

GONZALES CONVENTION AND VISTOR BUREAU

**Thursday, December 14, 2017
Gonzales Municipal Building at 12:00 P.M.
AGENDA**

CALL TO ORDER AND CERTIFICATION OF QUORUM PUBLIC COMMENTS

The public comments section of the meeting is for citizens to address the advisory committee as a whole

APPROVAL OF MINUTES

1. Approval of October 12, 2017

REPORTS

1. Staff Reports
 - A. JB Wells – Expo Center and JB Wells Park
 - B. Main Street – Barbara Friedrich
 - C. Tourism Director-Clint Hille
1. Report on Spring Garden and Grounds Tour
2. Report on Occupancy Trends – Allison Rodriguez
3. Report on Pioneer Village – Paul Frenzel
4. Report from Advisory Members on Event Development
5. Report on Upcoming Events
 - Chamber of Commerce Banquet February 10
 - GCADT Steak Night Fundraiser Sat Jan 13th
 - GISD Casino Night Fundraiser Sat Jan 20th
6. Financial Report

ACTION ITEMS

1. Chamber Funding Request for:
 - A. 2018 Advertising Funding for CATI
 - B. 2018 Entertainment Funding for CATI
 - C. Budget Amendment for Gonzales Memorial Museum
2. Call for new agenda items for the following meeting, by members

Set Date and Time for Next Meeting

ADJOURN

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.gonzales.texas.gov the 11th day of December 2017 at 10:45 a.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed

I further certify that the following News Media were properly notified of the above stated meeting: the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or

may not be available to attend this event, this notice is being posted to meet the requirements of the Texas Open Meetings Act and subsequent of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.

Clint Hille, Tourism 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.

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, October 12, 2017

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

Chairwoman Crozier called the meeting to order at 12:04pm. A quorum was declared present.

Members present: Barbara Crozier, Clint Hille, Holly Danz, Chris Kappmeyer, Dawn O'Donnell, Paul Frenzel, Ann Covert, Alison Rodriguez; **Members absent:** Ken Morrow; **Ex officio present:** none; **Staff present:** Anne Dollary; **City Officials present:** Genora Young; **Guests:** Kat Penrose, Billy Bob Lowe, Tiffany Hutchinson

Public Comments: Paul Frenzel reported on Pioneer Village events during Come and Take It. 61 reenactors were present; was a great turnout. Over 300 paying guests. Lots of those folks were out of town visitors. Paul thanked this group and the Chamber for their help. School tours are already booking. Barbara Crozier would like to add a Pioneer Village report to each meeting.

Approval of Minutes

1. **Approval of Minutes:** The minutes of the September 14, 2017 meeting were approved, with the addition of naming Tiffany Hutchinson as a present guest.

Action Items

2. **Acceptance of Clint Hille's resignation from the Gonzales Convention and Visitor Bureau Committee.** Dawn O'Donnell moved to accept the resignation, Holly Danz seconded; motion carried to accept with sincere appreciation for Clint's work as a committee member.
3. **Discuss and Consider Application for funding from Central Texas Independent Cattleman's Association.** Ann Covert moved to accept the application, Holly Danz accepted. This is the 4th year that this group is requesting funds, and there was discussion of how the committee's budget looked so far this year. The committee has started providing lesser amounts for those that have applied for more than 3 years. Per Mr. Lowe, this will be the biggest sale so far. Dawn O'Donnell then moved to fund \$1,500 for this event, Holly Danz seconded. Chris Kappmeyer stated that we can't keep funding events at the lesser amount forever, and may not be able to fund next year. Motion carried for \$1,500.
4. **Discuss and Consider Brochure Distribution.** Ann Covert & Clint Hille are working on this. Clint plans to distribute locally, as well as providing racks for those that haven't previously had them. He suggested that committee members sign up for a month out of the year to refill these around town. Barbara Crozier asked for a signup sheet to be available at the next meeting so

members can sign up for the next year.

5. **Discuss and Consider Lunch and Learn.** Ann Covert would like to reinstate this event. Clint Hille then discussed that EDC is working with the Chamber on a similar program. Genora Young could not share much information, but it would be available to all businesses in the community and an outside person would be brought in for the presentation. Barbara asked Genora to let the Chamber know that this board would like to be involved and willing to help.
6. **Election of Officers.** Holly Danz offered to stay on as Secretary; Ann Covert volunteered to stay on as Parliamentarian; Barbara Crozier has volunteered to stay on as Chairwoman. Dawn O'Donnell volunteered to take on the role of Vice-Chair. Chris Kappmeyer moved to accept the slate of volunteers for officers, Holly Danz seconded; motion carried.

Reports

7. **Report from Tourism Director.** Clint Hille attended the Texas Travel Industry conference in Arlington, and learned a lot about marketing and blog groups. Clint will be visiting with a couple of bloggers to see what would be available to us. Working on putting the booth together for the upcoming home & garden shows; and gathering collateral as giveaways. Also working to get calendars updated so current info posts on the websites. Looked into the Channel 3 situation, and getting more information to see how this can be utilized. After visiting with the hotels, most of them use Dish and Channel 3 is a Spectrum product. More work to be done on this. Chris Kappmeyer asked that the budget be translated into a pie chart for easier understanding.
8. **Update on Home and Garden Shows.** Houston Home and Garden Show scheduled for October 21-22; Clint Hille and Genora Young will be attending.
9. **Update on Spring Garden and Grounds Tour.** Still looking for a leader. Hoping to have a list and date available to be handed out during Winterfest.
10. **Update on Winterfest Activities.** Home tour will happen and brochures are out. Stars in the Village, Lighted Parade, and Breakfast with Santa all scheduled.
11. **Report from Anne Dollery on the Expo Center at JB Wells Park.** Man Event coming right up. 2 circus performances, wrestling match, horse cutting. ICA sale, team roping, lights festival, barn sale all coming up. Jr High finals are coming back in 2018, but bids will go out for renewal next year and they will be looking for a 5-year contract. Anne was asked if she could ask her event organizers if we could have their email list so those people could be added to our email blasts. PBR has not committed for next year.
12. **Report from Gonzales Memorial Museum.** Spreadsheet provided to board members. Still looking for 2014 information. Museum board will also be providing refreshments during the Winterfest tour of homes.
13. **Report on Occupancy Trends.** September report has not come out yet. 58% positive change in local occupancy.

14. **Report from advisory members on Event Development.** Chris Kappmeyer hoping to have an event in spring 2019 surrounding guns, ammo, the Canon, etc.
15. **Report on Upcoming Events.** Breast Cancer Balloon Release Celebration October 13th; ICA Cattle Sales October 20th; Live Well w/ Exercise 5k/10k October 21st; Happy Fall Y'all October 21st; Festival of Lights October 28th; Rusted Gingham's 10th annual Barn Sale November 3-4.
16. **Financial Report.** Some of the back-owed tax money has been coming in.
17. **Call for new agenda items for the following meeting, by members.** Barbara Crozier asks that reps for Chamber and Main Street be sent and give reports if directors cannot attend the meetings. Chris Kappmeyer would like to discuss PR, public image, reputation, etc. Ann Covert would like to revisit "Meet Me in Gonzales", and the app.
18. **Staff Report.** No additional reports.
19. **Set date and time of next regular meeting.** November 2, 2017 at 12pm.

Chairwoman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Ann Covert, the meeting was adjourned at 1:08pm.

Holly Danz, Secretary

COME AND TAKE IT CELEBRATION



COME AND TAKE IT

POST EVENT REPORT
Come and Take It Committee

POST EVENT REPORT FORM

Date: November 22, 2017

ORGANIZATION INFORMATION

Name of Organization:

Come and Take It Committee

Address:

414 St. Lawrence Street

Gonzales, Texas 78629

Contact Name:

Daisy Scheske- Executor Director Chamber of Commerce; 830-672-6532

Keith Schauer-Chairman

PROJECT OR EVENT

Name of Event or Project:

Come and Take It Celebration

Date of Event or Project:

October 6, 7, & 8 2017

Primary Location of Event or Project:

) Downtown Gonzales located Primarily upon Confederate Square, Texas Herpes Square and
) the Courthouse/Jail Square)

Primary Purpose of Funded Event/Project:

To commemorate the firing of the First Shot of Texas Independence, to attract visitors to Gonzales to support the Celebration and the Community Businesses, and to serve as a fundraising opportunity for local non-profit groups.

Amount Received from Hotel Occupancy Tax Funds:

\$6,000 for Entertainment both live music and children's activities

\$6,000 for Advertising

Amount Used from Hotel Occupancy Tax Funds:

\$6,000 for Entertainment

\$6,000 for Advertising

How Were the Funds Actually Used?

