

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, January 15, 2014
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 and December 12, 2013.
4. Discuss and Consider Billboards.
5. Discuss and Consider GCHC-GC Jail Museum THMD Information Center request for funding.
6. Discuss and Consider advertising in True West Magazine.
7. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
8. Report on Upcoming Events.
9. Financial Report.
10. Report from Committee Members and Staff.
11. Next regular meeting will be February 13, 2014 at 12:30 p.m.
12. 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 10th day of January, 2014 at 8:15 (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. Installation 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

**GONZALES TOURISM ADVISORY
COMMITTEE MEETING**

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

MINUTES

Chairman Richard Tiller closed the meeting at 12:45 as a quorum of Committee Members was not in attendance. No matters were discussed.

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.**

Barbara Friedrich

From: Glenda F. Gordon <gfgordon0@gmail.com>
Sent: Wednesday, December 11, 2013 10:09 AM
To: rgtiller@yahoo.com
Cc: Barbara Friedrich; Tim Patek
Subject: THMD Signs

Hello Richard,

Just found out that you are meeting tomorrow. Here is the information I gathered for you regarding the tabled request for additional signs for THMD. If you bring that back to committee tomorrow, I can be available by phone should you need further clarification.

As requested by tourism committee, I have contacted William Ince regarding easements along Saint Lawrence and Saint Louis.

When City Council approves the funding for signs for the Gonzales Memorial Museum, I will contact our THC Architect, as to any regulations for the Gonzales Memorial Museum District, regarding installation of signage. I understand sight lines have always been an issue for that property.

I've received a bid from a private company to install the signs and frames, including stainless steel hardware (\$25), sack crete(\$10) and labor(\$65). Budget \$100 max for each sign.

I believe Tim Patek is checking with City crew about labor cost.

Thanks, Glenda
512-924-5850

**MEMORANDUM
City of Gonzales
Street Department**

To: Tourism Committee

From: Todd Remschel, Street Supervisor

Todd Remschel / Street Supervisor

Subject: Installation of Signs

Date: December 12, 2013

Here is the information that was requested on the installation of five (5) Texas History Museum District signs from the City of Gonzales Street Department. Listed below is the approximate cost estimates to install all five (5) signs. If you have any questions or concerns please contact me at 830-672-2815.

Labor – 3 @ \$12.00 x 16 hours = \$576.00

Materials – 30 bags of concrete @ \$3.40 = \$102.00

Equipment Rental – 5 hours @ \$35.00 = \$175.00

Break-Away Sign Materials - \$140.00

Total Cost - \$993.00

10-28-2013

Request for Additional THMD Signage Funding

One of the Gonzales County Historical Commissions goals for the 2013-2014 year is to promote and encourage tourists to visit the museums and preserved historic sites within the Texas History Museum District in Gonzales. We thank Gonzales HOT for the initial \$5,000 grant and will be providing invoices for reimbursements by mid-November, along with a report as to our stewardship of those funds.

In order to complete museum way-finding signage within the THMD, **The Gonzales County Historical Commission's THMD project and Jail Museum committee requests additional funding of up to \$4,600 to purchase a total of 5 additional THMD signs:**

Gonzales Memorial Museum (2),
Eggleston House (1),
Riverside School (1), and
1-General THMD sign for HWY 185 @ St. Louis entrance to Gonzales.

(A total of 4 signs have already been ordered to be installed on Courthouse Square as way-finding signs for the Gonzales County Jail Museum and Gonzales County Courthouse)

(Cost of each sign is \$825, including shipping. Installation is not included)

Thank you for your consideration,

Glenda Gordon
Gonzales County Historical Commission
THMD project administrator

Sandra Wolff,
Chairperson, GCHC Old Jail Museum Committee

APPLICATION

Organization Information

Date: 10-28-2013

Name of Organization: GCHC- GC Jail Museum THMD Information Center

Address: 411 St. Lawrence St.

