIL MUSEUM



## GHOST HOST !

SATURDAY, OCT 19, 2019 - 8:00 PM

EXPLORE & INVESTIGATE THE 1885 JAIL & A MYSTERY LOCATION

LED BY A PROFESSIONAL PARANORMAL INVESTIGATOR

RESERVE NOW - ADVANCE TICKETS SALES ONLY - \$40/PERSON

414 ST. LAWRENCE STREET, GONZALES TX

TEL: (830) 263-4663 EMAIL: [JAIL@GONZALESCHC.ORG](mailto:JAIL@GONZALESCHC.ORG)

MORE INFORMATION ON OUR FACEBOOK PAGE: GONZALES COUNTY JAIL MUSEUM

**RUSTED**  
*gingham's*

**12<sup>th</sup> Annual**

**BARN SALE**

Handmade & Remade Goods

ANTIQUES JUNK VINTAGE

Architectural Salvage

REPURPOSED FINDS

ORIGINAL ART

JB Wells Park  
Gonzales, TX



November  
1st & 2nd  
2019

RUSTED GINGHAM rustedgingham.com RUSTEDGINGHAM



FOOD & DRINKS

Family Friendly

VINTAGE VENDORS GALORE

COVERED BARN

FREE PARKING

LIVE  
MUSIC

**BARN  
SALE**

November 1st & 2nd  
Friday 4-9pm  
Saturday 9am-4pm

General Admission \$3 per person  
Cute kids - 12 & under - are free!

RUSTED GINGHAM  
 RUSTEDGINGHAM



JB WELLS PARK  
GONZALES, TX

rustedgingham.com  
 thegirls@rustedgingham.com

CITY OF GONZALES  
FINANCIAL STATEMENT  
AS OF: SEPTEMBER 30TH, 2019

## 500-RESTRICTED USE FUNDS

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
REVENUE SUMMARY						
811-HOTEL/MOTEL	280,500.00	5,074.78	529,963.05	188.94	0.00	( 249,463.05)
*** TOTAL REVENUES ***	280,500.00	5,074.78	529,963.05	188.94	0.00	( 249,463.05)
EXPENDITURE SUMMARY						
811-HOTEL MOTEL	420,128.66	5,000.00	327,080.00	77.85	0.00	93,048.66
*** TOTAL EXPENDITURES ***	420,128.66	5,000.00	327,080.00	77.85	0.00	93,048.66
** REVENUES OVER (UNDER) EXPENDITURES **	( 139,628.66)	74.78	202,883.05	145.30-	0.00	( 342,511.71)



C I T Y O F G O N Z A L E S  
FINANCIAL STATEMENT  
AS OF: SEPTEMBER 30TH, 2019

## 500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<hr/>						
811-HOTEL/MOTEL						
4-811.109 HOTEL OCCUPANCY TAX	276,000.00	5,074.78	514,056.23	186.25	0.00	( 238,056.23)
4-811.658 MERCHANDISE SALES	0.00	0.00	0.00	0.00	0.00	0.00
4-811.801 INTEREST INCOME	4,500.00	0.00	15,906.82	353.48	0.00	( 11,406.82)
TOTAL 811-HOTEL/MOTEL	280,500.00	5,074.78	529,963.05	188.94	0.00	( 249,463.05)
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*** TOTAL REVENUES ***	280,500.00	5,074.78	529,963.05	188.94	0.00	( 249,463.05)

CITY OF GONZALES  
FINANCIAL STATEMENT  
AS OF: SEPTEMBER 30TH, 2019

500-RESTRICTED USE FUNDS  
811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>1-PERSONNEL EXPENSE</u>						
7-811.101 TOURISM DIRECTOR'S SALARY	69,298.66	0.00	54,864.71	79.17	0.00	14,433.95
7-811.109 LONGEVITY PAY	0.00	0.00	0.00	0.00	0.00	0.00
7-811.110 F.I.C.A	0.00	0.00	0.00	0.00	0.00	0.00
7-811.111 UNEMPLOYMENT	0.00	0.00	0.00	0.00	0.00	0.00
7-811.112 RETIREMENT TMRS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.113 WORKERS COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00
7-811.114 MEDICAL INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.115 FLEX CARD FEE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.116 LIFE INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.121 EMPLOYMENT FEES	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 1-PERSONNEL EXPENSE	69,298.66	0.00	54,864.71	79.17	0.00	14,433.95
<u>2-SUPPLIES EXPENSE</u>						
7-811.201 OFFICE SUPPLIES	1,000.00	0.00	202.59	20.26	0.00	797.41
7-811.202 POSTAGE	4,000.00	0.00	402.36	10.06	0.00	3,597.64
7-811.203 COPIES/PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.219 MINOR EQUIP/FURNITURE	200.00	0.00	0.00	0.00	0.00	200.00
TOTAL 2-SUPPLIES EXPENSE	5,200.00	0.00	604.95	11.63	0.00	4,595.05
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 MAINT. TO OFFICE EQUIP/FURN.	1,000.00	0.00	221.02	22.10	0.00	778.98
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	1,000.00	0.00	221.02	22.10	0.00	778.98
<u>4-CONTRACT/OPER SERVICES</u>						
7-811.401 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.404 CELL PHONES	1,080.00	0.00	500.37	46.33	0.00	579.63
7-811.407 INTERNET ACCESS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.408 MEMBERSHIP DUES	9,000.00	0.00	8,123.75	90.26	0.00	876.25
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.410 LEGAL FEES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 MARKETING CONSULTANT	0.00	0.00	0.00	0.00	0.00	0.00
7-811.412 VISITOR'S CENTER	20,000.00	5,000.00	15,000.00	75.00	0.00	5,000.00
7-811.413 PIONEER VILLAGE	10,000.00	0.00	8,512.88	85.13	0.00	1,487.12
7-811.414 JB WELLS PARK	10,000.00	0.00	5,989.46	59.89	0.00	4,010.54
7-811.415 MAIN STREET	20,000.00	0.00	18,226.35	91.13	0.00	1,773.65
7-811.416 CRYSTAL THEATRE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	15,000.00	0.00	5,024.43	33.50	0.00	9,975.57
TOTAL 4-CONTRACT/OPER SERVICES	85,080.00	5,000.00	61,377.24	72.14	0.00	23,702.76