The HOT Funds were used to promote the arts and entertainment through the booking of a wide variety of music acts and performers as well as being used to promote family/kid oriented entertainment. These funds were able to assist with music acts and/or performers that covered the genres from Tejano to Folk to Texas Country, Bluegrass to 80's/Classic Country to Square Dancing. These acts consisted of local performers to nationally famous acts.

How many years have you held this Event or Project:

The Celebration has been a Gonzales Tradition since 1956 and is the largest celebration in Gonzales County.

Event Funding Information

1. Actual percentage of funded Event costs covered by hotel occupancy tax: 5.88%
2. Actual percentage of Facility costs covered by hotel occupancy tax (if applicable): 0.00
3. Actual percentage of Staff costs covered by hotel occupancy tax (if applicable): 0.00
4. If staff costs were covered, estimate of actual hours staff spent on funded Event: 0.00
5. Did the event charge admission? Was there a net profit from this event? If there was a Net profit, what was the amount and how is it being used?

Admission to the Celebration which includes all the entertainment was Free. This was the second year to implement a different financial structure in order for the Come and Take It Committee to generate a renewable source of income. In the previous years, the event was set-up on a cost sharing system with the Come and Take It Committee receiving a small amount of money to cover administrative costs associated with the event. Under the new structure profits from the event are being used for capital improvements to the Celebration with the remaining funds going to operational costs for the next year's Celebration. This year's net profit was approximately \$12,800.00. In 2017 we purchased 80 tables and we anticipate purchasing additional chairs. The majority of the funds are distributed to the local non-profit groups that participate in the Celebration.

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Event Attendance Information

1. How many people did you predict would attend this Event? (Number submitted in application for hotel occupancy tax funds):
15,000 to 20,000 people over the three day Celebration
2. What would you estimate was the actual attendance at the Event?
16,000 people over the three day Celebration
3. How many room nights were generated at Gonzales hotels, motels or bed & breakfasts by attendees of this Event or Project?
All of these entities were full when we spoke with hotel and B&B employees.
4. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Gonzales hotels, motels, or bed & breakfasts by attendees of this Event or Project?

2017: Assuming there are 500 rooms in Gonzales, at least 1,000 room nights were generated.

2016: Approximately 1,000 (All hotels were full)

2015: Approximately 1,000 (All hotels were full)

5. What method did you use to determine the number of people who booked rooms at Gonzales hotels, motels, or bed & breakfasts (e.g.; room block usage . information, survey of hoteliers, etc.)?

We contacted these entities by phone an online database.

6. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? If the room block did not fill, how many rooms were picked up?

No room block was established for this event.

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper:	Gonzales Inquirer, In-Kind Sponsor Seguin Gazette: \$240.00 Cuero Record: \$216.00
Radio:	Texas Thunder Radio \$600
Social Media:	\$100.00
Distributions:	Brochures- \$ 1,459.88 Rack Cards- \$957.21 Posters: \$125.00
Magazine:	Discover Gonzales County: \$250.00 Discover Victoria: \$991.00 Festivals of Texas: \$18.00
Book Ad:	Spectacular Getaways of Texas: \$500.00

2. Did you include a link to the Gonzales Visitor's Center or other source on your promotional handouts and in your website for booking hotel nights during this event?

Yes, the Gonzales Chamber of Commerce and Visitors Center is on all handouts and social media sites.

3. Did you negotiate a special rate or hotel/event package to attract overnight stays?

No special rates were negotiated.

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Our marketing initiatives utilized were Social Media sites such as Facebook, Twitter, Instagram, and Snapchat which linked to our schedule of events and listed various hotels in Gonzales. We also promoted our easily recognized headliners via social media and they in turn shared our information on their sites which helped to attract their fans to Gonzales.

5. Please attach samples of documents showing how the City of Gonzales was recognized in your advertising/promotional campaign.

Please see the promotional items attached.

6. Please attach at least one sample of all forms of advertising/promotion used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

Please see the promotional items attached.

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event?

While our Celebration is not strictly a Sporting Event, we do have various sporting events that take place over the Weekend in which we promote through our advertising campaign. We have the following Sporting Events:

Softball Tournament- Cancelled (Hurricane Harvey)

5K Run – 100+ participants

Golf Tournament- 75+ participants

Chicken Flying- 40 participants

Canoe Race- 30+ participants

Washer Pitching- 25+

Truck Roping- Cancelled

2. If the event was a sporting-related function/facility, how many of the participants were from another city or county?

N/A

3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel and motels within the city or its vicinity?

n/a

Additional Event Information

What Gonzales businesses did you utilize for food, supplies, materials, printing, etc.?

The local businesses which were utilized during the Celebration include the following:

Angels & Outlaws
Apache Chemical
Buccee's
Caraway Ford
Circle K
City of Gonzales
D&D Liquor
Daylight Donuts
Dilworth
Dubose Farms
Family Dollar
Frames and Things

Gonzales Building Center
Gonzales Inquirer
Gonzales National Bank
GVEC
GVTC
HEB
Holiday Inn/ Sleep Inn
Hyden Highway Hauling
J Bar B Foods
Kitchen Pride Mushrooms
La Bella Tavola
La Quinta

McCoy's Building Supply
NAPA
Personal Impressions
Reese's Print Shop
Rent-A-Center
Sage Capital Bank
Security Storage
Wal-Mart
WB Farm and Ranch
Wells Fargo

Gonzales Non-profit organizations that benefit from the Come and Take It Celebration

Come and Take It Square	Gonzales Chamber of	Lakewood Recreation (Texas
Dancers	Commerce	Parks and Wildlife)
Guadalupe Cattlewomen	Gonzales Catholic	LULAC
DAR	Community	Masons
DRT	Gonzales Classic Cruisers	Master's Hands Church
Edward's Association	Gonzales County Area Go	New Beginnings Church
EMS Rescue	Texan	Noon Lion's Club
Gonzales Area Art Group	Gonzales Healthcare	Norma's House
Gonzales Boy Scouts	Systems	Pioneer Village
	Gonzales Methodist Church	Rotary Club
	Knights of Columbus	Sons of the Republic of Texas

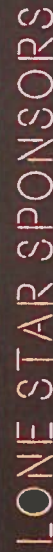
2017 COME AND TAKE IT COMPARISON BUDGET			
		BUDGETED	10/18/2017
INCOME		2017	Comparison
Chamber of Commerce	\$	12,000.00	\$ 12,000.00 \$ -
Ticket Booth Food	\$	80,000.00	\$ 72,017.50 (\$7,982.50)
Ticket Booth Beer	\$	60,000.00	\$ 55,776.00 (4,224.00)
Ticket Booth over/(under)	\$	-	\$ 6,346.25 6,346.25
Commercial Vendors	\$	2,000.00	\$ 2,775.00 775.00
Parade	\$	-	\$ 610.00 610.00
Events	\$	7,955.00	\$ 7,345.97 (609.03)
5k	\$	900.00	\$ 1,404.24 504.24
Canoe	\$	1,200.00	\$ 1,180.00 (20.00)
Petting Zoo	\$	2,500.00	\$ 2,500.00 0.00
Car Show	\$	500.00	\$ 255.73 (244.27)
Cookoff			\$ 225.00 225.00
DRT			\$ 25.00 25.00
Golf Tournament			\$ 25.00 25.00
Bungee Jump	\$	425.00	\$ 216.00 (209.00)
Art Club	\$	80.00	\$ 25.00 (55.00)
Chicken Flying Contest			\$ 25.00 25.00
Softball Tournament			\$ 25.00 25.00
Washer Pitching	\$	180.00	\$ 270.00 90.00
Bull Ride	\$	470.00	\$ 270.00 (200.00)
Pioneer Village			\$ 25.00 25.00
Quilt Show			\$ 25.00 25.00
Snake Exhibit			\$ 850.00 850.00
Helicopter Rides	\$	1,700.00	(1,700.00) 0.00
Sponsors	\$	40,000.00	\$ 46,625.00 6,625.00
MSC			\$ 1,484.60 1,484.60
City of Gonzales	\$	12,000.00	\$ 12,000.00 0.00
HOT Funds for Advertising	\$	6,000.00	\$ 6,000.00 0.00
Hot Funds for Entertainment	\$	6,000.00	\$ 6,000.00 0.00
Hot Funds for Family Ent.	\$	-	0.00 0.00
TOTAL INCOME	\$	213,955.00	\$ 216,980.32 3,025.32
EXPENSE			
Food Tent	\$	74,299.00	\$ 66,151.53 8,147.47
Supplies	\$	675.00	\$ 599.66 75.34
Tickets	\$	1,500.00	\$ 1,503.75 (3.75)
Ice			\$ 445.00
Tent	\$	5,524.00	\$ 5,525.00 (1.00)
Mcs			\$ 169.68
Non Profit Food Vendors	\$	66,600.00	\$ 57,908.44 8,691.56