City, State, Zip: Gonzales TX 78629

Contact Name: Glenda Gordon or Sandra Wolff

Contact Phone Number: Glenda 512-924-5850

Web Site Address for Event or Sponsoring Entity: gonzaleschc.org

Is your organization: Non-Profit Private/For Profit

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

Purpose of your organization: _____

To save and promote identifiable places in Gonzales County through projects and programs to meet this goal.

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: Up to \$4,600

How will the funds be used? Complete THMD museum way-finding signage. 5 signs will be purchased

for installation at the Gonzales Memorial Museum (2) Eggleston House (1) Riverside School (1) and one General THMD sign for location on 183 @ St. Louis. (See attached)

(The amount requested does not include costs for installation of the signs. All signs are to be placed on city or county property.)

Primary Purpose of Funded Activity/Facility: Identify the Texas History Museum District within the City limits of Gonzales and provide "you are here" signage for each museum within the THMD.

Percentage of Hotel Tax Support of Related Costs

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

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

Tax for _____ the Funded Event.

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

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

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

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

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

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

THMD information center at the Gonzales County Jail Museum

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

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

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

Sporting Related Event Funding:

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

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

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

Questions for all Funding Requests:

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

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 X _____ Newspaper Radio x _____ TV _____

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

Other _____

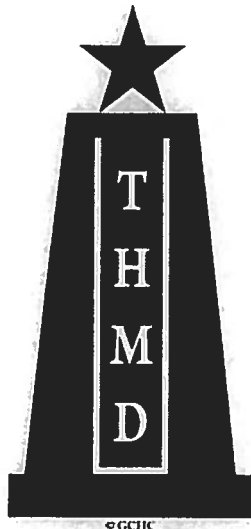
What areas does your advertising and promotion reach?

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)

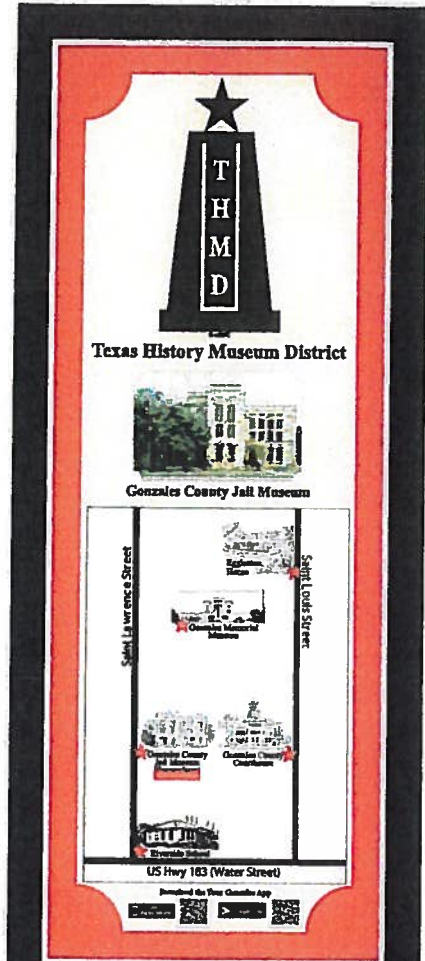
Expected Attendance Monthly/Annually: _____(Please note percentage of those

in Attendance that are Staying at Area Hotels/Lodging Facilities: _____



Texas History Museum District
Gonzales

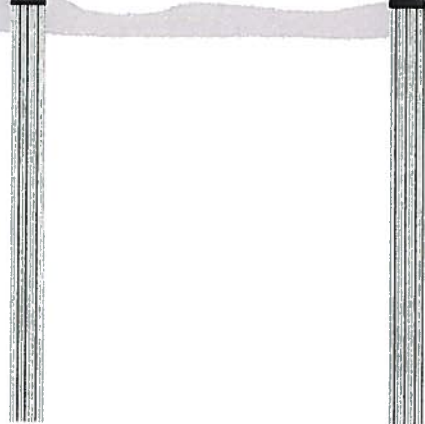
30"



