

# **GONZALES TOURISM ADVISORY COMMITTEE MEETING**

**Thursday, May 23, 2013  
City Hall at 12:00 P.M.**

## **AGENDA**

- 1. Call to Order, Certification of Quorum**
- 2. Public Comment**
- 3. Discussion & Consideration of Come & Take It Funding Request for 2013 Event**
- 4. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website**
- 5. Report on Upcoming Events: Summer Concerts, 4<sup>th</sup> of July Celebration, Jr. High Rodeo State Finals, TYRA Rodeo Finals, YRA Rodeo Finals, Ranch Rodeo Finals, PBR, CPRA Rodeo, Crystal Theater Events**
- 6. Financial Report**
- 7. Next Regular Meeting will be June 27, 2013 at 12:00PM at City Hall**
- 8. 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 12:00PM Monday, the 20th day of May, 2013; 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.

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*Carolyn Gibson Baros, Economic Development Director*

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

HOTEL OCCUPANCY TAX USE GUIDELINES  
UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

**State Law:** By law of the State of Texas, the City of Gonzales collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- i) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention facilities or visitor information centers, or both;
- ii) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- iv) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** that the 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, and
- v) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- vi) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.

**City Policy:** The City of Gonzales accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application by January 1, April 1, July 1 and October 1. The application will be reviewed by the Gonzales Tourism Committee at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review.

**Eligibility and Priority for Hotel Tax Funds:** Priority will be given to those events and entities based on their ability to generate overnight visitors to Gonzales. The amount that you are requesting should not exceed more than 25 percent of the gross amount of hotel night revenue that you are predicting that will be created or sustained by your event. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds;**
- c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event; and/or**

d) **examples of marketing of the programs and activities that are likely to generate encourage overnight visitors** to local lodging properties.

**Use of Local Vendors:** The Gonzales Tourism Committee encourages all event organizers to patronize Gonzales businesses for food, supplies, materials, printing, etc.

**Use of Revenues from Event:** A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the City of Gonzales's funding of a particular event.

Supplemental Information Required With Application: Along with the application, please submit the following:

\_\_\_\_\_ Proposed Marketing Plan for Funded Event

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

Submit to:

City of Gonzales  
Attention: Tourism Advisory Committee  
P. O. Box 547  
Gonzales, Texas 78629  
830-672-2815

For Questions Contact:

Carolyn Gibson  
Economic Development Director  
P. O. Box 547  
Gonzales, Texas 78629  
830-672-2815

APPLICATION

Organization Information

Date: May 17, 2013

Name of Organization: Gonzales Chamber of Commerce & Agriculture

Address: 414 St. Lawrence Street

City, State, Zip: Gonzales, Texas 78629

Contact Name: Barbara Hand

Contact Phone Number: 830-672-6532 or 830-857-3445

Web Site Address for Event or Sponsoring Entity: www.gonzlaestexas.com

Is your organization: Non-Profit  Private/For Profit

Tax ID #: 74-0648360 Entity's Creation Date: 1923

Purpose of your organization: The chamber is organized to work in partnership with business, industry and government to promote commerce and tourism while enhancing our quality of life.

Name of Event or Project: Come & Take It Celebration

Date of Event or Project: October 4,5 & 6, 2013

Primary Location of Event or Project: Downtown Gonzales

Amount Requested: \$ 5,000.00 (See attachment)

How will the funds be used? The dollars received will be used in advertising and promoting the Come & Take It Celebration across the state of Texas and neighboring states. We will also target those who are interested in Texas History and the Battle of Gonzales.

Primary Purpose of Funded Activity/Facility: To celebrate our rich Texas history which was the firing of the first shot for our independence from Mexico on October 2, 1835.

**Percentage of Hotel Tax Support of Related Costs**

8% Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

0 Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax for the Funded Event.

0 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.**

Advertising to promote visitors to our event, to shop in Gonzales & fill lodging rooms

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: 57

Expected Attendance: 12,000

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 1,500+

How many nights will they stay? 2

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

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

Through management documentation at lodging locations

Please list other organization, government entities and grants that have offered financial support to your project:

We receive in-kind help from the City of Gonzales and from business that help sponsors the Come & Take It Celebration

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 facebook, twitter, instagram, youtube and pinterest

What areas does your advertising and promotion reach?

