

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, December 12, 2013
City Hall at 12:30 P.M.

AGENDA

1. Call to Order, Certification of Quorum.
2. Public/Citizens Comments.
3. Discuss and Approve minutes of November 14, 2013.
4. Discuss and Consider Billboards.
5. Discuss and Consider Advertising in the San Antonio Stock Show & Rodeo.
6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
7. Report on Upcoming Events.
8. Financial Report.
9. Report from Committee Members and Staff.
10. Next regular meeting will be January 9, 2014 at 12:30 p.m.
11. Adjourn.

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.cityofgonzales.org the 12 day of December 2013 at 11:45 a.m./p.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members.



Barbara Friedrich, Main Street Administrator

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

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, November 14, 2013
City Hall at 12:30 P.M.**

AGENDA

1. Call to Order, Certification of Quorum.

Chair Richard Tiller called the meeting to order at 12:30 pm and certified a quorum with Paul Frenzel, Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Meena Patel Barbara Friedrich, Daisy Scheske and Tim Patek. Alison Rodriguez, and Cindy Munson were absent. Marketing consultant Loretta Shirley and Mayor Bobby O'Neal were also present.

2. Public/Citizens Comments.
None

3. Discuss and Approve minutes of October 24, 2013.

Following discussion, Meena Patel moved to approve the minutes of October 24, 2013. Barbara Crozier seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider GCHC-GC Jail Museum THMD Information Center request for funding.

Chairman of the Gonzales County Historical Commission Glenda Gordon submitted an application for funding up to \$4,600 to purchase a total of five Texas History Museum District signs; 2 to be placed at Gonzales Memorial Museum, 1 at Eggleston House, 1 at Riverside School and 1 at Hwy. 183 and St. Louis Street. Insulation was not included in the \$4,600.00. Ms. Gordon stated that the County will install four signs at the Old Jail Museum and near the Courthouse. She would ask the City to take care of the insulation for the five additional signs. Ann Covert ask if she had inquired about the City of Gonzales Sign Ordinance and if these signs met with their approval. Barbara Friedrich inquired if she had talked with TxDot about placing the sign on Hwy. 183 and St. Louis Street. Ms. Gordon was asked to obtain additional information as to the location of the signs and the sign ordinance.

This item was tabled until the next meeting for additional information.

5. Discuss and Consider Google Ad Campaign.

Marketing consultant Loretta Shirley explained how the Google Ad Campaign worked. The ads are managed daily and you pay when someone clicks on the ad. She would need to know what the committee wanted to promote and how much they wanted to spend. Following discussion, Barbara Crozier moved to spend up to \$1,000.00 on the Google Ad Campaign to promote Winterfest. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

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

Marketing consultant gave her report to the committee. The 2014 ad campaign needed to be discussed. She suggested having a planning session on Thursday at 8:30 p.m at City

Hall. Loretta also reported that True West Magazine will be doing a featured story on Gonzales and discussion was made as to advertise in that addition.

**7. Report on Upcoming Events.
Winterfest**

8. Financial Report.

Financial report was reviewed by the committee. Tim Patek reported that there should be a balance of about \$200,000.00 in the Tourism Account. This will fluctuate each month as to income and expenses. It was suggested that Billboards be placed on next month's agenda.

9. Report from Committee Members and Staff.

Discussion was made about the Billboard on 183 South. It was explained that this billboard was paid by the City of Gonzales and approved by City Manager Allen Barnes and Carolyn Gibson. Tim Patek reported that he had a call from the San Antonio Livestock show about placing ads on the benches as was done last year. Paul Frenzel reported on the progress of the Berma signs.

10. Next regular meeting will be December 12, 2013 at 12:30 p.m.

11. Adjourn.

No further matters were discussed. The meeting was adjourned by motion by Paul Frenzel and seconded by Barbara Crozier.