Beer Tent	\$	45,830.00	\$ 43,331.98	2,498.02
License	\$	250.00	\$ 231.00	19.00
Insurance	\$	3,000.00		3,000.00
Beer	\$	18,000.00	\$ 18,943.37	(943.37)
Tent	\$	3,830.00	\$ 3,830.00	0.00
Tokens	\$	-		0.00
Ice	\$	1,800.00	\$ 2,300.00	(500.00)
Security	\$	950.00	\$ 945.00	5.00
Knights of Columbus	\$	18,000.00	\$ 16,732.80	1,267.20
Television			\$ 220.90	(220.90)
Mcs			\$ 128.91	(128.91)
Parade	\$	400.00	\$ 345.30	54.70
Advertising	\$	6,500.00	\$ 6,349.09	150.91
Ticket Booth	\$	300.00	\$ 108.99	191.01
Activities	\$	8,905.00	\$ 8,728.00	177.00
Petting Zoo	\$	2,630.00	\$ 2,645.00	(15.00)
Canoe	\$	625.00	\$ 785.00	(160.00)
5k Run	\$	1,000.00	\$ 688.00	312.00
Lion's Bingo	\$	3,800.00	\$ 3,760.00	40.00
Snake Exhibit	\$	850.00	\$ 850.00	0.00
				0.00
Sponsors	\$	3,000.00	\$ 3,317.95	(317.95)
Koozies	\$	725.00	\$ 1,662.44	(937.44)
Packets	\$	550.00	\$ 511.97	38.03
Shirts	\$	1,725.00	\$ 1,143.54	581.46
Entertainment	\$	45,000.00	\$ 43,477.76	1,522.24
Friday	\$	15,000.00	\$ 7,140.00	7,860.00
Saturday	\$	17,000.00	\$ 20,460.00	(3,460.00)
Sunday	\$	1,000.00	\$ 1,000.00	0.00
Stage	\$	9,000.00	\$ 4,700.00	4,300.00
Sound	\$	2,500.00	\$ 5,560.00	(3,060.00)
Family Entertainment	\$	-	\$ 2,500.00	(2,500.00)
Hotel Rooms			\$ 710.00	(710.00)
Entertainment Security			\$ 420.00	(420.00)
Miscellaneous	\$	500.00	\$ 987.76	(487.76)
Grounds	\$	27,500.00	\$ 32,371.47	(4,871.47)
Restrooms	\$	2,000.00	\$ 1,430.00	570.00
Electrical	\$	200.00	\$ 425.49	(225.49)
Security	\$	6,700.00	\$ 4,217.50	2,482.50
Cleaning	\$	11,600.00	\$ 11,819.40	(219.40)
Insurance	\$	6,000.00	\$ 6,849.55	(849.55)
EMS Rescue			\$ 500.00	(500.00)
Tables			\$ 6,985.67	(6,985.67)
Miscellaneous	\$	1,000.00	\$ 143.86	856.14
TOTAL EXPENSE	\$	211,734.00	\$ 204,182.07	7,551.93
Profit/(Loss)	\$	2,221.00	\$ 12,798.25	10,577.25

182 YEARS SINCE THE BATTLE

After San Jacinto, the town of Gonzales was rebuilt and stands today as it was surveyed in 1832.

FOD TEXAS INDEPENDENCE



Clinton Hille

From: Daisy Scheske <cti@gonzalestexas.com>
Sent: Wednesday, November 22, 2017 8:51 AM
To: Clinton Hille
Cc: Liz Reiley
Subject: Tourism Documentation
Attachments: Tourism 3rd 2017.PDF; 2017 3rd Quarter Scheduled Group Tours.PDF; 2017 TXDOT 3rd Quarter & Sign -In Sheet.PDF; Tours20173A.xlsx; Facebook Insights Data Export - Gonzales Chamber of Commerce & Agricultu....xls; DOC487.PDF

Clint,

Attached are the following:

- Tourism 3rd 2017: These are the number of mail- leads that were mailed out. (I will email you some examples of mail-leads.) Mail leads are requests related to advertising from the GCVB. The chamber mails out city brochures.
- 3rd Quarter scheduled group tours: These are the group tours that the Chamber books. Number of people in the group is listed in the forms.
- 2017 3rd quarter sign in sheet: These are the visitors that sign in. This is also the form that we submit to TXDOT.
- Tours2017 Excel: These are the tours that Paul and Leon conduct.
- DOC487: This is a list of callers from last month who call the 1-800 number that we provide. This is the number used on all the ads. As of right now, the Chamber is transferring from Frontier to GVTC. Once that occurs, we should be able to send you these on a quarterly basis.
- Facebook insights from the Chamber page. This will include the following:
 - Key Metrics
 - Daily Like Source
 - Frequency distribution
 - Weekly frequency distribution
 - Post frequency
 - Weekly post frequency
 - Daily talking about this
 - Weekly talking about this
 - Daily page by stories
 - Weekly page by stories
 - Page consumptions
 - Weekly consumptions
 - Likes by gender
 - Likes by country
 - Likes by city
 - Likes by language
 - Demographics
 - In tab views
 - Any negative feedback that may occur
 - Check in by gender
 - Check in by country

Old Jail Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January	151	293	468	357			
February	139	440	551	512			
March	627	1,223	1,112	1,737			
April	290	959	930	764			
May	878	872	1,062	991			
June	443	948	1,131	1,059			
July	743	1,266	1,281	1,401			
August	398	665	536	735			
September	154	524	577	565			
October	1,754	1,656	3,634	2,492			
November	418	606	720	808			
December	678	489	566				
Yearly Total	6,673	9,941	12,568	11,421	0	0	0

Gonzales Memorial Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019
January		1122	645	595		
February		704	700	888		
March		1803	2014	1848		
April		947	1022	2135		
May		1064	1143	1157		
June		1224	1199	1185		
July		1547	1623	1701		
August		1081	902	918		
September		1325	1015	442		
October		1219	932	1364		
November		646	835	831		
December		667	932			
Yearly Total	0	13349	12962	13064	0	0

Press Release

12-07-2017

Tourism and Gonzales Economic Development Corporation Take the Show on the Road

GEDC President, Genora Young and Tourism Director, Clint Hille attended the San Antonio Home and Garden Show and Christmas Showcase held at the Freeman Coliseum November 18th and 19th. Over 50,000 people were reported to be in attendance over a two-day period. Gonzales was only one of two cities with booths promoting their communities. The team manned a booth for Gonzales furthering the city's joint marketing efforts to promote Gonzales. The booth included literature and numerous pictures of local businesses, historic sites and events as well as continuous playing promo videos on a large screen television highlighting Gonzales and its rich heritage. A large five-foot Santa Clause holding a Christmas tree was provided by Laurel Ridge Antiques which proved to be an eye-catching attraction. Over 800 brochures for Gonzales and the Winterfest Celebrating were handed out during the show. Also on display was a copy of the coffee table book "Grandeur of Gonzales" which is a full color high quality publication detailing the history of Gonzales and showcasing many of the architectural treasure of Gonzales and the surrounding area.

Several local businesses donated items for a drawing helping to showcase Gonzales. Laurel Ridge Inn and Antiques donated a one night stay as well as a package of their famous Wassail mix. San Antonio Distillery donated a bottle of their "Immortal 32" rum which was produced and is marketed through their facility right here in Gonzales located at 711 St Paul. It proved to be quite a conversation starter as the company is relatively new and still widely unknown. The Gonzales Chapter of the Texas Historical Commission donated a "Come and Take It" flag.



Press Release
12-8-2017

Grandeur of Gonzales

Gonzales Historic Homes Association is proud to announce the upcoming arrival of "Grandeur of Gonzales."

"Grandeur of Gonzales" is a first class, full color, high resolution coffee table styled book which showcases many of the incredible architectural treasures within our community. It begins with an introduction outlining the rich history of Gonzales and its important role in the fight for Texas Independence. Included are photos of our museums, courthouse and area monuments.

For a city of its size, Gonzales boasts a greater number of grand and architecturally significant historic homes than any other in Texas. Grandeur of Gonzales not only showcases these treasures but takes you inside the doors of these homes for a glimpse of the grandeur and history within. Included are beautiful pictures of each home and a history of its origin and significant events throughout time.