98.5"

128.5"

30"



Barbara Friedrich

From: Glenda F. Gordon <gfgordon0@gmail.com>
Sent: Tuesday, October 29, 2013 10:13 AM
To: Barbara Friedrich
Subject: THMD Sign Specifications and cost

Importance: High

DESCRIPTION (color rendition with dimensions attached to this email)

SIGN FRAME – Welded commercial heavy gauge 2.5” square metal tubing frame with commercial heavy gauge .75” square metal tubing pickets, primed and powder coated black with welded tabs for aluminum sign mount. Overall size is 128.5” high X 30” wide. Height includes 30” to be set below ground level. Above ground height is 98.5”. Our suggestion is to set the sign in concrete for wind load requirements and stability. **Don't forget!** Whoever is going to install the sign will need to check for underground wiring and pipelines before they dig the two holes 30” deep.

ALUMINUM SIGN – Two-sided .080 gauge Aluminum sign material covered with full color printed vinyl (artwork supplied by the Gonzales County Historical Commission). The vinyl will be coated with heavy UV coating for longevity. Size is 5.5’ high X 2’ wide. The aluminum sign should be attached to the welded tabs on the sign frame with stainless steel or other corrosion resistant bolts.

PRICE

SIGN - **\$791.45** (does not include shipping charges)

SHIPPING CHARGES – The odd thing about shipping some items is that the cost may not vary much at the base rate. The cost doesn't begin to increase until you reach a certain weight. I'm guessing the shipping charges to be \$50-\$62.50. The shipping cost for five of these sign frames won't be much different than the cost of one. The savings of \$200-\$250 may influence your decision of how many to order.

Let me know how to proceed and how many sign frames to order. I have artwork from Loretta for the Jail Museum aluminum panel so I'm ready to get it printed if we're ready to move forward. If we're going to order more than one, Loretta will need to forward artwork for the additional signs.

As always, let me know if you have any questions.

Andy Rodriguez

<image002.png>

P. O. Box 810

348 St. George Street
Gonzales, TX 78629
Phone: 830-672-9223
Fax: 830-672-9224
Email: rbs@gvec.net

<THMD - Sign.jpg>

**True West Magazine and City of Gonzales
Multi-Media Campaign**

	June	October			
	April Annual Travel Issue	June West	August (Annual Train Issue)	(Gonzales Feature)	TOTAL
PRINT					
Full Page	\$3,005.00	\$3,005.00	\$3,005.00	\$3,005.00	\$9,015.00
SOCIAL					
Facebook (Complimentary)	\$0.00		\$0.00		\$0.00
Email Broadcast (Complimentary)		\$0.00		\$0.00	\$0.00
DIGITAL					
On Line Web Banner	\$650.00		\$650.00		\$1,300.00
Integrated Media Bundle	\$3,655.00	\$3,005.00	\$3,655.00	\$3,005.00	\$10,315.00
Price w/Preferred Partner Discount (20%)	\$2,924.00	\$2,404.00	\$2,924.00	\$2,404.00	\$8,252.00
SAVINGS	\$731.00	\$601.00	\$731.00	\$601.00	\$2,063.00
Average Readers	270,341	270,341	270,341	270,341	811,023
CPM	\$10.82	\$8.89	\$10.82	\$8.89	\$10.17

Print Value:
Circulation of 60,000 through subscribers, national newsstand outlets, event distribution and special promotions which reaches out to over 312,000 readers. Leads emailed directly to you.

truewestmagazine.com value (p/month):
Page Views: 708,000; Unique Visitors: 28,660.

E-mail broadcasts value:
A reach of 6,781 that have subscribed either through the magazine, website or our newsletter requesting True West information.

Social Media:
An average reach of 7,100 viewers that are interested in what True West features in regard to Western Heritage and History as well as our partners.