Barbara Friedrich, Recording Secretary

Date: October 31, 2013

Attn: Loretta Shirley

Adv./Agency : Rocking S Marketing/Gonzales

Billboard Proposal

#	City	Location	Direction	Size	Illuminated	Rate	*Discounted package buy rates
319	Brookshire	I-10 West, 800' East of FM 1489	RH/WB	12' X 40'	Yes	\$1,100	\$900
806	Columbus	I-10 W, W/O Beckendorff Road & E/O San Bernardo River MM 712	RH/WB/U & L	10' X 32'	Yes	\$650	\$550
624	Weimar	I-10, 3/10 mile West of CR 240	RH/WB/U & L	10' X 32'	Yes	\$700	\$625
4978	Schulenburg	I-10 West, 220' W/O US 90	RH/WB/U *L: Luling C of C	12' X 36'	Yes	\$775	\$650
540	Seguin	I-10 West, 1/10 mile East of US 90	LH/EB	12' X 40'	Yes	\$725	\$650
412	Seguin	I-10 West, 3/10 mile West of Business 123	LH/EB	14' X 48'	Yes	\$950	\$850
147	Seguin	I-10 West, 1.5 miles East of Loop 1604	LH/EB	10' X 32'	Yes	\$600	\$550

*Discounted rates are based on a package buy of more than one location for a period of 12 months.

All locations are leased on a 12 month term.

First, second and last month rental due in advance / quarterly pay.

All illuminated boards will be lit from dusk to midnight.

Outdoor can assist with camera ready, scaled artwork for a fee of \$200 per size.

Outdoor will include the initial vinyl and installation in the contract terms.

***Discounted rates are effective 2 weeks from proposal date.**



June, 2013

Dear 2014 Prospective Advertiser:

The San Antonio Livestock Exposition, Inc. is extremely proud of our recent successful 64th Annual San Antonio Stock Show and Rodeo. To date, the San Antonio Stock Show & Rodeo educational commitment exceeds \$134.6 million with another \$11.3 million committed in 2012 in the form of scholarships, grants, endowments, auctions, a calf scramble program and show premiums paid to youth.

Since S.A.L.E.'s inception in 1950, the Stock Show & Rodeo has grown to be one of the largest and most prestigious, single events in San Antonio with over one million visitors entering the grounds each year. We invite you to join us for the 65th Annual Stock Show and Rodeo scheduled for February 6-23, 2014.

A representative of the Rodeo Program Committee has contacted you with an opportunity to advertise in either the 2014 Rodeo Program or on the benches and barrels located on the grounds of the Rodeo.

There are many pricing levels and options available for advertising, all of which benefit S.A.L.E. scholarship fund, including several ad specials.

We do appreciate your consideration and participation and we hope to see you at the 2014 Rodeo!

Let's Rodeo San Antonio!

Sincerely,

Randy Stout, Chairman
Rodeo Program Committee

Committee Representative



ADVERTISING ORDER

65th ANNUAL SAN ANTONIO STOCK SHOW & RODEO 2014 SOUVENIR PROGRAM • February 6 - February 23, 2014

The San Antonio Stock Show & Rodeo is hereby authorized to insert the advertising specified on this form in their 2014 Souvenir Program. The undersigned signifies his understanding that this order and its specifications are subject to paragraphs (a) through (i) of the appendix (reverse side). The obligations and undertakings of the parties to this agreement shall be performed in Bexar County, Texas.

SPACE, COLOR SPECIFICATIONS & AD PRICES

(Please check only one size.)