C I T Y O F G O N Z A L E S  
FINANCIAL STATEMENT  
AS OF: SEPTEMBER 30TH, 2019

500-RESTRICTED USE FUNDS  
811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	40,000.00	0.00	31,727.38	79.32	0.00	8,272.62
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	5,000.00	0.00	6,606.54	132.13	0.00	( 1,606.54)
7-811.519 PROMOTIONAL ITEMS	10,000.00	0.00	4,155.08	41.55	0.00	5,844.92
7-811.520 MARKETING-WEBSITE/BROCHURES	9,000.00	0.00	8,215.16	91.28	0.00	784.84
7-811.521 SPECIAL EVENTS	30,000.00	0.00	27,350.00	91.17	0.00	2,650.00
7-811.522 INDEPENDENCE RELAY	4,000.00	0.00	1,102.50	27.56	0.00	2,897.50
7-811.523 COME AND TAKE IT EVENT	5,000.00	0.00	5,000.00	100.00	0.00	0.00
7-811.524 GONZALES CO. JAIL MUSEUM	5,000.00	0.00	5,000.00	100.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	0.00	0.00	0.00	0.00	0.00	0.00
7-811.526 MEMORIAL MUSEUM	20,000.00	0.00	0.00	0.00	0.00	20,000.00
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	1,102.41	22.05	0.00	3,897.59
7-811.528 JB WELLS HOUSE	5,000.00	0.00	5,000.00	100.00	0.00	0.00
7-811.529 RIVERSIDE MUSEUM	5,000.00	0.00	1,203.01	24.06	0.00	3,796.99
7-811.530 EXPO CENTER	0.00	0.00	0.00	0.00	0.00	0.00
7-811.531 CITY SPECIAL EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.532 TOURISM WEEK	3,000.00	0.00	0.00	0.00	0.00	3,000.00
7-811.533 NEW EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.534 ONE-TIME EVENTS/EXPENSES	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 5-SPECIAL CHARGES EXPENSE	146,000.00	0.00	96,462.08	66.07	0.00	49,537.92
<u>6-CAPITAL OUTLAY EXPENSE</u>						
7-811.610 OFFICE FURNITURE & EQPT	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 6-CAPITAL OUTLAY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
<u>9-NON-OPERATING EXPENSES</u>						
7-811.901 TRANSFER TO DEBT SERVICE	113,550.00	0.00	113,550.00	100.00	0.00	0.00
TOTAL 9-NON-OPERATING EXPENSES	113,550.00	0.00	113,550.00	100.00	0.00	0.00
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TOTAL 811-HOTEL MOTEL	420,128.66	5,000.00	327,080.00	77.85	0.00	93,048.66
<hr/>						
*** TOTAL EXPENSES ***	420,128.66	5,000.00	327,080.00	77.85	0.00	93,048.66

\*\*\* END OF REPORT \*\*\*

**Plans and Goals to Address Weaknesses noted in Tourism Assessment  
May 2019**

**Beautification and Maintenance of the City-Providing a Positive Image**

- Reform a Beautification Advisory Committee
  - 6-10-person committee consisting of
    - Master Gardeners/Garden Club
    - Downtown Association
    - Historic Homes Association
    - Main Street
    - Chamber of Commerce
    - Convention and Visitor's Bureau
    - Economic Development Corporation
    - Realtors
    - County
    - Lodging Owners
- To work directly with Parks and Recreation
- Improve appearance of downtown, parks and entranceways
  - Renovate public restrooms
  - Paint handrails and light poles
- Work with Main Street to finish lights and other downtown amenities such as
  - Replacing and maintaining building and landscape lighting
  - Trash cans
  - Benches
  - Banners
  - Other aesthetically pleasing amenities

**Social Media**

- Redesign and Update Gonzalestx.travel web site
- Continue to add features, enhance and promote Gonzales App
- Consistent Facebook posting with budget allocated to boosting posts
- Work with Chamber and EDC to provide social media training for local businesses

**Signage**

- Work with City and EDC to improve and create wayfinding signs
- From major highways and thoroughfares in and around downtown area

**Promote Local Businesses**

- Work with Chamber of Commerce to provide
  - Hospitality Training
  - Develop a larger volunteer base to assist with Tourism
  - Enhance business success opportunities
  - Encourage longer hours and being open on Sundays

Work with City to help develop preservation ordinances to maintain the historic integrity of the City

- Vacant building ordinance

Work with Museums to

- Aide with fund raising to preserve and promote historic tourism assets
- Develop and enhance displays in a more dynamic entertaining, educational and entertaining way
- Better utilize facilities such as the Amphitheater



## **Budget Request 2019-2020**

The Gonzales Chamber of Commerce & Visitor Center continues to serve Gonzales County welcoming thousands of visitors a year. The Gonzales Chamber of Commerce and Visitor center is responsible for handling all tour inquiries for Gonzales; often times deemed the booking agents of tours. The Chamber & Visitor Center books and schedules tours accordingly in a professional manner to the specifics of each group. (Please see attached TXDOT Tourism Assessment) This includes contacting the restaurant of choice from the tour groups to ensure that the facility will be able to accommodate.

