

**GONZALES TOURISM ADVISORY  
COMMITTEE MEETING  
CALLED MEETING**

**Thursday, May 21, 2015  
Gonzales Municipal Building at 12:30 P.M.**

**AGENDA**

**CALL TO ORDER AND CERTIFICATION OF QUORUM**

**ITEMS TO BE CONSIDERED**

1. Discuss and Consider Hotel/Motel Application for funding from Authentic American History Productions, LLC

**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](http://www.cityofgonzales.org) the 18<sup>th</sup> day of May, 2015 at 11:00 (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. 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.

  
\_\_\_\_\_  
**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.

# CHASING AMERICAN LEGENDS

April 30, 2015

Ms. Barbara Frederich  
Ms. Barbara Crozier  
City of Gonzales  
Tourism Advisory Committee

RE: Television promotion and Tourism Materials

Enclosed please find a grant application as well as a summary ("One Sheet") Chasing American Legends. The show has recently been picked up by a national network (NRB) and will broadcast into 42 Million homes in Fall of 2015. An additional 20 million homes will be reached through additional networks that will carry the program as well.

We would like to feature Gonzales in at least one episode of the upcoming season, and possibly two. The episodes will tell the story of the First Shot and the Immortal 32, as well as including scenes at the Alamo and other locations, but Gonzales will be the focus.

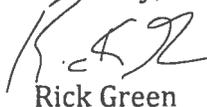
The promotional value for the City of Gonzales tourism is incalculable. Approximately \$100,000 will be put into the production and promotion of these two episodes alone.

We would like to shoot additional footage that we will edit into a promotional video telling the story of Gonzales to be used specifically for tourists coming to Gonzales. We would also license the city to use the Chasing American Legends episode about Gonzales.

You would end up with two very, very high quality promotional pieces. One would be told through the eyes of our family in the reality style of the show, the other would be more documentary style.

It would cost the city well over \$50,000 to produce what we will deliver, PLUS you get the national exposure and promotion from the program. Our request is that the tourism committee donate \$25,000 to the project to cover the additional filming and editing for the tourism piece. Please let me know at your earliest convenience.

Sincerely,



Rick Green

# APPLICATION

## Organization Information

Date: April 26, 2015<sup>[1]</sup>  
Name of Organization: Authentic American History Productions, LLC<sup>[2]</sup>  
Address: 326 Sterling Browning Road<sup>[3]</sup>  
City, State, Zip: Hollywood Park, Texas 78232<sup>[4]</sup>  
Contact Name: Rick Green<sup>[5]</sup>  
Contact Phone Number: 512-297-3640<sup>[6]</sup>  
Web Site Address for Event or Sponsoring Entity: www.ChasingAmericanLegends.com<sup>[7]</sup>  
Is your organization: Non-Profit  Private/For Profit <sup>[8]</sup>  
Tax ID #: \_\_\_\_\_ Entity's Creation Date: 12/12/14<sup>[9]</sup>  
Purpose of your organization: High quality production of great moments in American History.<sup>[10]</sup>

Name of Event or Project: Chasing American Legends episode about Gonzales; and Gonzales Tourism Video<sup>[11]</sup>  
Date of Event or Project: June 15-17, 2015 for additional production; air date September 24, 2015<sup>[12]</sup>  
Primary Location of Event or Project: First Shot Monument, Immortal 32 Monument, Museum, Houston Oak<sup>[13]</sup>  
Amount Requested: \$25,000.00<sup>[14]</sup>  
How will the funds be used? 1. Offset production of episode about Gonzales that will air to national audience on multiple networks in Fall 2015. 2. Production of a high quality tourism video about Gonzales history.<sup>[15]</sup><sup>[16]</sup>

Primary Purpose of Funded Activity/Facility: \_\_\_\_\_

### Percentage of Hotel Tax Support of Related Costs

6%<sup>[17]</sup> Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax  
n/a<sup>[18]</sup> Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy  
Tax for \_\_\_\_\_ the Funded Event.  
n/a<sup>[19]</sup> Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the  
Funded Event.

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

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

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

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

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

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

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

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

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**Sporting Related Event Funding:**

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

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

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

**Questions for all Funding Requests:**

How many years have you held this Event or Project: 2nd year of production<sup>1</sup>

Expected Attendance: Will be seen by millions<sup>2</sup>

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? Expected to help produce in 500 to 600 room nights over the next year<sup>3</sup>

How many nights will they stay? see above<sup>4</sup>

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: The other \$400,000 of the project is privately funded, including other episodes.<sup>5</sup>

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet;

Paid Advertising \_\_\_\_\_ Newspaper \_\_\_\_\_ Radio \_\_\_\_\_ TV X<sup>6</sup>

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

Other \_\_\_\_\_

What areas does your advertising and promotion reach?