- INSIDE BACK/FRONT PAGE: **Four Color Process Ink**.....\$1,500.00
- DOUBLE PAGE: **Four Color Process Ink**.....\$1,900.00
- DOUBLE PAGE: **Black + One Color**\$1,525.00
- DOUBLE PAGE: **Black Ink**\$1,300.00
- FULL PAGE: **Four Color Process Ink**.....\$1,000.00
- FULL PAGE: **Black + One Color**\$800.00
- FULL PAGE: **Black Ink**.....\$675.00
- ONE-HALF PAGE: **Four Color Process Ink**\$600.00
- ONE-HALF PAGE: **Black + One Color**\$500.00
- ONE-HALF PAGE: **Black Ink**\$425.00
- ONE-QUARTER PAGE: **Four Color Process Ink**.....\$450.00
- ONE-QUARTER PAGE: **Black + One Color**\$375.00
- ONE-QUARTER PAGE: **Black Ink**\$300.00
- BUSINESS CARD AD (1/8 PAGE): **Four Color Process**\$150.00

IMPORTANT: Please read reverse side (appendix) for explanation of mechanical specifications. Closing date for space reservation is **October 18, 2013**. Ads received after October 18th will be placed on reserve list for first available space. **If ad has not been received by the San Antonio Stock Show & Rodeo office by November 8, 2013, space reservation for ad will be cancelled unless special arrangements can be applied.**

INSTRUCTIONS

(Please fill out completely. We do not accept film)

- Digital Files can be emailed to rsks@sbcglobal.net (see reverse side for art requirements)
- Repeat 2013 Ad

ADVERTISER: _____

(Please print name that will appear on the ad.)

Contact for ad coordination: _____ Phone: _____ Email _____

Address (City/State/Zip): _____

Billing Address and Contact (Mandatory): _____

Billing Email Address (mandatory): _____

ADVERTISERS AUTHORIZATION:	Committee Member/Salesman:
Print Name: _____	Name: _____
Signed: _____	Signed: _____
Phone: _____	Phone: _____

APPENDIX TO ADVERTISING ORDER FOR THE SAN ANTONIO STOCK SHOW & RODEO 2014 SOUVENIR PROGRAM

Advertisers should note that the advertising order on the preceding page is subject to the specifications defined on this page.

(a) ADDITIONAL CHARGES:

The rates as listed on the opposite side of this contract are applicable only to those ads furnished to the San Antonio Stock Show & Rodeo in a digital format, or to those ads that are exact repeats from the 2013 Souvenir Program.

(b) MECHANICAL REQUIREMENTS:

1. **Trim Size:** 8-1/2" x 11"

All ad sizes reflect 1/2" safety zone from trim size

2. **Standard Unit Sizes:**

a. Full Page Ad with Bleed:

8-3/4" wide x 11-1/4" deep

(Live area: 7-3/4" wide x 10-1/4" deep)

b. Full Page Ad: 7-1/2" wide x 10" deep

c. Half Page: 7-1/2" wide x 4-3/4" deep

d. Quarter Page: 3-5/8" wide x 4-3/4" deep

e. Business Card Page: 3-1/2" wide x 2" deep

f. Full page congratulatory ads contain name and city only (no exceptions).

3. **Printing:**

150 Linescreen.

4. **Paper Stock:**

Inside pages - 70# gloss enamel

Cover pages - 100# gloss enamel

5. **Binding:** Perfect Binding

(c) WE DO NOT ACCEPT FILM:

All artwork must be submitted in one of the following digital formats and include all links, fonts and bleed: PDF for printing, EPS, Quark, Freehand, Pagemaker, Photoshop TIF, Illustrator & Indesign.

(d) BLEED ON FULL PAGE ADS:

Bleeds are allowed on full-page ads at no additional charge. Please allow 1/8" on each side for bleed.

(e) DOUBLE PAGE ADS:

Provide digital artwork for each page individually. Bleeds are allowed on double page ads at no additional charge. Please allow 1/8" on each side for bleed.

(f) PLACEMENT:

Placement cannot be purchased or guaranteed.

(g) PROOF OF PUBLICATION:

As proof of publication, the San Antonio Stock Show & Rodeo furnishes tearsheets by request.

Copies of the publication are available to recognized advertising agencies requesting such copies as a condition of their insertion orders. Copies of the publication are not mailed to advertisers.