Group tours can range from 4 to 150 visitors at a time. At this time, tour volunteers are not compensated for their time, vehicle maintenance, or fuel. The Chamber & Visitor Center receives on average 18 or more tourism calls a day about visiting and or needing information about the Gonzales, Texas area. The Chamber & Visitor center is currently in the process of upgrading their telephone lines so that no calls will hear a busy signal. At this time there are only two lines, often times those lines are disconnected due to the provider. Every March the Chamber & Visitor Center will receive many requests from 4th, 7th, and 11th grade students from across the state on Gonzales to assist with their school project. The Gonzales Chamber holds the contract with the State of Texas as being the visitor center and must submit quarterly and annual reports from handwritten submissions from visitors to the Gonzales area.

The Chamber & Visitor center is also responsible for tracking Gonzales Visitor Guide brochures, distributing brochures to business by request, and assisting with Gonzales CVB on design and information that is printed. The Chamber & Visitor Center creates tour packs for many groups that visit Gonzales. For Example, packets were made for the Texas Jr. High Rodeo Association Finals, Garden club, Model A tour group, Youth Rodeo Association, Class Reunions, and many more ranging from schools, churches, education groups, and non-profits. Surrounding Chambers and Visitors Centers regularly contact the Gonzales Chamber and Visitor center for information about Gonzales for them to display in their area/office. Each inquiry will receive 100 tour guide brochures if funding is available, sometimes they request more. With Eagle Ford Shale in play, Gonzales has gained many RV parks in our area.

It is the Chamber & Visitors Center's responsibility to provide these RV Parks with tour packets to help promote the community and welcome them to the area. The Chamber and Visitor Center searches on a regular basis any mentions or hashtags about Gonzales, Texas through their social media outlets on a 24/7 basis. Here the Chamber & Visitor Center can respond to tourists as they are visiting Gonzales. For example, when a tourist tweets a photo of the Gonzales Cannon the Chamber & Visitor Center will respond with "Thank you for visiting Gonzales! Stop by the Chamber and Visitor Center for more information about tour attractions!" The Chamber & Visitor Center uses personal electronic devices for this outreach and is not compensated. Not only does the Chamber and Visitor Center greet these tourists, they also educate them about Gonzales's history. For example, many people will post "Remember the Alamo, Come and Take It!" It is our duty to educate citizens that the Battle of Gonzales was the first shot for Texas Independence, thus creates interest to visit the Gonzales area. Our social media outreach consists of the following:

- Chamber Facebook
- Chamber Twitter
- Chamber Instagram
- Chamber Pinterest
- Chamber Snapchat
- CTI Facebook
- CTI Twitter
- CTI Instagram
- CTI Pinterest
- 

The Gonzales Chamber & Visitor Center has also experienced an increase in traffic through the office creating an increased cost in our maintenance department. The maintenance staff now comes in once in a week instead of every other week like years past. With the increase in activity the Chamber & Visitor Center has had to hire extra staff to enhance our infrastructure in place to accommodate.

We hope that the City of Gonzales will approve the funds requested.

Sincerely,

Daisy Scheske Freeman  
Executive Director



## Chamber & Visitor Center Information

### Staff:

- Daisy Scheske- Executive Director
  - Liz Reiley- Administrative Assistant/ Tour Coordinator
  - Angelina Casares- Student Associate
  - JoLaine Schurig- Weekend Visitor Center Docent
  - Regan Gray- On Call
  - Angela Schurig- Office Custodian
- 
- Leon Netardus -Volunteer Tour Guide
  - Paul Frenzel- Volunteer Tour Guide
  - Elgin Heinemeyer- Volunteer Tour Guide
  - Dr. Williamson- Volunteer Tour Guide

## GONZALES VISITOR INFORMATION CENTER - TOURISM LABOR AND EXPENSE ALLOCATION BUDGET

Personnel	Hourly Rate	Regular Hours	Base Pay	Percent of Time Spent on Tourism	Base Pay Allocated to Tourism	Proposed Holiday Hours (9:00-4:00)	Holiday Pay	Total Dollars Proposed for Tourism
Daisy	\$24.76	2,080	\$51,500.00	25.00%	\$12,875.00	14.00	\$346.63	\$13,221.63
Liz	\$17.00	2,080	\$35,360.00	40.00%	\$14,144.00	14.00	\$238.00	\$14,382.00
JoLaine	\$9.27	514	\$4,764.78	100.00%	\$4,764.78	14.00	\$259.56	\$5,024.34
Angelina	\$7.25	750	\$5,437.50	20.00%	\$1,087.50	14.00	\$203.00	\$1,290.50
			\$97,062.28	33.87%	\$32,871.28	56.00	\$1,047.19	\$33,918.47

Office Expenses	Office Expenses	Percent Allocated to Tourism	Tourism share of Expense	Percent Allocated for Holidays	Share of Expense for Holidays	Total Office Expense for Tourism
Janitor	\$2,100.00	33.87%	\$711.19	1.07%	\$22.41	\$733.60
Utilities	\$3,500.00	33.87%	\$1,185.32	1.07%	\$37.36	\$1,222.67
Pest Control	\$1,920.00	33.87%	\$650.23	1.07%	\$20.49	\$833.28
Telephone	\$2,400.00	33.87%	\$812.79	1.07%	\$25.62	\$838.41
Office Equipment/Supplies	\$3,500.00	33.87%	\$1,185.32	1.07%	\$37.36	\$1,222.67
	\$11,320.00		\$3,833.65		\$120.83	\$4,117.04
TOTAL BASE COST			\$36,704.93			\$38,035.51

Reimbursable Expenses		
Postage	Estimated	\$3,000.00
Envelopes/labels	Estimated	\$300.00
TOTAL REIMBURSABLE EXPENSES	Estimated	\$3,300.00