360° of Exposure = Saturated Coverage With Your Potential Customers • An ROI Allowing You to Dramatically Grow Your Business

1. Marketing Schedule – No ads until Spring

2. Marketing Update

- a. Discuss 2014 Visitor Guide and Rack Cards.
- b. FAM Tour

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

Dec New Downloads	41
Region	% of Users
Austin	30.00%
Houston	5.00%
San Antonio	9.00%
DFW	38.00%
Corpus	9.00%

Tour Gonzales Website

Pageviews	3783
New Visitors	73%

Tour Gonzales Facebook

Likes	109
People Saw Posts	850

5. Other Updates and Info

- a. December Direct leads/brochure requests from ads – 220
- b. December Visitors to Gonzales Memorial Museum – 96 (only partial report)

FINANCIAL STATEMENT

AS OF: DECEMBER 31ST, 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	57,152.56	192,923.50	50.11	0.00	192,076.50
4-811.801 INTEREST INCOME	750.00	93.96	421.21	56.16	0.00	328.79
TOTAL 811-HOTEL/MOTEL	385,750.00	57,246.52	193,344.71	50.12	0.00	192,405.29
<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	57,246.52	193,344.71	48.98	0.00	201,405.29

FINANCIAL STATEMENT

AS OF: DECEMBER 31ST, 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	5.52	5.52	0.37	0.00	1,494.48
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	5.52	5.52	0.37	0.00	1,494.48
<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	817.23	4,661.91	46.62	0.00	5,338.09
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	817.23	4,661.91	5.65	0.00	77,838.09
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	140,000.00	1,628.17	32,723.56	23.37	0.00	107,276.44
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	1,657.50	5,171.50	12.93	0.00	34,828.50
7-811.521 SPECIAL PROJECTS	25,000.00	8,589.60	9,553.19	38.21	0.00	15,446.81
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>103.14</u>	<u>1,076.54</u>	<u>21.53</u>	<u>0.00</u>	<u>3,923.46</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	295,000.00	11,978.41	51,557.73	17.48	0.00	243,442.27

CITY OF GONZALES
 FINANCIAL STATEMENT
 AS OF: DECEMBER 31ST, 2013

500-RESTRICTED USE FUNDS
 814-MUNICIPAL COURT

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-814.555 CHILD SAFETY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.556 COURT SECURITY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.557 COURT TECHNOLOGY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.558 JUDICIAL EFFICIENCY EXPENSE	<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 5-SPECIAL CHARGES EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
<hr/>						
TOTAL 814-MUNICIPAL COURT	0.00	0.00	0.00	0.00	0.00	0.00
<hr/>						
*** TOTAL EXPENSES ***	379,000.00	12,801.16	56,225.16	14.84	0.00	322,774.84

*** END OF REPORT ***

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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

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

7-811.202			POSTAGE						
			BEGINNING	BALANCE					0.00
12/27/13	12/27	B20197	Misc 121315	04006 ALLOCATE MONTHLY POSTAGE		JE# 011790		5.52	5.52
			=====	DECEMBER ACTIVITY DB:	5.52	CR:	0.00	5.52	
			=====	ACCOUNT TOTAL DB:	5.52	CR:	0.00		

7-811.217			MISCELLANEOUS						
			BEGINNING	BALANCE					0.00

7-811.304			OFFICE EQPT & FURNITURE						
			BEGINNING	BALANCE					0.00

7-811.401			TELEPHONE						
			BEGINNING	BALANCE					0.00

7-811.402			UTILITIES						
			BEGINNING	BALANCE					0.00

7-811.407			TELEPHONE						
			BEGINNING	BALANCE					0.00

7-811.408			MEMBERSHIP DUES						
			BEGINNING	BALANCE					0.00

7-811.409			SUBSCRIPTIONS						
			BEGINNING	BALANCE					0.00

7-811.411			SPECIAL CONTRACTS						
			BEGINNING	BALANCE					0.00

7-811.412			CHAMBER OF COMMERCE						
			BEGINNING	BALANCE					0.00

7-811.413			PIONEER VILLAGE						

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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