(h) RETURN OF ARTWORK:

The San Antonio Stock Show & Rodeo will return, upon written request, artwork to clients following the publication of the Souvenir Program. While the Show will make every effort to return artwork promptly, it is understood that the Show accepts no responsibility for any loss of artwork. Clients should not submit original materials for which no duplicates exist.

(i) PAYMENT:

All advertisers with the San Antonio Stock Show & Rodeo, will be required to make payment in full when the order is accepted.

(j) COMMISSION:

Our prices do not include commissions. Advertising agencies will add their commission to the listed rates.

SAN ANTONIO STOCK SHOW & RODEO RESERVES THE RIGHT TO REJECT ANY ADVERTISEMENT

CORRESPONDENCE:

Address all copy, inquiries and payment to:

Program Committee
San Antonio Stock Show & Rodeo
P. O. Box 200230
San Antonio, Texas 78220-0230

Deliveries should be made to:

MARKETING OFFICE
San Antonio Stock Show & Rodeo
723 AT&T Center Parkway
San Antonio, Texas 78219

FOR FURTHER INFORMATION CONTACT:

Randy Stout, Chairman,
Rodeo Program Committee: 210-219-4195
FAX: 210/569-6101/email: rsks@sbcglobal.net
Marketing Office: 210-225-0612
email: sharron@sarodeo.com

San Antonio Stock Show & Rodeo®

February 6 - February 23, 2014

Benches & Barrels

P. O. Box 200230

San Antonio, Texas 78220-0230

Attn: Randy Stout - Chairman, Email: rsks@sbcglobal.net

Phone: 210-219-4195

Company/Individual _____

Contact Name _____

Address _____

City, State, Zip _____

Phone: _____ Fax: _____

Email: _____

Barrels - \$50.00 each # = Total - \$ _____

Benches - \$300.00 each # = Total - \$ _____

Name to be put on Benches & Barrels (must complete)

Artwork or business card attached

Advertisers Authorization:

Print Name: _____

Signed: _____

Phone: _____

Rodeo Committee Salesman:

Name: _____

Signed: _____

Phone: _____

Attach to payment & mail to above address by December 15, 2013

ALL PROCEEDS BENEFIT THE SCHOLARSHIP FUND

S.A.L.E ADVERTISING 2014

1. RODEO PROGRAM

Double Page Color (4)	\$1,900
Double Page Black/Red	\$1,525
Double Page Black/White	\$1,300
Full Page Color (4)	\$1,000
Full Page Black+1 Color	\$800
Full Page Black/White	\$675
Half Page Color (4)	\$600
Half Page Black+1 Color	\$500
Half Page Black/White	\$425
Quarter Page Color (4)	\$450
Quarter Page Black+1 Color	\$375
Quarter Page Black/White	\$300
Business Card Ad Color	\$150 (1/8 th page)

2. BENCHES

One Bench	\$300/each
5 – 10 Benches	\$250/each
10 or more Benches	\$200/each



3. BARRELS

\$50/each



SPECIALS

Buy **any** Rodeo Program Ad, buy 1 Bench and get 1 Barrel free

Buy 2 Benches for \$500 (**new advertisers only**)

Renew your Bench ad, buy another bench ad and get \$200 off your renewal price

Buy 4 barrels, get a 5th barrel free (renewals included)