**TOTAL ESTIMATED COST OF OPERATING THE GONZALES VISITOR INFORMATION CENTER \$41,335.51**

# Hotel/ Motel Tax Funding for Chamber of Commerce/ Visitors Poll

1. Is your chamber currently in charge of the distribution of the Hotel/ Motel Tax funds?
  - a) **Smithville:** The City gets the funding and gives the Chamber 50% to 75% of the funds. The rest of the funds go into a billboard that the chamber and city pay for together- so essentially we get most of the funding.
  - b) **Cuero:** Receive funds but not in charge of distributing funds.
  - c) **Luling:** Chamber has received all of the HOT funds
  - d) **Sealy:** Receives part of it
  - e) **Hallettsville:** No our city has a committee made up of people from a restaurant; hotel, event chairman etc. and they are in charge of that.
  - f) **Flatonia:** No. The City manages HOT distribution.
  - g) **Schulenburg:** The city distributes the funds.
2. If so, how much money do you receive quarterly or yearly basis?
  - a) **Smithville:** \$17,000 for the year.
  - b) **Cuero:** Receive \$30,000 quarterly. \$120,000 annually.
  - c) **Luling:** \$60-70,000 quarterly for advertising (brochures, trade shows, billboards, visitor center payroll, etc.) and event purposes.
  - d) **Sealy:** \$17,000 quarterly, \$62,000 annually.
  - e) **Hallettsville:** Receive \$60,000 a year and that is used for payroll.
  - f) **Flatonia:** Divides it out in percentages to three main entities. The City keeps 5% for its use. The Chamber currently receives 45% of whatever is collected each quarter.
  - g) **Schulenburg:** receive \$16,500 quarterly. \$66,100 annually.\*

# Gonzales Chamber of Commerce Awards

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**2019**

**APPOINTED TO MEDIA AWARDS  
CHAIRPERSON**

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**2018**

**1ST PLACE MARKETING  
2ND PLACE SOCIAL MEDIA**

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**2017**

**1ST PLACE MARKETING  
1ST PLACE SOCIAL MEDIA**

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**2016**

**1ST PLACE SOCIAL MEDIA  
1ST PLACE NEWSLETTER  
2ND PLACE MARKETING  
2ND PLACE WEBSITE**

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**2015**

**1ST PLACE CHAMBER MARKETING  
1ST PLACE SOCIAL MEDIA**

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**2014**

**1ST PLACE SOCIAL MEDIA  
3RD PLACE NEWSLETTER**





# Old Jail Museum and Visitor's Center

Strengths: This is quite a unique attraction to Gonzales given Opportunities: Given the limitations of staffing the Old Jail Museum, there is room to provide much more written interpretation throughout the museum. There is a digital board that rotates photos. Perhaps this could be used to create an informational video about the jail that plays on loop? This could possibly be created with the assistance of the two gentlemen who help with the free downtown tours. As for opportunities for the Visitor's Center, there is more room for an increased online presence. So far, the level of activity is good. However, there is an opportunity for further cross-promotion of other attractions' content. This serves to bolster other amenities within Gonzales while also diffusing the burden of content creation.

that the Visitor's Center is located within a historic tourist attraction. While it is perhaps not the most ideal situation for the Visitor's Center, it does provide tourists with a more unique experience to both visit a historic jail while receiving information about Gonzales tourist attractions. The Visitor's Center is well organized and the staff was courteous, knowledgeable, and proper advocates for Gonzales. These types of "front line" tourism workers are essential in communicating both the hospitality afforded within Gonzales while also educating tourists on the many attractions in the Gonzales area. The free tours of downtown is also a strong amenity offered from this location.

Weaknesses: A huge weakness is this location's inability to be ADA compliant. Also, the museum is typically not staffed, which leads to a less impactful visit to this particular site.

Threats: No immediate threats come to mind concerning this location. There is perhaps a loss of educational impact when it comes to the interpretation afforded through the Jail Museum. However, the Visitor's Center is doing an excellent job thus far.

1:00 - 4:00  
SUNDAY  
9:00 - 4:00  
MONDAY - FRIDAY  
CHAMBER  
OF COMMERCE

Contract No. 1077

STATE OF TEXAS \*

\*

COUNTY OF TRAVIS \*

CONTRACT FOR TRAVEL LITERATURE DISTRIBUTION

THIS CONTRACT IS MADE BY and between the STATE OF TEXAS, acting by and through the Texas Department of Transportation, hereinafter called "State," and the <sup>Gonzales</sup> ~~city of~~ Chamber of Commerce, hereinafter called "City," for the purpose of distribution of state produced travel literature materials.

W I T N E S S E T H

WHEREAS, Texas Civil Statutes, Article 6144e provides for the dissemination of travel literature for informational and publicity purposes concerning the highways of the state, public parks, recreational grounds, scenic places, and other public places and scenic areas or objects of interest, data as to distance, historical facts, and other items or matters of interest and value to the general public and road users; and

WHEREAS, Title 43, Chapter 23 of the Texas Administrative Code defines "travel literature" and sets forth the department policies and procedures relating to the distribution of travel literature, and more specifically 43 TAC §23.10(c)(4)(B) provides for the distribution of travel literature to local governmental entities involved in tourism; and

WHEREAS, the State desires that the City assist the State in distributing the department's travel information and the City desires to distribute such information;

## A G R E E M E N T

NOW, THEREFORE, the State and the City in consideration of the mutual covenants and agreements herein contained, do hereby mutually agree as follows;

### ARTICLE I

#### SERVICES TO BE PROVIDED BY THE CITY

The City agrees to serve as, and discharge the duties of a travel literature distribution center, pursuant to 43 TAC §23.10, by:

(1) controlling distribution until a determination is made that the primary use for the travel material will be to promote or assist travel; (examples of materials being used for non-travel primary reasons include, but are not limited to, materials used for classroom teaching, public relations or as handouts for conventions, meetings or in relocation packets);

(2) limiting distribution to one (1) copy of state produced material per travel party;

(3) providing the travel literature free of charge;

(4) reordering travel literature as required;

(5) providing the State with a quarterly report tabulating the City's information center's visitation totals based on a calendar year;

(6) operating the City's information center on a set schedule;  
and

(7) notifying the State if the operating hours or days of the City's information center change.