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

7-811.415 MAIN STREET

B E G I N N I N G B A L A N C E 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

12/15/13 1/03 A55693 CHK: 098614 11652 C9 CLEAR BULB, 130 VOLT, 0952 5876 206.84 4,051.52

12/15/13 1/03 A55694 CHK: 098614 11652 C9 WARM WHITE LED BULBS 0952 5877 610.39 4,661.91
 ===== DECEMBER ACTIVITY DB: 817.23 CR: 0.00 817.23

===== ACCOUNT TOTAL DB: 4,661.91 CR: 0.00

7-811.417 INSURANCE

B E G I N N I N G B A L A N C E 0.00

7-811.430 TRAVEL & TRAINING

B E G I N N I N G B A L A N C E 0.00

7-811.502 ADVERTISING

B E G I N N I N G B A L A N C E 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

11/30/13 12/20 A55403 CHK: 098583 11640 TEXAS MONTHLY 2714 IN65096 892.50 31,095.39
 ===== NOVEMBER ACTIVITY DB: 15,060.72 CR: 0.00 15,060.72

12/01/13 12/06 A54886 CHK: 098419 11603 CC,HOUSTON,AUSTIN, SAT 1044 474014 1,363.61 32,459.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
12/19/13	12/20	A55239	CHK: 000000	11544	ADVERISTING	2931	4427-7562-8592		250.00	32,709.00
12/26/13	1/03	A55774	CHK: 098637	11652	GEDC & MAIN STREET ADVER	2729	122613-80		14.56	32,723.56
			=====		DECEMBER ACTIVITY	DB:	1,628.17	CR:	0.00	1,628.17
			=====		ACCOUNT TOTAL	DB:	32,723.56	CR:	0.00	

7-811.503	ELECTRICAL LINE EXPENSE									
	B E G I N N I N G B A L A N C E									0.00

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
12/12/13	12/20	A55262	CHK: 098543	11640	ADVERTISING EXPENSES	0041	12/12/13		4,516.08	7,174.16
12/12/13	12/20	A55431	CHK: 098578	11640	ADVERTISEMENT FOR BARN S	3043	12/12/13		29.97	7,204.13
12/18/13	1/03	A55698	CHK: 098641	11652	RESTORATION/ADVERTISING	1027	121813		2,349.06	9,553.19
			=====		DECEMBER ACTIVITY	DB:	8,589.60	CR:	0.00	8,589.60
			=====		ACCOUNT TOTAL	DB:	9,553.19	CR:	0.00	

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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

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

7-811.522			EVENTS							
			BEGINNING BALANCE							0.00

7-811.525			HISTORIC PRESERVATION							
			BEGINNING BALANCE							0.00

7-811.526			MEMORIAL MUSEUM							
			BEGINNING BALANCE							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		
			=====		ACCOUNT TOTAL	DB:			522.50	
						CR:		0.00		

7-811.527			EGGLESTON HOUSE							
			BEGINNING BALANCE							0.00

7-811.528			JB WELLS HOUSE							
			BEGINNING BALANCE							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		
			=====		ACCOUNT TOTAL	DB:			2,500.00	
						CR:		0.00		

7-811.529			RIVERSIDE MUSEUM							
			BEGINNING BALANCE							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		

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		

12/06/13	12/20	A55317	CHK: 098538	11640	NAILS, FLOORING	0219	00644263		17.99	991.39
12/06/13	12/20	A55318	CHK: 098538	11640	FLOORING WOOD FILLER	0219	00644275		15.98	1,007.37
12/12/13	12/20	A55373	CHK: 098548	11640	RIVERSIDE PHONE & INTERN	1816	RIVERSIDE 12/12/13		69.17	1,076.54
			=====		DECEMBER ACTIVITY	DB:			103.14	
						CR:		0.00		
			=====		ACCOUNT TOTAL	DB:			1,076.54	
						CR:		0.00		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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:		56,225.16			0.00	
ENDING BALANCES:		56,225.16			0.00	