The book is a fundraiser for Gonzales Historic Homes Association who donates all of its proceeds to the preservation, beautification and improvement of Gonzales. It has raised over \$95,000 since 1996 primarily through the annual Historic Homes Tour which is held the first full weekend in December during the Winterfest Celebration. The homes tour is made possible by the many volunteers of HHA and more importantly, the generosity of local homeowners who have so graciously opened up their doors to make the event possible.

Grandeur is dedicated to the memory of Richard Glenn Tiller who was one of the original forces behind the project. His passing was unexpected and untimely, however the many friendships he developed over his lifetime enabled him to be a significant benefactor in making his dream become a reality. The book was also funded in part by the HHA and the Gonzales Convention and Visitors Bureau provided final funding making the publication of the book possible sooner rather than later.

Many thanks go out to the professional photographers and members of the Gonzales Camera Club who along with others, provided the incredible photos for the book. Thanks also go out to the contributing editors and all of the many members of the HHA who dedicated many hours to the project.

Orders for the book are being taken at the Gonzales Chamber of Commerce located at 414 St Lawrence Street and are on a first come, first served basis. The books will be available December 18th just in time for Christmas.

City of Gonzales
HOT Tax Revenues

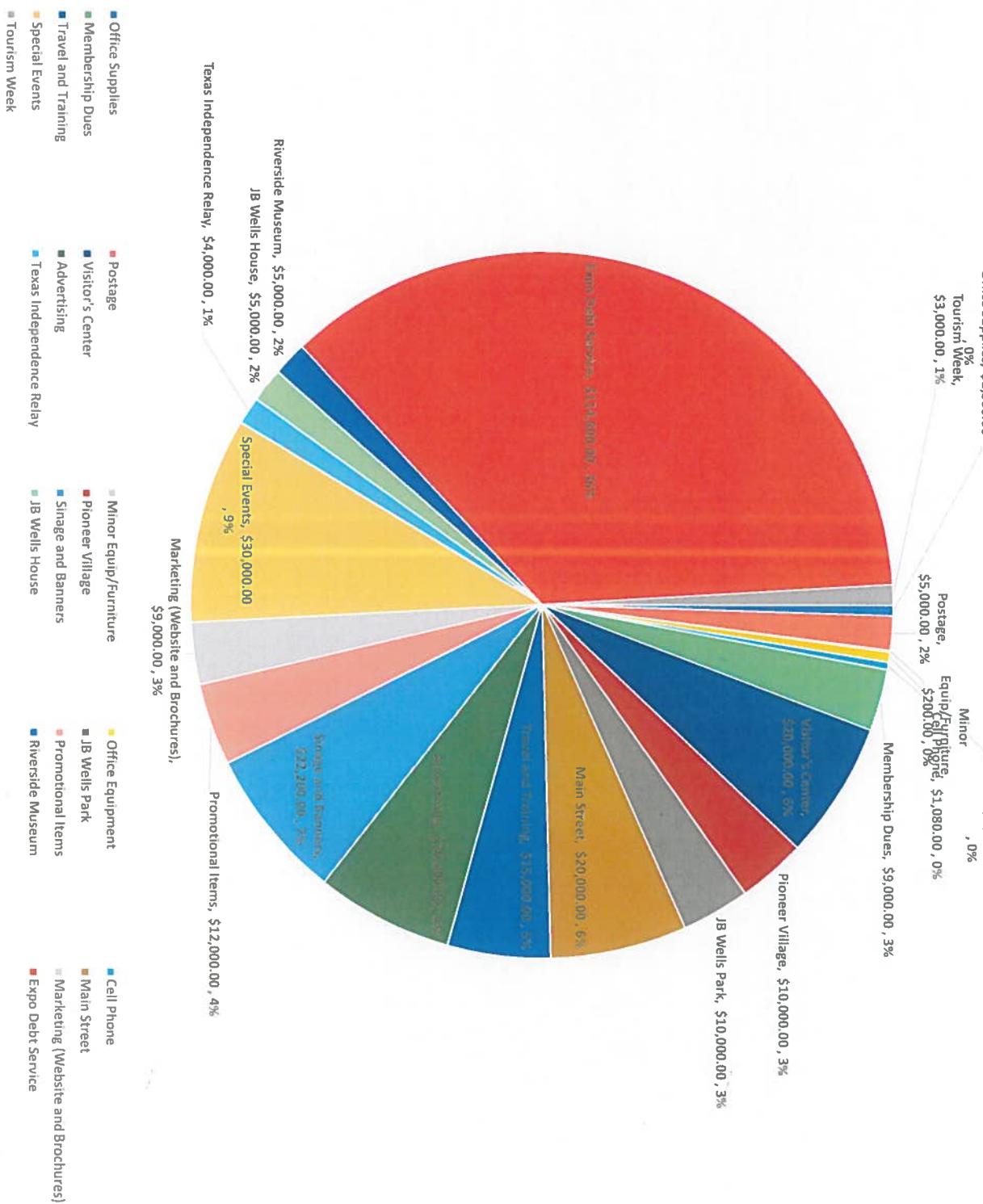
Quarter	Projected	Actual	Actual	Actual
	FYE 9-30-18	FYE 9-30-18	FYE 9-30-2017	FYE 9-30-2016
1st Ending 12-31	\$ 60,125.00		\$ 53,793.83	\$ 67,346.77
2nd Ending 3-31	\$ 60,125.00		\$ 76,446.87	\$ 56,643.61
3rd Ending 6-30	\$ 60,125.00		\$ 88,119.88	\$ 58,509.03
4th Ending 9-30	\$ 60,125.00		\$ 68,238.78	\$ 61,322.44
Total	\$ 240,500.00		\$ 232,805.53	\$ 176,475.08

Note: 4th Quarter 2016-2017 has income through November 30

City of Gonzales
CVB Budget Summary
FY 10-01-2017 through 9-30-2018

Account Code	Account Name	Budgeted	Balance Remaining
7-811.201	Office Supplies	\$ 1,500.00	\$ 1,469.51
7-811.202	Postage	\$ 5,000.00	\$ 4,973.89
7-811.219	Minor Equip/Furniture	\$ 200.00	\$ 200.00
7-811-304	Office Equipment	\$ 1,500.00	\$ 1,500.00
7-811.404	Cell Phone	\$ 1,080.00	\$ 1,080.00
7-811.408	Membership Dues	\$ 9,000.00	\$ 3,918.00
7-811-412	Visitor's Center	\$ 20,000.00	\$ -
7-811-413	Pioneer Village	\$ 10,000.00	\$ 10,000.00
7-811.414	JB Wells Park	\$ 10,000.00	\$ 10,000.00
7-811.415	Main Street	\$ 20,000.00	\$ 20,000.00
7-811.430	Travel and Training	\$ 15,000.00	\$ 13,359.31
7-811-502	Advertising	\$ 20,000.00	\$ 19,000.00
7-811.504	Sinage and Banners	\$ 22,200.00	\$ 7,260.00
7-811.519	Promotional Items	\$ 12,000.00	\$ 9,600.97
7-811-520	Marketing (Website and Brochures)	\$ 9,000.00	\$ 307.39
7-811-521	Special Events	\$ 30,000.00	\$ 29,781.98
7-811.522	Texas Independence Relay	\$ 4,000.00	\$ 4,000.00
7-811.528	JB Wells House	\$ 5,000.00	\$ 5,000.00
7-811.529	Riverside Museum	\$ 5,000.00	\$ 5,000.00
7-811.530	Expo Debt Service	\$ 114,800.00	\$ -
7-811.532	Tourism Week	\$ 3,000.00	\$ 3,000.00
Total		\$ 318,280.00	\$ 149,451.05

Ice Equipment, \$1,500.00



City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account		7-811.201	Office Supplies
Budget Approved		\$	1,500.00
Date	Expenditure	Amount	
10/2/2017	Coding Stamp	\$ 30.49	
Total			30.49
Remaining Balance		\$	1,469.51
Commitments			
		xxx	-
		\$	-
		\$	-
		\$	-
		\$	-
Total		\$	-
Remaining Balance Available		\$	1,469.51

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account		7-811.202	Postage		
Budget Approved			\$ 5,000.00		
Date	Expenditure	Amount	Posted		
10/31/2017	Postage-Trade Show Giveaways	\$ 18.43	X		
12/15/2015	Postage-Certified Letter	\$ 3.84			
12/15/2015	Postage-Certified Letter	\$ 3.84			
Total		\$ 26.11			
Remaining Balance		\$ 4,973.89			
Commitments					
xxx		\$ -			
		\$ -			
		\$ -			
		\$ -			
		\$ -			
Total		\$ -			
Remaining Balance Available		\$ 4,973.89			