**ARTICLE II**

**SERVICES TO BE PROVIDED BY THE STATE**

The State agrees to:

- (1) ship travel literature to the address furnished by the city;
- (2) ship the travel literature in case lots or quantities deemed economically appropriate by the State, subject to availability of inventory; and
- (3) pay the cost of shipping.

**ARTICLE III**

**CONTRACT PERIOD**

This contract becomes effective when fully executed by both parties and shall terminate as provided for herein.

**ARTICLE IV**

**TERMINATION**

The contract may be terminated upon 30-days written notice by either party.

CITY

THE STATE OF TEXAS

~~CITY OF~~ Gonzales Chamber of Commerce

By: Barbara Hand  
Executive Director

Executed by Director of Travel and Information Division and approved for the Texas Transportation Commission for the purpose and effect of activating and/or carrying out the orders, and established policies or work programs heretofore approved and authorized by the Texas Transportation Commission.

Date July 18, 1995

By: Doris Howdeshell  
Deputy Director, Travel and Information Division

Date August 16, 1995



# Texas Department of Transportation

Travel and Information Division  
P.O. Box 5000  
Austin, Texas 78763-5000

OK Alice  
(initials)

## To Whom It May Concern:

It is our understanding that you are interested in receiving state information to be distributed through your office. The Texas Department of Transportation (TxDOT) currently has a travel literature program available to city information centers that qualify. In order for us to determine if you qualify for the program, please complete the following questionnaire and mail or fax it to our office.

List the physical address of your information center: information center name, address, city, zip and telephone number and fax number.	Gonzales Chamber of Commerce & Visitor Center P.O. Box 134-414 St. Lawrence Gonzales, Tx. 78629
List address for shipping literature, if different from above.	P. O. Box 134 Gonzales, Tx. 78629
Contact person and telephone number.	Barbara Hand 210-672-6532
Where is your information center located? IE: within the Convention & Visitors Bureau; within the Chamber of Commerce; at the old Depot; in a kiosk at the airport; etc.	Old Jail Museum
Is your information center located on street level?	Yes
List the hours of operation for the center.	M-F 8 to 5; S 8:30-4; Su. 1-4
Describe the location of any signage directing visitors to the information center.	Signs on US 183 Bus. & will be placed on new US 183 Bypass
Is the information center staffed by paid or volunteer employees?	Paid
What was your information center's visitation total for last year?	7,000
How do you gather your visitation figure? IE: count each person; count those who sign the visitor registry; etc.	gathered from visitor registration books

If you have more than one location, please complete a form for each information center where you would like to distribute state literature. Upon review of this information, those who qualify will receive a contract to sign-up in the TxDOT Travel Literature Distribution program. In addition, you will receive a shipment of the *Official State Travel Guide*, the *Official State Travel Map*, and the *Calendar of Events* brochure for distribution in your city operated information center.

*Barbara Hand*  
Executive Director's signature

5.24.95  
Date

Mail this signed form back to Milton Maharg at the above listed address or by fax to 512-302-2022.

**500**  
**RESTRICTED USE**  
**FUND**

**CITY OF GONZALES  
BUDGET  
FY 2019-2020**

<b>500 - RESTRICTED USE FUND DEPARTMENT SUMMARY</b>	<b>2017/18 ACTUAL</b>	<b>2018/19 BUDGET</b>	<b>2018/19 ESTIMATED</b>	<b>2019/20 PROPOSED</b>
811 TOURISM	406,390	280,500	502,435	360,000
812 MEMORIAL MUSEUM	19,862	16,750	6,450	12,440
813 FORFEITURES	17,870	10,500	10,650	10,650
814 MUNICIPAL COURT	10,391	11,270	6,600	6,600
815 ROBERT L BROTHERS	287,416	92,945	101,445	93,745
<b>***TOTAL REVENUES***</b>	<b>741,929</b>	<b>411,965</b>	<b>627,580</b>	<b>483,435</b>
811 TOURISM	357,470	420,128	400,002	458,124
812 MEMORIAL MUSEUM	0	16,750	9,400	25,000
813 FORFEITURES	31,350	17,000	17,000	17,000
814 MUNICIPAL COURT	7,062	28,000	28,000	19,000
815 ROBERT L BROTHERS	63,316	176,300	172,286	43,700
<b>***TOTAL EXPENDITURES***</b>	<b>459,198</b>	<b>658,178</b>	<b>626,688</b>	<b>562,824</b>

**CITY OF GONZALES  
BUDGET  
FY 2019-2020**

**500 - RESTRICTED USE FUNDS  
DEPARTMENT REVENUES**

2017/18 ACTUAL	2018/19 BUDGET	2018/19 ESTIMATED	2019/20 PROPOSED
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**811-TOURISM**

4-811.109 Hotel Occupancy Tax	394,578	276,000	485,000	342,000
4-811.658 Merchandise Sales	40	0	0	0
4-811.801 Interest Income	11,772	4,500	17,435	18,000
<b>TOTAL 811 - HOTEL/MOTEL</b>	<b>406,390</b>	<b>280,500</b>	<b>502,435</b>	<b>360,000</b>