San Antonio Stock Show & Rodeo®

ADVERTISING OPPORTUNITIES



Advertise your business name here for \$300.00



Advertise your business name here for \$50.00

Dept. HOTEL
 GL 500-7-811.580
 Amount \$2625⁰⁰
 Approval [Signature]
 ✓ #94900

San Antonio Stock Show & Rodeo®

February 7 - February 24, 2013

Benches & Barrels

175 Pinn Road
 Lytle, Texas 78052
 Attn: Randy Stout - Chairman, Email: rsks@sbcglobal.net
 Phone: 210-219-4195

Company/Individual City of Gonzales

Contact Name Carolyn Gibson-Baros

Address Po Box 547

City, State, Zip Gonzales, Texas 78629

Phone: ⁸³⁰ 6722815 Fax: ⁸³⁰ 6722813 Email: cgibson@cityofgonzales.org

Barrels - \$50.00 each # = Total - \$ _____
 Benches - ~~\$50.00~~ ¹⁷⁵ each # 15 = Total - \$ 2625⁰⁰

Name to be put on Benches & Barrels (must complete)
 *Camera ready art to be submitted by Loretta Shirley.

Artwork or business card attached

Advertisers Authorization:
 Print Name: CAROLYN GIBSON-BAROS
 Signed: [Signature]
 Phone: 830-672-2815

Rodeo Committee Salesman: (Egon Barthels)
 Name: _____
 Signed: _____
 Phone: _____

Attach to payment & mail to above address by December 15, 2012

ALL PROCEEDS BENEFIT THE SCHOLARSHIP FUND

WHITE COPY - return to Randy Stout, Chairman, San Antonio Stock Show & Rodeo, 175 Pinn Road, Lytle, Texas 78052

TIM PATEK
 830 263 0076

1. Marketing Schedule – No ads until Spring

2. Marketing Update

- a. Discuss 2014 Visitor Guide and Rack Cards.

3. Smart Phone App Update

- a. Bar Z new interactive website software is ready, they are now working on a platform to move it from the app to a website.

4. App Stats, Web and Social Media Update

Tour Gonzales App Stats

Oct New Downloads	51
Region	% of Users
Austin	36.00%
Houston	17.00%
San Antonio	13.00%
DFW	22.00%
Corpus	12.00%

Tour Gonzales Website

Pageviews	5,233
New Visitors	84%

Tour Gonzales Facebook

Likes	109
People Saw Posts	850

5. Other Updates and Info

- a. November Direct leads/brochure requests from ads – 200
- b. November Visitors to Gonzales Memorial Museum – 650

CITY OF GONZALES
 FINANCIAL STATEMENT
 AS OF: NOVEMBER 30TH, 2013

500-RESTRICTED USE FUNDS

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
REVENUE SUMMARY						
810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
811-HOTEL/MOTEL	385,750.00	49,257.19	136,098.19	35.28	0.00	249,651.81
813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
814-MUNICIPAL COURT	<u>9,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>9,000.00</u>
*** TOTAL REVENUES ***	394,750.00	49,257.19	136,098.19	34.48	0.00	258,651.81
EXPENDITURE SUMMARY						
810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
811-HOTEL MOTEL	379,000.00	16,246.11	42,531.50	11.22	0.00	336,468.50
813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
814-MUNICIPAL COURT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
*** TOTAL EXPENDITURES ***	379,000.00	16,246.11	42,531.50	11.22	0.00	336,468.50
*** REVENUES OVER(UNDER) EXPENDITURES ***	<u>15,750.00</u>	<u>33,011.08</u>	<u>93,566.69</u>	<u>594.07</u>	<u>0.00</u>	<u>(77,816.69)</u>

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2013

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>810-TEXAS CAPITAL FUNDS</u>						
4-810.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-810.110 TEXAS CAPITAL GRANT FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
4-810.501 COURT SECURITY/TECHNOLOGY/CHI	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	385,000.00	49,074.74	135,770.94	35.27	0.00	249,229.06
4-811.801 INTEREST INCOME	750.00	182.45	327.25	43.63	0.00	422.75
TOTAL 811-HOTEL/MOTEL	385,750.00	49,257.19	136,098.19	35.28	0.00	249,651.81
<u>813-FORFEITURES</u>						
4-813.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-813.508 FORFEITURE INCOME	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
<u>814-MUNICIPAL COURT</u>						
4-814.100 TRANSFERS FROM GENERAL FUND	9,000.00	0.00	0.00	0.00	0.00	9,000.00
4-814.501 MUNICIPAL COURT FEES	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 814-MUNICIPAL COURT	9,000.00	0.00	0.00	0.00	0.00	9,000.00
*** TOTAL REVENUES ***	394,750.00	49,257.19	136,098.19	34.48	0.00	258,651.81