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account	7-811.219	Minor Equip/Furniture
Budget Approved	\$	200.00
Date	Expenditure	Amount
10/1/2017		-
Total	\$	-
Remaining Balance	\$	200.00
Commitments	XXX	
Total	\$	-
Remaining Balance Available	\$	200.00

**City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018**

Account		7-811-304	Office Equipment
Budget Approved		\$	1,500.00
Date	Expenditure	Amount	
10/1/2017		\$	-
Total		\$	-
Remaining Balance		\$	1,500.00
Commitments		xxx	
		\$	-
		\$	-
		\$	-
		\$	-
		\$	-
Total		\$	-
Remaining Balance Available		\$	1,500.00

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account	7-811.404	Cell Phone
Budget Approved		1,080.00
Date	Expenditure	Amount
10/1/2017		-
		\$
Total		-
Remaining Balance		1,080.00
Commitments	xxx	-
		\$
		-
		\$
		-
		\$
		-
Total		-
		\$
Remaining Balance Available		1,080.00

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account	7-811.408	Membership Dues	
Budget Approved		\$ 9,000.00	
Date	Expenditure	Amount	Posted
11/21/2017	TTIA	\$ 407.00	
Total		\$ 407.00	
Remaining Balance		\$ 8,593.00	
Commitments			
Jan-18	Texas Hotel and Lodging Assn (TH@LA)	\$ 4,300.00	
	Texas Independence Trails Assn (TTIA)		
	Texas Assoc of Convention and Visitors Bureau (TACVB)	\$ 375.00	
		\$ -	
		\$ -	
Total		\$ 4,675.00	
Remaining Balance Available		\$ 3,918.00	

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account	7-811.414	Visitors Center
Budget Approved	\$	20,000.00
Date	Expenditure	Amount
10/1/2017		-
	\$	-
Total	\$	-
Remaining Balance	\$	20,000.00
Commitments		
Visitors Center Contract with Chamber of Commerce	\$	20,000.00
	\$	-
	\$	-
	\$	-
	\$	-
Total	\$	20,000.00
Remaining Balance Available	\$	-

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account	7-811.413	Pioneer Village
Budget Approved		10,000.00
Date	Expenditure	Amount
10/1/2017		-
		\$
Total		-
Remaining Balance		10,000.00
Commitments	xxx	\$
		\$
		\$
		\$
		\$
		\$
Total		-
		\$
Remaining Balance Available		10,000.00
		\$

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account	7-811.414	JB Wells Park
Budget Approved		10,000.00
Date	Expenditure	Amount
10/1/2017		-
		\$
Total		-
Remaining Balance		10,000.00
Commitments	xxx	-
		\$
		-
		\$
		-
		\$
		-
Total		-
		\$
Remaining Balance Available		10,000.00
		\$

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

[illegible]

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account		7-811.430	Travel and Training	Posted
Budget Approved			15,000.00	
Date	Expenditure	Amount		
10/2/2017	TTIA	282.48		x
10/20/2017	Houston Trade Show	178.75		x
	Tx Downtown Assn/SA H&G Show/ TITA Board Meeting, etc.	929.46		
12/1/2017	Real Places Conference	250.00		
Total		1,640.69		
Remaining Balance		13,359.31		
Commitments				
	xxx			
Total				
Remaining Balance Available		13,359.31		

**City of Gonzales
Budget**

FY 10-01-2017 through 9-30-2018

Account		7-811.502	Advertising	Posted
Budget Approved			20,000.00	
Date	Expenditure		Amount	
10/19/2017	Houston House & Home Nov 1/2 Page Ad	\$	750.00	x
10/19/2017	Spectacular Getaways Book - 10	\$	250.00	
Total		\$	1,000.00	
Remaining Balance		\$	19,000.00	
Commitments				
AJR - Connie Blair		\$	-	
		\$	-	
		\$	-	
		\$	-	
		\$	-	
Total		\$	-	
Remaining Balance Available		\$	19,000.00	

**City of Gonzales
Budget**

FY 10-01-2017 through 9-30-2018

Account		7-811.504	Signage and Banners	
Budget Approved			22,200.00	
Date	Expenditure	Amount	Posted	
10/1/2017	Gilbreath - Billboard 10x32 IH-10 E of Beckendorf	\$ 700.00	X	
10/1/2017	Signad-Billboard Hwy 183 S-.9 N of FM 1327	\$ 500.00	X	
10/15/2017	JGI-Billboard 183S Mustang Ridge	\$ 650.00	X	
11/1/2017	Gilbreath - Billboard 10x32 IH-10 E of Beckendorf	\$ 700.00	X	
11/1/2017	Signad-Billboard Hwy 183 S-.9 N of FM 1327	\$ 465.00	X	
11/15/2017	JGI-Billboard 183S Mustang Ridge	\$ 650.00	X	
12/16/2017	Gilbreath - Billboard 10x32 IH-10 E of Beckendorf	\$ 700.00		
10/12/2017	JGI-Billboard 183S Mustang Ridge	\$ 650.00		
12/15/2017	JGI-Billboard 183S Mustang Ridge	\$ 650.00		
12/15/2017	Gilbreath - Billboard 10x32 IH-10 E of Beckendorf	\$ 700.00		
12/15/2017	Gilbreath - Billboard 10x32 IH-10 E of Beckendorf	\$ 465.00		
Total		\$ 6,830.00		
Remaining Balance		\$ 15,370.00		
Commitments				
	Sign Ad-11/1/17 - 4-17-17	\$ 1,860.00		
	JGI - \$650 per month Expires 1/12/17	\$ 650.00		
	Gilbreath 2/14/17 - 3-4-19	\$ 5,600.00		
		\$ -		
		\$ -		
Total		\$ 8,110.00		
Remaining Balance Available		\$ 7,260.00		

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account	7-811.519	Promo Items
Budget Approved		12,000.00
Date	Expenditure	Amount
11/2/1977	Personal Impressions Promo Items	2,261.95
11/13/2017	Personal Impressions Promo Items	137.08
Total		2,399.03
Remaining Balance		9,600.97
Commitments	xxx	
	\$ -	-
	\$ -	-
	\$ -	-
	\$ -	-
	\$ -	-
Total	\$ -	-
Remaining Balance Available	\$ -	9,600.97

**City of Gonzales
Budget**

FY 10-01-2017 through 9-30-2018

Account Budget Approved		7-811.520	Marketing Website/Brochures	
			\$ 9,000.00	
Date	Expenditure	Amount	Posted	
10/11/2017	Driving Tour Brochures	\$ 1,132.00	x	
10/18/2017	Winterfest Brochures	\$ 550.58	x	
10/18/2017	Winterfest Brochures	\$ 710.03	x	
12/1/2017	Saffire - Web Site Semi Annual Hosting	\$ 3,150.00		
Total		\$ 5,542.61		
Remaining Balance		\$ 3,457.39		
Commitments				
Saffire - Web Site Semi Annual Hosting		\$ 3,150.00		
		\$ -		
		\$ -		
		\$ -		
		\$ -		
Total		\$ 3,150.00		
Remaining Balance Available		\$ 307.39		

Budget

Account	7-811-521	Special Events
Budget Approved	\$	30,000.00
Date	Expenditure	Amount
10/13/2017	SA H&G Show - Carpet	218.02
Total		218.02
Remaining Balance	\$	29,781.98
Commitments		
	xxx	-
		-
		-
		-
		-
Total	\$	-
Remaining Balance Available	\$	29,781.98

**City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018**

Account	7-811.522	Tx Independence Relay
Budget Approved	\$	4,000.00
Date	Expenditure	Amount
10/1/2017		
	\$	-
Total	\$	-
Remaining Balance	\$	4,000.00
Commitments	xxx	
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
Total	\$	-
Remaining Balance Available	\$	4,000.00

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account		7-811.528	JB Wells House
Budget Approved		\$	5,000.00
Date	Expenditure	Amount	
10/1/2017		\$	-
Total		\$	-
Remaining Balance		\$	5,000.00
Commitments			
		xxx	
		\$	-
		\$	-
		\$	-
		\$	-
		\$	-
Total		\$	-
Remaining Balance Available		\$	5,000.00

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account	7-811.529	Riverside Museum
Budget Approved	\$	5,000.00
Date	Expenditure	Amount
10/1/2017		
	\$	-
Total		-
Remaining Balance	\$	5,000.00
Commitments		
	xxx	
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
Total	\$	-
Remaining Balance Available	\$	5,000.00