**812-GONZALES MEMORIAL MUSEUM**

4-812.100 Transfers from General Fund	4,350	3,000	0	0
4-812.658 Fundraising Receipts	15,245	13,500	6,000	7,000
4-812.801 Interest Income	267	250	450	440
7-812.901 Grant - Garden Club	0	0	0	5,000
<b>TOTAL 812 - MEMORIAL MUSEUM</b>	<b>19,862</b>	<b>16,750</b>	<b>6,450</b>	<b>12,440</b>

**813 - FORFEITURES**

4-813.100 Transfers from General Fund	0	0	0	0
4-813.101 Interest Income	801	500	650	650
4-813.508 Forfeiture Income-State	2,679	0	2,000	2,000
4-813.509 Forfeiture Income-Federal	14,390	10,000	8,000	8,000
<b>TOTAL 813 - FORFEITURES</b>	<b>17,870</b>	<b>10,500</b>	<b>10,650</b>	<b>10,650</b>

**814 - MUNICIPAL COURT**

4-814.100 Transfers from General Fund	8,959	10,000	5,000	5,000
4-814.501 Municipal Court Interest	1,432	1,270	1,600	1,600
<b>TOTAL 814 - MUNICIPAL COURT</b>	<b>10,391</b>	<b>11,270</b>	<b>6,600</b>	<b>6,600</b>

**815 - ROBERT L BROTHERS**

4-815.100 Transfers from General Fund	171,697	0	0	0
4-815.101 Interest Income	2,745	2,000	4,500	2,800
4-815.102 RLB Donations	0	0	0	0
4-815.103 Rental Income	112,624	90,945	90,945	90,945
4-815.104 Shelving Donations	350	0	5,000	0
4-815.105 Tinsley Donations	0	0	1,000	0
<b>TOTAL 815 - ROBERT L BROTHERS</b>	<b>287,416</b>	<b>92,945</b>	<b>101,445</b>	<b>93,745</b>
<b>*** TOTAL REVENUES ***</b>	<b>741,929</b>	<b>411,965</b>	<b>627,580</b>	<b>483,435</b>

**CITY OF GONZALES  
BUDGET  
FY 2019-2020**

**500 - RESTRICTED USE FUNDS  
DEPARTMENT EXPENSES**

2017/18 ACTUAL	2018/19 BUDGET	2018/19 ESTIMATED	2019/20 PROPOSED
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**811 - TOURISM DEPARTMENT**

**1-PERSONNEL EXPENSE**

7-811.101 Director's Personnel Expenses	67,844	0	0	0
7-811.101 Tourism Director's Salary	0	53,045	52,900	60,000
7-811-109 Longevity Pay	0	75	75	0
7-811.110 F.I.C.A.	0	4,064	4,053	4,590
7-811.111 Unemployment	0	162	162	86
7-811.112 Retirement TMRS	0	5,795	5,780	6,456
7-811.113 Workers Compensation	0	136	136	153
7-811.114 Medical Insurance	0	5,935	5,951	6,156
7-811.115 Flex Card fees	0	59	59	60
7-811.116 Life Insurance	0	27	57	57
7-811.121 Employment Fees	0	0	0	250
<b>*** CATEGORY TOTAL ***</b>	<b>67,844</b>	<b>69,298</b>	<b>69,172</b>	<b>77,808</b>

**2-SUPPLIES EXPENSE**

7-811.201 Office Supplies	492	1,000	1,000	1,000
7-811.202 Postage	282	4,000	4,000	4,000
7-811.219 Minor Equip/Furniture	130	200	200	200
<b>*** CATEGORY TOTAL ***</b>	<b>904</b>	<b>5,200</b>	<b>5,200</b>	<b>5,200</b>

**3-MAINT./BLDG-EQUIP-STRUCTURES**

7-811-304 Maint. Office Equip./Furniture	217	1,000	1,000	1,000
<b>*** CATEGORY TOTAL ***</b>	<b>217</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>

**4-CONTRACTS/OPER SERVICES**

7-811.404 Cell Phones	0	1,080	1,080	700
7-811.407 Insurance Broker Fee	0	0	0	241
7-811.408 Membership Dues	7,831	9,000	9,000	9,000
7-811.410 Attorney Fees	0	0	0	2,500
7-811.411 Special Contracts (Rental)	0	0	0	1,000
7-811.412 Visitor's Center	16,667	20,000	20,000	20,000
7-811.413 Pioneer Village	10,000	10,000	10,000	10,000
7-811.414 JB Wells Park	8,092	10,000	10,000	10,000
7-811.415 Main Street	20,000	20,000	20,000	20,000
7-811.430 Travel & Training	10,589	15,000	15,000	15,000
<b>*** CATEGORY TOTAL ***</b>	<b>73,179</b>	<b>85,080</b>	<b>85,080</b>	<b>88,441</b>

**CITY OF GONZALES  
BUDGET  
FY 2019-2020**

**500 - RESTRICTED USE FUNDS  
DEPARTMENT EXPENSES**

2017/18 ACTUAL	2018/19 BUDGET	2018/19 ESTIMATED	2019/20 PROPOSED
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**811 - TOURISM DEPARTMENT**

**5-SPECIAL CHARGES EXPENSE**

7-811.502 Advertising	19,836	40,000	40,000	40,000
7-811.504 Signage & Banners	21,315	5,000	5,000	5,000
7-811.519 Promotional Items	4,957	10,000	10,000	10,000
7-811.520 Marketing-Website/Brochures	8,065	9,000	9,000	15,000
7-811.521 Special Events	29,267	30,000	30,000	30,000
7-811.522 TX Independence Relay	3,602	4,000	4,000	4,000
7-811.523 Come and Take It Event	0	5,000	5,000	5,000
7-811.524 Gonzales Co. Jail Museum	0	5,000	5,000	10,000
7-811.525 Historic Preservation	0	0	0	0
7-811.526 Memorial Museum	5,000	20,000	0	40,000
7-811.527 Eggleston House	0	5,000	5,000	2,000
7-811.528 JB Wells House	4,994	5,000	5,000	5,000
7-811.529 Riverside Museum	1,345	5,000	5,000	2,000
7-811.531 City Special Events	2,145	0	0	0
7-811.532 Tourism Week	0	3,000	3,000	3,000
7-811.533 New Events	0	0	0	0
7-811.534 One-Time Events/Expenses	0	0	0	0
<b>***CATEGORY TOTAL***</b>	<b>100,526</b>	<b>146,000</b>	<b>126,000</b>	<b>171,000</b>