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2013

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>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	1,500.00	0.00	0.00	0.00	0.00	1,500.00
7-811.217 MISCELLANEOUS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 2-SUPPLIES EXPENSE	1,500.00	0.00	0.00	0.00	0.00	1,500.00
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	0.00	0.00	0.00	0.00	0.00	0.00
<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
7-811.407 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.408 MEMBERSHIP DUES	2,500.00	0.00	0.00	0.00	0.00	2,500.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.412 CHAMBER OF COMMERCE	45,000.00	0.00	0.00	0.00	0.00	45,000.00
7-811.413 PIONEER VILLAGE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.414 JB WELLS PARK	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.415 MAIN STREET	10,000.00	196.18	3,844.68	38.45	0.00	6,155.32
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>5,000.00</u>
TOTAL 4-CONTRACT/OPER SERVICES	82,500.00	196.18	3,844.68	4.66	0.00	78,655.32
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	140,000.00	14,168.22	30,202.89	21.57	0.00	109,797.11
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	10,000.00	0.00	10.44	0.10	0.00	9,989.56
7-811.520 MARKETING AND PROMOTIONS	40,000.00	1,782.50	3,514.00	8.79	0.00	36,486.00
7-811.521 SPECIAL PROJECTS	25,000.00	0.00	963.59	3.85	0.00	24,036.41
7-811.522 EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	25,000.00	0.00	0.00	0.00	0.00	25,000.00
7-811.526 MEMORIAL MUSEUM	35,000.00	0.00	522.50	1.49	0.00	34,477.50
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	0.00	0.00	0.00	5,000.00
7-811.528 JB WELLS HOUSE	10,000.00	0.00	2,500.00	25.00	0.00	7,500.00
7-811.529 RIVERSIDE MUSEUM	<u>5,000.00</u>	<u>99.21</u>	<u>973.40</u>	<u>19.47</u>	<u>0.00</u>	<u>4,026.60</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	295,000.00	16,049.93	38,686.82	13.11	0.00	256,313.18

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
7-811.202			POSTAGE							
				B E G I N N I N G	B A L A N C E					0.00
7-811.217			MISCELLANEOUS							
				B E G I N N I N G	B A L A N C E					0.00
7-811.304			OFFICE EQPT & FURNITURE							
				B E G I N N I N G	B A L A N C E					0.00
7-811.401			TELEPHONE							
				B E G I N N I N G	B A L A N C E					0.00
7-811.402			UTILITIES							
				B E G I N N I N G	B A L A N C E					0.00
7-811.407			TELEPHONE							
				B E G I N N I N G	B A L A N C E					0.00
7-811.408			MEMBERSHIP DUES							
				B E G I N N I N G	B A L A N C E					0.00
7-811.409			SUBSCRIPTIONS							
				B E G I N N I N G	B A L A N C E					0.00
7-811.411			SPECIAL CONTRACTS							
				B E G I N N I N G	B A L A N C E					0.00
7-811.412			CHAMBER OF COMMERCE							
				B E G I N N I N G	B A L A N C E					0.00
7-811.413			PIONEER VILLAGE							
				B E G I N N I N G	B A L A N C E					0.00
7-811.414			JB WELLS PARK							
				B E G I N N I N G	B A L A N C E					0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

7-811.415 MAIN STREET

BEGINNING BALANCE 0.00

10/17/13 10/31 A53820 CHK: 098017 11524 COLOR BANNER,GROMMET BAN 3081 1862 3,648.50 3,648.50
 ===== OCTOBER ACTIVITY DB: 3,648.50 CR: 0.00 3,648.50