Across the state of Texas and neighboring states.

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

500,000

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

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

To: Gonzales Tourism committee

**Come & Take It 2013 Media and Marketing Projected Expenses**

Gonzales, Texas

	Size	Dates	Cost
TexSCAN this ad ran in over 100 newspapers in the South Region of Texas list attached		Sept. 25 or 26 Oct. 2 or 3	950.00 950.00
Reeses Print Shop		create CTI ad	50.00
Rawhideandvelvet.com		website ad	150.00
Facebook		Facebook ad	235.45
Gonzales Inquirer Discover ad		give out all year	300.00
Cuero Record	2x5"	Sept. 26 & Oct. 3	150.00
Yorktown News View	2x5"	Sept. 26 & Oct. 3	50.00
Victoria Advocate	2x5"	Sept. 27 & Oct.4	437.60
Seguin Gazette	2x 5"	Sept.26 - Oct.3	178.00
KWED AM 1580	30	Oct. 1 -5	125.00
LED Message Center	7 day	1,596 messages	25.00
Hallettsville	2x5"	Sept. 26 & Oct.3	116.00
Shiner Gazette	2x5"	Sept. 26 & Oct. 3	93.00
Yoakum Herald	2x5"	Sept. 26 & Oct. 3	110.00
Moulton Eagle	2x5"	Sept. 26 & Oct. 3	81.00
Luling News Boy	2x5"	Sept. 26 & Oct. 3	110.20
Lockhart Record	2x5"	Sept. 26 & Oct. 3	140.00
Festivals of Texas		Fall Magazine	195.00
Reese's Print Shop - Brochures		12th	1140.00
Reese's Print Shop - Posters		250	157.50
Best in Texas	20,000	circulation	825.00
City of Dallas	30,000		830.00
<b>Total</b>			<b>\$7,398.75</b>

**In-Kind Media Sponsor - \$3,000.00**

Gonzales Inquirer  
The Cannon  
KCTI

**Web:** [www.gonzalestexas.com](http://www.gonzalestexas.com)

**Email:** Email Blast to Chamber Membership and others

**Socail Media:**

Facebook  
Twitter  
Instagram  
You Tube  
Pinterest

## 1. Marketing Schedule – June and July 2013

AustinTexas.org	Banner	July	\$227.00
REAL Magazine	2/3 Page	July	\$1,630.00
Tour Texas	Top Banner	July	\$375.00
True West	Full Page	July	\$2,200.00
AustinTexas.org	Banner	June	\$227.00
REAL Magazine	2/3 Page	June	\$1,630.00
San Antonio Magazine	Full Page	June	\$2,106.00
Texas Monthly.com	Box	June	\$892.50
Tour Texas	Top Banner	June	\$375.00
Tour Texas Destination Spotlight	Home Page	June	\$600.00
VisitSanAntonio.com	Email Feature	June	\$-

## 2. Marketing Update

- a. Certified Folder Display - Rack cards have been distributed in all locations.
- b. Summer ad schedule is in full swing. Ads have been placed to promote Summer Concert series and “Come and Take a Tour.” Advertising will pick up again in late August and September to promote Come and Take It and then Winterfest and Historic Home Tour.
- c. Planning for new October 1 budget year is underway. Should have a complete ad schedule for committee review at the August meeting.

## 3. Smart Phone App Update

- a. The rest of the historic home data has been provided by Paul and I am adding it. The restaurants and shops have been added. The name, address and phone will be listed after the app is re-submitted to the app store. That will take place early next week. We will still have additional points of interest available after all of the historic homes have been added.

#### 4. Web and Social Media Update

##### Tour Gonzales App Stats

May 2013 New Downloads	152
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Region	% of Users
Austin	60.00%
Houston	4.00%
San Antonio	12.00%
DFW	14.00%
Corpus	5.00%

##### Tour Gonzales Website

May ,2013

Pageviews	4,300
Avg Unique Visitors	45
New Visitors	55%

##### Tour Gonzales Facebook

Likes	52
# People Engaged	433
Shares	245
People Reached	9,865