**6-CAPITAL OUTLAY EXPENSE**

7-811.608 Vehicles/Equipment	0	0	0	0
<b>***CATEGORY TOTAL***</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**9-NON-OPERATING EXPENSES**

7-811.901 Transfer to Debt Service	114,800	113,550	113,550	114,675
<b>***CATEGORY TOTAL***</b>	<b>114,800</b>	<b>113,550</b>	<b>113,550</b>	<b>114,675</b>
<b>***DEPARTMENT TOTAL***</b>	<b>357,470</b>	<b>420,128</b>	<b>400,002</b>	<b>458,124</b>



**ANNUAL BUDGET  
PERSONNEL REQUEST SUMMARY**

FISCAL YEAR	DEPT: 811	ACTIVITY:	FUND: 500
2019-20	DIVISIONS: Tourism		

**\*\* FROM THE CITY OF GONZALES' STRATEGIC PLAN; ENTER THE GOAL; MILESTONE; AND ACTION PLAN WITH DIALOGUE TO JUSTIFY YOUR REQUEST.**

GOAL	_____	All Goals
MILESTONE	_____	All Milestones
ACTION PLAN	_____	All Action Plans

PERSONNEL BY POSITION (Denote if Part-time)	2018-19	Proposed	Planning Years				
	# in Job Class	19-20	20-21	21-22	22-23	23-24	Total by Class
TOURISM DIRECTOR	1	1					1
							0
							0
							0
							0
							0
							0
							0
							0
							0
							0
							0
	1	1	0	0	0	0	1

**CAPITAL OUTLAY REQUIREMENTS**  
**(AS RELATED TO PERSONNEL ADDITIONS OR CHANGES)**

DESCRIPTION	2018-19	19-20	20-21	21-22	22-23	23-24	TOTAL
Vehicle(s)							\$ -
Radio(s) or Cell Phone							\$ -
Uniforms							\$ -
Furniture							\$ -
Computer / Other Equip							\$ -
<b>TOTAL NEEDED BY YEAR</b>	-	-	-	-	-	-	\$ -

**JUSTIFICATION**

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**ANNUAL BUDGET  
BUDGETARY REQUEST JUSTIFICATION FORM**

**Fund:** 500  
**Department:** 811  
**Line Item #:** 520 Marketing-Website/Brochures

**\*\* FROM THE CITY OF GONZALES' STRATEGIC PLAN; ENTER THE GOAL; MILESTONE; AND ACTION PLAN WITH DIALOGUE TO JUSTIFY YOUR REQUEST.**

<b>GOAL</b>	_____	_____	<b>All Goals</b>
<b>MILESTONE</b>	_____	_____	<b>All Milestones</b>
<b>ACTION PLAN</b>	_____	_____	<b>All Action Plans</b>

DESCRIPTION	REQUESTED 2019-20
Marketing-Website/Brochures	\$ 15,000
<b>TOTAL</b>	<b>\$ 15,000</b>

**JUSTIFICATION**  
 Increase tourism, accommodate visitor needs and enhance visitor experiences.

**PURPOSE / OBJECTIVE OF THIS REQUEST:**  
 Upgrade TravelTx.com website, upgrade driving and walking brochures, and create a booklet for the Bushong Collection.

**CHANGES / IMPROVEMENTS FROM CURRENT OPERATIONS:**  
 None.

**IS THIS REQUEST A ONE-TIME   X   OR ON-GOING EXPENDITURE       ? (CHECK WHICH APPLIES)**

**ANNUAL BUDGET  
BUDGETARY REQUEST JUSTIFICATION FORM**

**Fund:** 500  
**Department:** 811  
**Line Item #:** 526 Memorial Museum

**\*\* FROM THE CITY OF GONZALES' STRATEGIC PLAN; ENTER THE GOAL; MILESTONE; AND ACTION PLAN WITH DIALOGUE TO JUSTIFY YOUR REQUEST.**

<b>GOAL</b> _____	All Goals
<b>MILESTONE</b> _____	All Milestones
<b>ACTION PLAN</b> _____	All Action Plans

DESCRIPTION	REQUESTED 2019-20
Installation of new roof on the Memorial Museum.	\$ 20,000
<b>TOTAL</b>	<b>\$ 20,000</b>

**JUSTIFICATION**

The roof at the Museum is going to be replaced and the quote that the City received was \$81,000. Hotel/Motel GL account 500-7-811.526 is going to pay \$20,000, Museum's Restricted Use fund GL account 500-7-812.640 is going to pay \$6,000, General Fund Museum GL account 100-7-660.640 is going to pay \$55,000, but we received the Texas Historical Commission Grant for \$30,000 so the General Fund is only paying \$25,000. The Museum did not use the \$20,000 that was allocated in the 2018-2019 budget due to the delay in the construction bid, so they are asking for \$40,000 which would be \$20,000 toward the roof and \$20,000 toward the reflection pond.