11/20/13 11/27 A54745 CHK: 098214 11599 500 FT. C-9 SPOOL, MALE 3292 24954 196.18 3,844.68
 ===== NOVEMBER ACTIVITY DB: 196.18 CR: 0.00 196.18

===== ACCOUNT TOTAL DB: 3,844.68 CR: 0.00

7-811.417 INSURANCE

BEGINNING BALANCE 0.00

7-811.430 TRAVEL & TRAINING

BEGINNING BALANCE 0.00

7-811.502 ADVERTISING

BEGINNING BALANCE 0.00

10/01/13 10/11 A53117 CHK: 097807 11476 ADVERTISING 1044 4715070 1,363.61 1,363.61
 10/11/13 10/22 A53550 CHK: 097940 11512 TEXAS IND. MEMBERSHIP FE 1748 10/12-08/13 1,000.00 2,363.61
 10/18/13 10/31 A53806 CHK: 098041 11524 TEXAS MONTHLY NOV ISSUE 2714 TM64430 9,503.85 11,867.46
 10/21/13 11/26 A54539 CHK: 000000 11446 3 OF SOUTHERN LIVING 2931 051841 16.21 11,883.67
 10/30/13 11/21 A54396 CHK: 098181 11553 ADVERTISING 3287 1402088 4,151.00 16,034.67
 ===== OCTOBER ACTIVITY DB: 16,034.67 CR: 0.00 16,034.67

11/01/13 11/08 A54036 CHK: 098106 11542 ADVERTISING 0668 237947 5,461.93 21,496.60
 11/01/13 11/08 A54102 CHK: 098107 11542 ADVERTISING NOV/DEC 3255 40007806 5,686.50 27,183.10
 11/01/13 11/21 A54301 CHK: 098135 11553 ADVERTISING 1044 472871 1,363.61 28,546.71
 11/27/13 12/06 A54946 CHK: 098468 11603 4 COLOR, FULL PAGE DISPL 3024 242203 1,656.18 30,202.89
 ===== NOVEMBER ACTIVITY DB: 14,168.22 CR: 0.00 14,168.22

12/01/13 12/06 A54886 CHK: 098419 11603 CC,HOUSTON,AUSTIN, SAT 1044 474014 1,363.61 31,566.50
 ===== DECEMBER ACTIVITY DB: 1,363.61 CR: 0.00 1,363.61
 ===== ACCOUNT TOTAL DB: 31,566.50 CR: 0.00

7-811.503 ELECTRICAL LINE EXPENSE

BEGINNING BALANCE 0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

7-811.504 SIGNAGE & BANNERS
B E G I N N I N G B A L A N C E 0.00

10/01/13 11/08 A53997 CHK: 098068 11542 FASTENERS, BOLTS, WASHER 0219 00640687 10.44 10.44
===== OCTOBER ACTIVITY DB: 10.44 CR: 0.00 10.44
===== ACCOUNT TOTAL DB: 10.44 CR: 0.00

7-811.520 MARKETING AND PROMOTIONS
B E G I N N I N G B A L A N C E 0.00

10/01/13 10/11 A53120 CHK: 097800 11476 9/27/13 MONTHLY BILLING 1071 09/27/13 BILL 37.00 37.00
10/08/13 10/11 A53146 CHK: 097831 11476 MARKETING SERVICES 2895 1073 1,657.50 1,694.50
10/27/13 11/21 A54302 CHK: 098129 11553 MONTHLY BILLING FOR CELL 1071 9/28/13-10/27/13 37.00 1,731.50
===== OCTOBER ACTIVITY DB: 1,731.50 CR: 0.00 1,731.50