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

Account		7-811.530	Expo Center Debt Service
Budget Approved		\$	114,800.00
Date		Expenditure	Amount
10/1/2017			
		\$	-
Total			-
Remaining Balance		\$	114,800.00
Commitments			
		Bond payment	114,800.00
		\$	-
		\$	-
		\$	-
		\$	-
Total		\$	114,800.00
Remaining Balance Available		\$	-

City of Gonzales
Budget
FY 10-01-2017 through 9-30-2018

	Account	7-811.532	Tourism Week
Budget Approved		\$	3,000.00
Date	Expenditure		Amount
10/1/2017		\$	-
Total		\$	-
Remaining Balance		\$	3,000.00
Commitments	xxx	\$	-
		\$	-
		\$	-
		\$	-
		\$	-
		\$	-
Total		\$	-
Remaining Balance Available		\$	3,000.00

Clinton Hille

From: Liz Reiley <admin@gonzalestexas.com>
Sent: Friday, December 1, 2017 11:59 AM
To: 'Daisy Scheske'
Subject: 96th Annual Chamber Banquet

Good Afternoon All,

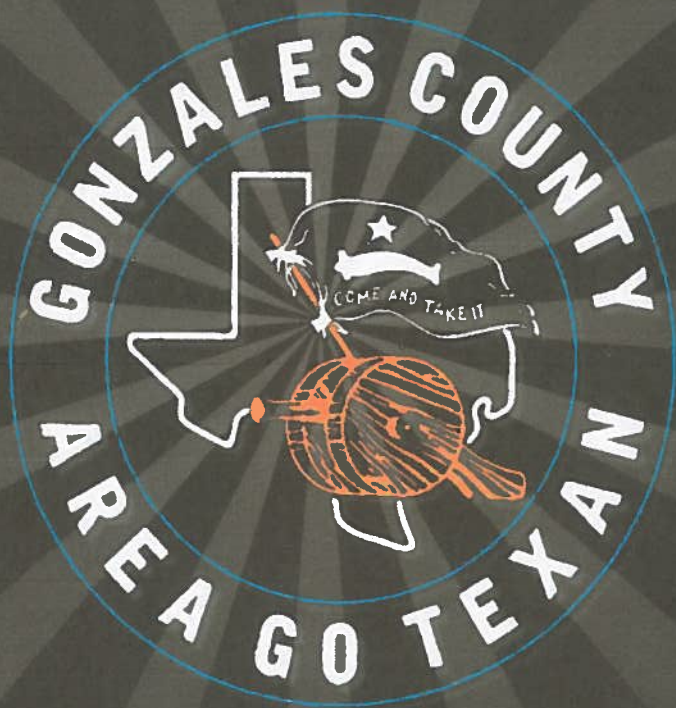
The 96th Annual Gonzales Chamber of Commerce and Agriculture will be held on Friday, February 23, 2017.

The evening will kick off with a cocktail hour followed by dinner, silent & live auction and the distinguished awards ceremony. Sponsorships tables will be reserved for 8 guests, primary seating with business name displayed, snacks and specialty wine. General admission tickets will also be available on a first come first serve basis on seating. Tickets will go on sale in January.

Please reserve your tickets on or before Friday, February 16, 2018 by contacting our office or by replying to this email.



We hope to see you there!



10th Annual Steak Night Fundraiser

Saturday, January 13th
JB Wells Park Expo Center
Gonzales, Texas

Pre-Sale Tickets Only

\$40 per person

Corporate Table

\$50 per person
(six ticket minimum)

Tickets & Info Call

(830) 672 - 4555

(713) 828 - 6978

(979) 229 - 9317

or contact any
GCAGT Member

Social

Doors Open - 4:30 p.m.
Silent Auction

Dinner

Ribeye Steak, Sides, &
Dessert - 6:00 p.m.

Auction

Live Auction - 7:15pm

Dance

"Can't Hardly Playboys"

Learn more about GCAGT, a 501c3 non-profit, at facebook.com/gcagt

A graphic illustration for a casino night fundraiser. It features a roulette wheel in the center, surrounded by several stacks of gold coins. Four playing cards are scattered around the wheel: the Ace of Hearts, Ace of Clubs, Ace of Spades, and Ace of Diamonds. The background is dark blue with white stars.

Casino Night Fundraiser

January 20, 2018, The Expo at JB Wells

Black Jack Craps Roulette Poker

Tickets \$50 Each • Pre-Sale Only
Doors Open 6:00pm • Dinner 6:30 pm
Ticket includes dinner, and \$1000 in chips.

Call (405)306-7838 • Email education.foundation@gonzalesisd.net

Chips & Buy Back:
Guests will receive \$1,000 in chips upon entry. These chips can be used at all gaming tables (Craps, Back Jack, Roulette and Poker). But if Lady Luck is not on your side, don't worry! You can buy back in throughout the evening! *Cash, Checks and Credit Cards will be accepted*

52 Card Drawings:
There will be two drawings for an opportunity to win awesome prizes! Purchase one card from a deck of 52 for \$20 for a chance to win!

 **Gonzales ISD
Education
Foundation**



For Questions, Call (839) 672-4583
P.O. Box 1849
Gonzales, Texas 78629



000 00001 01

ACCOUNT:

DOCUMENTS:

2515350

3

PAGE: 1

11/30/2017

CITY OF GONZALES
HOTEL / MOTEL TAX FUND
P O DRAWER 547
GONZALES TX 78629

30

3

0

PF INT BEARING ACCOUNT 2515350

AVERAGE BALANCE 560,321.40 LAST STATEMENT 10/31/17 560,514.55
4 CREDITS 9,882.89
1 DEBITS 2,842.76
THIS STATEMENT 11/30/17 567,554.68

DEPOSITS
REF #.....DATE.....AMOUNT REF #.....DATE.....AMOUNT REF #.....DATE.....AMOUNT
11/16 2,373.09 11/21 112.03 11/28 6,676.57

OTHER CREDITS
DESCRIPTION DATE AMOUNT
INTEREST 11/30 721.20

OTHER DEBITS
DESCRIPTION DATE AMOUNT
115137660 CORP INTERNET BANKING TRANSFER TO CHECKING 11/09 2,842.76
38006649

INTEREST
AVERAGE LEDGER BALANCE: .00 INTEREST EARNED: .00
INTEREST PAID THIS PERIOD: 721.20 DAYS IN PERIOD: 1
INTEREST PAID 2017: 4,022.28 ANNUAL PERCENTAGE YIELD EARNED: .00%

ITEMIZATION OF OVERDRAFT AND RETURNED ITEM FEES

* | TOTAL FOR | TOTAL *
* | THIS PERIOD | YEAR TO DATE *

* TOTAL OVERDRAFT FEES: | \$.00 | \$.00 *

* TOTAL RETURNED ITEM FEES: | \$.00 | \$.00 *

*** CONTINUED ***



For Questions, Call (820) 672-6563
P.O. Box 15049
Gonzales, Texas 78629



000 00001 01
ACCOUNT:
DOCUMENTS:

PAGE: 2
2515350 11/30/2017
3

CITY OF GONZALES

PF INT BEARING ACCOUNT 2515350

DATE.....BALANCE		DATE.....BALANCE		DATE.....BALANCE	
11/09	557,671.79	11/21	560,156.91	11/30	567,554.68
11/16	560,044.88	11/28	566,833.48		

[illegible][illegible][illegible]

12-04-2017 9:24 AM

D E T A I L L I S T I N G

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Nov-2017 THRU Nov-2017

DEPT : N/A

ACCOUNTS: 1-001.502 THRU 1-001.502

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

1-001.502 CASH - HOTEL MOTEL TAX

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

560,514.55

11/09/17	11/09	B30995	Deposit 111764	06776	REIMBURSE GF FOR HOTEL/MOTEL	JE# 015086	2,842.76CR	557,671.79
11/15/17	11/15	C31045	DEPOSIT	10751	DAILY CASH POSTING 11/15/2017		2,373.09	560,044.88
11/20/17	11/20	C31091	DEPOSIT	10773	DAILY CASH POSTING 11/20/2017		112.03	560,156.91
11/27/17	11/27	C31162	DEPOSIT	10796	DAILY CASH POSTING 11/27/2017		6,676.57	566,833.48
11/30/17	12/01	B31213	Deposit 111705	06817	BANK ACCOUNT INTEREST	JE# 015135	721.20	567,554.68
=====				NOVEMBER ACTIVITY DB:	9,882.89	CR: 2,842.76CR	7,040.13	