**PURPOSE / OBJECTIVE OF THIS REQUEST:**

**CHANGES / IMPROVEMENTS FROM CURRENT OPERATIONS:**

**IS THIS REQUEST A ONE-TIME ☒ OR ON-GOING EXPENDITURE ☐ ? (CHECK WHICH APPLIES)**

**ANNUAL BUDGET  
BUDGETARY REQUEST JUSTIFICATION FORM**

**Fund:** 500  
**Department:** 811  
**Line Item #:** 526 Memorial Museum

**\*\* FROM THE CITY OF GONZALES' STRATEGIC PLAN; ENTER THE GOAL; MILESTONE; AND ACTION PLAN WITH DIALOGUE TO JUSTIFY YOUR REQUEST.**

GOAL		All Goals
MILESTONE		All Milestones
ACTION PLAN		All Action Plans

DESCRIPTION	REQUESTED 2019-20
Installation of filtration and circulation pumps to reflection pond.	\$ 20,000
<b>TOTAL</b>	<b>\$ 20,000</b>

**JUSTIFICATION**

The City would like to install filtration and circulation pumps to the reflection pond at the Museum. Staff has received a quote in the amount of \$40,000. Hotel/Motel GL account 500-7-811.526 is going to pay \$20,000, General Fund Museum GL account 100-7-660.640 is going to pay \$8,500, Museum's Restricted Use fund GL account 500-7-812.640 is going to pay \$11,500, but we are working on a grant from the Garden Club for \$5,000 which would leave the Museum's Restricted Use fund actually paying \$6,500. The Museum did not use the \$20,000 that was allocated in the 2018-2019 budget due to the delay in the construction bid, so they are asking for \$40,000 which would be \$20,000 toward the roof and \$20,000 toward the reflection pond.

**PURPOSE / OBJECTIVE OF THIS REQUEST:**

The purpose is to eliminate stagnant water and create better circulation of the water to improve the water quality and the overall appearance.

**CHANGES / IMPROVEMENTS FROM CURRENT OPERATIONS:**

**IS THIS REQUEST A ONE-TIME ☒ OR ON-GOING EXPENDITURE ☐ ? (CHECK WHICH APPLIES)**

# APPLICATION

## Organization Information

Date: September 8, 2019  
Name of Organization: Gonzales Historic Homes Association  
Address: 621 St. Louis St  
City, State, Zip: Gonzales, TX 78629  
Contact Name: Virginia Edgecomb  
Contact Phone Number: 512-940-8385  
Web Site Address for Event or Sponsoring Entity: GonzalesHistoricHomes.com  
Is your organization: Non-Profit ☒ Private/For Profit ☐  
Tax ID #: \_\_\_\_\_ Entity's Creation Date: \_\_\_\_\_  
Purpose of your organization: To bring awareness to the history of Gonzales, Texas through the history and architecture of historic homes in the city of Gonzales  
Name of Event or Project: Gonzales Historic Home Tour and Winter Fest  
Date of Event or Project: December 7 + 8, 2019  
Primary Location of Event or Project: Gonzales, Texas  
Amount Requested: \$ 2500.00  
How will the funds be used? Advertising in local media and media in surrounding areas.

Primary Purpose of Funded Activity/Facility: To promote Gonzales through tours of different historic homes 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  
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;  
\$2500.00

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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? no

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: 23 years

Expected Attendance: 400

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 25%

How many nights will they stay? one (plus)

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
n/a			

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

we will count tickets sales at the conclusion  
of the event

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 ☒ Newspaper ☐ Radio ☐ TV ☐

Press Release to Media ☒ Direct Mailing to out of town recipients \_\_\_\_\_

Other \_\_\_\_\_

What areas does your advertising and promotion reach?

surrounding areas within 100 miles

What number of individuals will your proposed marketing reach that are located in another city or county? 300,000

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

Expected Attendance Monthly/Annually: 400 (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: 25%)



## Barbara Friedrich

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**From:** Christina Garza <cgarza@houseandhomeonline.com>  
**Sent:** Thursday, September 12, 2019 11:38 AM  
**To:** Clinton Hille  
**Subject:** HH&H October Issue: Reach Visitors to your town for Fall!

**Importance:** High



Hi Clinton,

**Good morning. I hope all is well! We spoke previously regarding advertising in the Fall. The October issue of *Houston House & Home* has bonus distribution at four events** including all homes on the AIA Houston 2019 Home Tour, the Texas Home & Garden Show at NRG, International Quilt Festival (largest in Texas attendance event) and all homes on Preservation Houston's Good Brick Tour. We will also feature in our Calendar of Events the Hill Country Home Tour again this year! In addition, we will feature an article on outdoor Fall activities too. Our readers look to HH&H as a resource for purchasing second homes, plan tourist activities and fall family vacations.

We distribute at citywide at HEB's, Randall's, select Whole Foods, and hundreds of other locations. Your message reaches pre-qualified homeowner who makes a conscious decision to pick up each issue. Our readers are homeowners – and with our pass-along rate, that's over 130,000 readers monthly. You also get unlimited readership in our online digital magazine and all print display advertisers get a free link to their website from our digital magazine.

I can offer these net discounted rates (ad design additional \$40-\$75):

Full - \$1,325; ½ - \$750; 1/3 - \$505; ¼ - \$389

**The deadline is September 18<sup>th</sup> to reserve your ad space and September 24<sup>th</sup> for artwork.** First-come, first-serve so let me know if I can save a space for you. I hope to hear from you.

Regards,

*Christina Garza*

Sales Executive

*Houston House & Home*

713-523-6523

[www.houstonhouseandhome.net](http://www.houstonhouseandhome.net)



Eat, Shop, Play & Stay

Winterfest Celebration



December 1

- ★ Breakfast with Santa
- ★ Lighted Christmas Parade
- ★ Historic Homes Tour

December 1 & 2



Stars in the Village~Pioneer Village

December 1, 7 - 8



For more information:

888-672-1095

GonzalesTX.Travel