11/04/13 11/08 A54089 CHK: 098093 11542 ENGRAVING CHARGE LEFT OF 2819 9887 125.00 1,856.50
11/11/13 11/21 A54382 CHK: 098179 11553 MARKETING SERVICES 2895 1075 1,657.50 3,514.00
===== NOVEMBER ACTIVITY DB: 1,782.50 CR: 0.00 1,782.50

12/06/13 12/06 A54941 CHK: 098459 11603 MARKETING SERVICES 2895 1078 1,657.50 5,171.50
===== DECEMBER ACTIVITY DB: 1,657.50 CR: 0.00 1,657.50
===== ACCOUNT TOTAL DB: 5,171.50 CR: 0.00

7-811.521 SPECIAL PROJECTS
B E G I N N I N G B A L A N C E 0.00

10/29/13 10/31 A53813 CHK: 098002 11524 BROCHURES 2956 9721 963.59 963.59
===== OCTOBER ACTIVITY DB: 963.59 CR: 0.00 963.59

12/03/13 12/06 A54949 CHK: 098463 11603 ADVERTISEMENT FOR BARN S 3043 12/03/2013 1,694.49 2,658.08
===== DECEMBER ACTIVITY DB: 1,694.49 CR: 0.00 1,694.49
===== ACCOUNT TOTAL DB: 2,658.08 CR: 0.00

7-811.522 EVENTS
B E G I N N I N G B A L A N C E 0.00

7-811.525 HISTORIC PRESERVATION
B E G I N N I N G B A L A N C E 0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

7-811.526 MEMORIAL MUSEUM
 B E G I N N I N G B A L A N C E 0.00

10/09/13 10/17 A53365 CHK: 097909 11484 ARCHITECTURAL/ENGR SERV 1103 10-0501-5 522.50 522.50
 ===== OCTOBER ACTIVITY DB: 522.50 CR: 0.00 522.50
 ===== ACCOUNT TOTAL DB: 522.50 CR: 0.00

7-811.527 EGGLESTON HOUSE
 B E G I N N I N G B A L A N C E 0.00

7-811.528 JB WELLS HOUSE
 B E G I N N I N G B A L A N C E 0.00

10/02/13 10/11 A53121 CHK: 097816 11476 RECEIPTS FROM 4TH QTR 1130 100313 2,500.00 2,500.00
 ===== OCTOBER ACTIVITY DB: 2,500.00 CR: 0.00 2,500.00
 ===== ACCOUNT TOTAL DB: 2,500.00 CR: 0.00

7-811.529 RIVERSIDE MUSEUM
 B E G I N N I N G B A L A N C E 0.00

10/10/13 10/11 A53118 CHK: 097842 11476 21 CURB STOPPERS 1046 1478 735.00 735.00
 10/11/13 10/22 A53561 CHK: 097922 11512 RIVERSIDE DEPT. 10/11/13 1816 RIVERSIDE 10/11/13 69.23 804.23
 10/18/13 11/26 A54579 CHK: 000000 11446 LIGHT FIXTURE, EXIT LIGH 2931 80118165 69.96 874.19
 ===== OCTOBER ACTIVITY DB: 874.19 CR: 0.00 874.19

11/11/13 11/21 A54324 CHK: 098157 11553 RIVERSIDE INTERNET & PHO 1816 RIVERSIDE 11/11/13 69.21 943.40
 11/22/13 11/27 A54702 CHK: 098247 11599 ANNUAL INSPECTION 1729 011231 30.00 973.40
 ===== NOVEMBER ACTIVITY DB: 99.21 CR: 0.00 99.21
 ===== ACCOUNT TOTAL DB: 973.40 CR: 0.00

7-811.610 OFFICE FURNITURE & EQPT
 B E G I N N I N G B A L A N C E 0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

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000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **	---	DEBITS ---	---	CREDITS ---
BEGINNING BALANCES:		0.00		0.00
REPORTED ACTIVITY:		47,247.10		0.00
ENDING BALANCES:		47,247.10		0.00