----*--*--*--*--*--*--*

000 ERRORS IN THIS REPORT!

----*--*--*--*--*--*--*

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	560,514.55	0.00
REPORTED ACTIVITY:	9,882.89	2,842.76CR
ENDING BALANCES:	570,397.44	2,842.76CR
TOTAL FUND ENDING BALANCE:	567,554.68	

12-05-2017 8:27 AM

D E T A I L L I S T I N G

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2017 THRU Sep-2018

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.101 THRU 7-811.610

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

7-811.101 TOURISM DIRECTOR'S SALARY
B E G I N N I N G B A L A N C E 0.00

7-811.109 LONGEVITY PAY
B E G I N N I N G B A L A N C E 0.00

7-811.110 F.I.C.A
B E G I N N I N G B A L A N C E 0.00

7-811.111 UNEMPLOYMENT
B E G I N N I N G B A L A N C E 0.00

7-811.112 RETIREMENT TMRS
B E G I N N I N G B A L A N C E 0.00

7-811.113 WORKERS COMPENSATION
B E G I N N I N G B A L A N C E 0.00

7-811.114 MEDICAL INSURANCE
B E G I N N I N G B A L A N C E 0.00

7-811.116 LIFE INSURANCE
B E G I N N I N G B A L A N C E 0.00

7-811.121 EMPLOYMENT FEES
B E G I N N I N G B A L A N C E 0.00

7-811.201 OFFICE SUPPLIES
B E G I N N I N G B A L A N C E 0.00

10/02/17 10/20 A00089 CHK: 111493 15094 TRODANT STAMP, SHIPPING 0230 175271 30.49 30.49
===== OCTOBER ACTIVITY DB: 30.49 CR: 0.00 30.49
===== ACCOUNT TOTAL DB: 30.49 CR: 0.00

7-811.202 POSTAGE

12-05-2017 8:27 AM

D E T A I L L I S T I N G

PAGE: 2

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2017 THRU Sep-2018

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.101 THRU 7-811.610

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

10/31/17 11/01 B30912 Deposit 101715 06754 ALLOCATE MONTHLY POSTAGE JE# 015058 18.43 18.43
===== OCTOBER ACTIVITY DB: 18.43 CR: 0.00 18.43

===== ACCOUNT TOTAL DB: 18.43 CR: 0.00

7-811.203 COPIES/PRINTING

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

7-811.219 MINOR EQUIP/FURNITURE

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

7-811.404 CELL PHONES

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

12-05-2017 8:27 AM

D E T A I L L I S T I N G

PAGE: 3

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2017 THRU Sep-2018

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.101 THRU 7-811.610

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

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

7-811.415 MAIN STREET
B E G I N N I N G B A L A N C E 0.00

7-811.416 CRYSTAL THEATRE
B E G I N N I N G B A L A N C E 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

10/02/17 10/12 A99917 CHK: 111377 15063 REIMB FOR MILEAGE TO TTI 1809 REIMB 10/2/17 282.48 282.48
10/20/17 10/23 P02942 PYEXP 00521 178.75 461.23
===== OCTOBER ACTIVITY DB: 461.23 CR: 0.00 461.23
===== ACCOUNT TOTAL DB: 461.23 CR: 0.00

7-811.502 ADVERTISING
B E G I N N I N G B A L A N C E 0.00

10/19/17 11/03 A00689 CHK: 111602 15129 1/2 PAGE AD 3597 45167 750.00 750.00
===== OCTOBER ACTIVITY DB: 750.00 CR: 0.00 750.00
===== ACCOUNT TOTAL DB: 750.00 CR: 0.00

12-05-2017 8:27 AM

D E T A I L L I S T I N G

PAGE: 4

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2017 THRU Sep-2018

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.101 THRU 7-811.610

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

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

10/01/17 10/20 A00156 CHK: 111456 15094 10X32 RIGHT HAND TOP IH 3341 8684 700.00 700.00
10/01/17 10/20 A00166 CHK: 111495 15094 LEASE SPACE 10/1/17-10/3 3587 217523 500.00 1,200.00
10/15/17 11/03 A00664 CHK: 111606 15129 ADV FOR 11/12/17-12/11/1 2532 87700 650.00 1,850.00
===== OCTOBER ACTIVITY DB: 1,850.00 CR: 0.00 1,850.00

11/01/17 11/17 A00953 CHK: 111679 15167 IH 10, 10X32 RIGHT HAND 3341 8795 700.00 2,550.00
11/01/17 12/01 A01264 CHK: 111790 15168 ADV LEASE SPACE 11/1/17- 3587 218615 465.00 3,015.00
11/15/17 12/01 A01229 CHK: 111760 15168 BILLBOARD ADV 12/12/17-1 2532 87701 650.00 3,665.00
===== NOVEMBER ACTIVITY DB: 1,815.00 CR: 0.00 1,815.00

===== ACCOUNT TOTAL DB: 3,665.00 CR: 0.00

7-811.519 PROMOTIONAL ITEMS
B E G I N N I N G B A L A N C E 0.00

11/02/17 12/01 A01233 CHK: 111784 15168 POLO, PEN, STICKY NOTES, 2819 15355 2,261.95 2,261.95
11/13/17 12/01 A01235 CHK: 111784 15168 REMOVABLE LABELS 2819 15387 137.08 2,399.03
===== NOVEMBER ACTIVITY DB: 2,399.03 CR: 0.00 2,399.03

===== ACCOUNT TOTAL DB: 2,399.03 CR: 0.00

7-811.520 MARKETING-WEBSITE/BROCHURES
B E G I N N I N G B A L A N C E 0.00

10/11/17 12/01 A01155 CHK: 111787 15168 DRIVING TOUR BROCHURES 0230 175560 1,132.00 1,132.00
10/18/17 11/03 A00674 CHK: 111601 15129 REIMBURSE FOR BROCHURES 2956 REIMB 15316 550.58 1,682.58
===== OCTOBER ACTIVITY DB: 1,682.58 CR: 0.00 1,682.58

===== ACCOUNT TOTAL DB: 1,682.58 CR: 0.00

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

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

12-05-2017 8:27 AM

D E T A I L L I S T I N G

PAGE: 5

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2017 THRU Sep-2018

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.101 THRU 7-811.610

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

7-811.524 GONZALES CO. JAIL MUSEUM
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

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

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

10/11/17 10/27 A00397 CHK: 111542 15125 MONTHLY BILLING 3431 10/11/17 78.27 78.27
===== OCTOBER ACTIVITY DB: 78.27 CR: 0.00 78.27

11/11/17 12/01 A01254 CHK: 111755 15168 MONTHLY BILLING 3431 11/11/17 78.27 156.54
11/15/17 12/01 A01145 CHK: 111747 15168 GFCI OUTLET 20AMP, WHITE 0219 INV0725791 17.99 174.53
11/15/17 12/01 A01146 CHK: 111747 15168 FSE BOX 2-GANG 1/2, 3/4, 0219 INV0725797 10.19 184.72
===== NOVEMBER ACTIVITY DB: 106.45 CR: 0.00 106.45
===== ACCOUNT TOTAL DB: 184.72 CR: 0.00

7-811.530 EXPO CENTER
B E G I N N I N G B A L A N C E 0.00

7-811.531 CITY SPECIAL EVENTS
B E G I N N I N G B A L A N C E 0.00

7-811.532 TOURISM WEEK
B E G I N N I N G B A L A N C E 0.00

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D E T A I L L I S T I N G

PAGE: 6

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2017 THRU Sep-2018

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.101 THRU 7-811.610

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

7-811.533

NEW EVENTS

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

0.00

7-811.534

ONE-TIME EVENTS/EXPENSES

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

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

000 ERRORS IN THIS REPORT!

** REPORT TOTALS **

--- DEBITS ---

--- CREDITS ---

BEGINNING BALANCES:

0.00

0.00

REPORTED ACTIVITY:

9,191.48

0.00

ENDING BALANCES:

9,191.48

0.00

TOTAL FUND ENDING BALANCE:

9,191.48

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, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention hotel industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a. **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;
- b. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c. **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;
- d. **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include 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.
- e. **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.
- f. **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.
- g. **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h. **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

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 two weeks prior to the Tourism Committee Meeting which is held on the second Tuesday of the month. 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. City Council will have final approval for any application requesting over \$2,500.00. The Gonzales Tourism Committee will make a recommendation to the City Council. The City Council will make the final decision on your request. You will be notified when City Council will address your request. Attendance is required.