The program will be seen on NRB, CTN, UpLift, and TCT networks, reaching over 60MM households<sup>7</sup>

What number of individuals will your proposed marketing reach that are located in another city or county? 60MM households will have it available; actual audience expected between 1 & 2 Million<sup>1</sup>

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

THINK HISTORY  
IS BORING?

# CHASING AMERICAN LEGENDS

WAIT 'TIL YOU  
SEE THIS SHOW!



## PURSuing TRUTH ABOUT HISTORY'S HEROES

Chasing American Legends follows the dynamic Green family & comedian Brad Stine in their investigations of America's heroes, legends, & legacies.

With sincere passion for America balanced by humor & curiosity, an entertaining cast brings a fresh approach to storytelling through their access to authentic worlds of timeless national treasures. Each episode is a fun journey through America's most amazing moments as Chasing American Legends redefines the history genre of reality television.

## BULLETPROOF?

Was a young George Washington truly shot multiple times with zero effect? The family obtains original 1700's documents and first hand accounts from the secret "Vault," visits the battle site, and then creates a homemade re-enactment with Brad as Washington, the family as the French & Indians, and musket style paintball guns for the pseudo scientific, hilarious, and unexpected outcome for their "ballistics" test.



## PEACEFUL PROTESTOR OR COMMUNIST INSTIGATOR?

During an event in Atlanta on their Comedy & Constitution Tour, the team is blindsided w/disparaging claims about Martin Luther King, Jr. & they decide to investigate. An informative & inspirational visit with Alveda King, MLK's niece, at the King home and church is followed by a walk back in time at the Birmingham Civil Rights Institute. The kids are shocked at what they learn and deeply stirred to action.

## LADY MIDNIGHT RIDER

Paul Revere is known to most Americans, but Kamryn is convinced that sixteen year old midnight rider Sybil Ludington has been cheated by history. The family discovers the inspiring stories of unsung heroes buried in the annals of history.

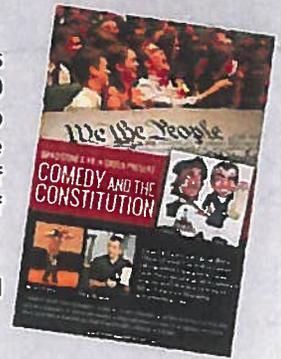
FOR SIZZLE REEL, CAST BIOS, & EPISODE OUTLINES, VISIT [CHASINGAMERICANLEGENDS.COM](http://CHASINGAMERICANLEGENDS.COM). FOR PILOT EPISODE, PLEASE CONTACT [rick@chasingamericanlegends.com](mailto:rick@chasingamericanlegends.com) OR 512-297-3640.



### THE BUILT-IN AUDIENCE

Rick is a former state legislator, hosts a daily radio program heard on 200 stations nationwide and he speaks to about 100,000 people a year at live events. The kids have years of experience speaking in front of arenas filled with 10,000 people.

Brad Stine is the most media covered Christian comic in the country.



### SOCIAL MEDIA PROMOTION

The cast has more than 50K fans on Facebook and have had individual posts reach into the tens of millions of pageviews. Rick's radio program has hundreds of thousands of online downloads per month in addition to 200 stations airing the program daily and another 120K Facebook fans. Their audiences are loyal and eager to support the success of the project. Several hundred thousand people in their immediate following will give the show a base, as well as millions more in the circle to which the cast has access. Millions are hungry for this type of aspirational, family friendly, purposeful entertainment.



### THE RESEARCH TEAM & SCHOLASTIC PANEL

Through his research, Rick has befriended countless experts at the top of their field. From top national Think Tanks and University Scholars to the Library of Congress, he is a phone call away from the experts who can share impressive knowledge of artifacts, documents, quotes, and original publications of the era. The initial research for hundreds and thousands of stories, characters, locations, & artifacts has already been completed and compiled by a private library that Rick works closely with in the Dallas/Ft. Worth area, giving virtually limitless directions and topics for episodes. Ranging from George Washington's actual hair, to letters from JFK, bullets and weapons from the Revolutionary War, to letters and private correspondence by Thomas Jefferson and John Adams, this show has unlimited access to amazing resources and worlds.



### IN THE CAN

We have two completed episodes, three terabytes of footage from 17 locations with the ability to edit at least 3 more episodes quickly; with dozens more episodes outlined.

CHASING  
AMERICAN  
LEGENDS

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