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:

Tim Patek
Parks and Recreations Director
P. O. Box 547
Gonzales, Texas 78629
830-672-3192

APPLICATION

Organization Information

Date: 11/22/2017
Name of Organization: Come and Take It Committee
Address: 414 St. Lawrence
City, State, Zip: Gonzales, Texas 78629
Contact Name: Daisy Scheske
Contact Phone Number: 830.672.6532
Web Site Address for Event or Sponsoring Entity: www.GonzalesTexas.com
Is your organization: Non-Profit X Private/For Profit _____
Tax ID #: 74-0648360 Entity's Creation Date: 1987
Purpose of your organization: To commemorate the firing of the first shot of Texas Independence and attract visitors to Gonzales to support not only the celebration but local businesses.
Name of Event or Project: Come and Take It Celebration
Date of Event or Project: October 5, 6 , 7 2018
Primary Location of Event or Project: Downtown Gonzales, Texas
Amount Requested: \$6,000
How will the funds be used? The funds will be utilized is assisting the organization in advertising the celebration.

Percentage of Hotel Tax Support of Related Costs

2.5% 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: 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.

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:
*Music Entertainment/ Children's entertainment
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:

Expected Attendance: 15,000-20,000

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? Anticipating over 1,000 room nights

How many nights will they stay? 2-3

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
HOT	10/2017	\$6,000	500-550 FULL
HOT	10/2016	\$6,000	500-550 FULL
HOT	10/2015	\$6,000	500-550 FULL

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

We will contact hotel owners and track impact via website analytics and social media outlets.

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

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

Paid Advertising X Newspaper X Radio X TV TBD

Press Release to Media X Direct Mailing to out of town recipients X

Other Social Media

What areas does your advertising and promotion reach?

People living and working within an 120 mile radius for print/radio advertising, statewide via our social media outreach.

What number of individuals will your proposed marketing reach that are located in another city or county? 60,000 plus

(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: -

2017 COME AND TAKE IT COMPARISON BUDGET

				10/18/2017
		BUDGETED	ACTUAL	Comparison
INCOME		2017	2017	
Chamber of Commerce	\$	12,000.00	\$ 12,000.00	\$ -
Ticket Booth Food	\$	80,000.00	\$ 72,017.50	(\$7,982.50)
Ticket Booth Beer	\$	60,000.00	\$ 55,776.00	(4,224.00)
Ticket Booth over/(under)	\$	-	\$ 6,346.25	6,346.25
Commercial Vendors	\$	2,000.00	\$ 2,775.00	775.00
Parade	\$	-	\$ 610.00	610.00
Events	\$	7,955.00	\$ 7,345.97	(609.03)
5k	\$	900.00	\$ 1,404.24	504.24
Canoe	\$	1,200.00	\$ 1,180.00	(20.00)
Petting Zoo	\$	2,500.00	\$ 2,500.00	0.00
Car Show	\$	500.00	\$ 255.73	(244.27)
Cookoff			\$ 225.00	225.00
DRT			\$ 25.00	25.00
Golf Tournament			\$ 25.00	25.00
Bungee Jump	\$	425.00	\$ 216.00	(209.00)
Art Club	\$	80.00	\$ 25.00	(55.00)
Chicken Flying Contest			\$ 25.00	25.00
Softball Tournament			\$ 25.00	25.00
Washer Pitching	\$	180.00	\$ 270.00	90.00
Bull Ride	\$	470.00	\$ 270.00	(200.00)
Pioneer Village			\$ 25.00	25.00
Quilt Show			\$ 25.00	25.00
Snake Exhibit			\$ 850.00	850.00
Helicopter Rides	\$	1,700.00		(1,700.00)
				0.00
Sponsors	\$	40,000.00	\$ 46,625.00	6,625.00
MSC			\$ 1,484.60	1,484.60
City of Gonzales	\$	12,000.00	\$ 12,000.00	0.00
HOT Funds for Advertising	\$	6,000.00	\$ 6,000.00	0.00
Hot Funds for Entertainment	\$	6,000.00	\$ 6,000.00	0.00
Hot Funds for Family Ent.	\$	-		0.00
				0.00
TOTAL INCOME	\$	213,955.00	\$ 216,980.32	3,025.32
EXPENSE				
Food Tent	\$	74,299.00	\$ 66,151.53	8,147.47
Supplies	\$	675.00	\$ 599.66	75.34
Tickets	\$	1,500.00	\$ 1,503.75	(3.75)
Ice			\$ 445.00	
Tent	\$	5,524.00	\$ 5,525.00	(1.00)
Mcs			\$ 169.68	
Non Profit Food Vendors	\$	66,600.00	\$ 57,908.44	8,691.56

Beer Tent	\$	45,830.00	\$ 43,331.98	2,498.02
License	\$	250.00	\$ 231.00	19.00
Insurance	\$	3,000.00		3,000.00
Beer	\$	18,000.00	\$ 18,943.37	(943.37)
Tent	\$	3,830.00	\$ 3,830.00	0.00
Tokens	\$	-		0.00
Ice	\$	1,800.00	\$ 2,300.00	(500.00)
Security	\$	950.00	\$ 945.00	5.00
Knights of Columbus	\$	18,000.00	\$ 16,732.80	1,267.20
Television			\$ 220.90	(220.90)
Mcs			\$ 128.91	(128.91)
Parade	\$	400.00	\$ 345.30	54.70
Advertising	\$	6,500.00	\$ 6,349.09	150.91
Ticket Booth	\$	300.00	\$ 108.99	191.01
Activities	\$	8,905.00	\$ 8,728.00	177.00
Petting Zoo	\$	2,630.00	\$ 2,645.00	(15.00)
Canoe	\$	625.00	\$ 785.00	(160.00)
5k Run	\$	1,000.00	\$ 688.00	312.00
Lion's Bingo	\$	3,800.00	\$ 3,760.00	40.00
Snake Exhibit	\$	850.00	\$ 850.00	0.00
				0.00
Sponsors	\$	3,000.00	\$ 3,317.95	(317.95)
Koozies	\$	725.00	\$ 1,662.44	(937.44)
Packets	\$	550.00	\$ 511.97	38.03
Shirts	\$	1,725.00	\$ 1,143.54	581.46
Entertainment	\$	45,000.00	\$ 43,477.76	1,522.24
Friday	\$	15,000.00	\$ 7,140.00	7,860.00
Saturday	\$	17,000.00	\$ 20,460.00	(3,460.00)
Sunday	\$	1,000.00	\$ 1,000.00	0.00
Stage	\$	9,000.00	\$ 4,700.00	4,300.00
Sound	\$	2,500.00	\$ 5,560.00	(3,060.00)
Family Entertainment	\$	-	\$ 2,500.00	(2,500.00)
Hotel Rooms			\$ 710.00	(710.00)
Entertainment Security			\$ 420.00	(420.00)
Miscellaneous	\$	500.00	\$ 987.76	(487.76)
Grounds	\$	27,500.00	\$ 32,371.47	(4,871.47)
Restrooms	\$	2,000.00	\$ 1,430.00	570.00
Electrical	\$	200.00	\$ 425.49	(225.49)
Security	\$	6,700.00	\$ 4,217.50	2,482.50
Cleaning	\$	11,600.00	\$ 11,819.40	(219.40)
Insurance	\$	6,000.00	\$ 6,849.55	(849.55)
EMS Rescue			\$ 500.00	(500.00)
Tables			\$ 6,985.67	(6,985.67)
Miscellaneous	\$	1,000.00	\$ 143.86	856.14
TOTAL EXPENSE	\$	211,734.00	\$ 204,182.07	7,551.93
Profit/(Loss)	\$	2,221.00	\$ 12,798.25	10,577.25

PRELIMINARY

2018 COME AND TAKE IT BUDGET

		BUDGETED
INCOME		2018
Profits from 2017	\$	12,798.25
Chamber of Commerce	\$	8,500.00
Ticket Booth Food	\$	78,500.00
Ticket Booth Beer	\$	56,000.00
Ticket Booth over/(under)	\$	-
Commercial Vendors	\$	2,775.00
Parade	\$	-
Events	\$	6,290.00
	5k	1200
	Canoe	1200
	Petting Zoo	2500
	Car Show	250
	Cookoff	225
	Bundgee Jump	200
	Washer Pitching	270
	Bull Ride	270
	Helicopter Rides	
Miscellaneous Events	\$	175.00
Sponsors	\$	45,000.00
MSC		
City of Gonzales	\$	20,000.00
HOT Funds for Advertising	\$	6,000.00
Hot Funds for Entertainment	\$	10,000.00
Hot Funds for Family Ent.	\$	4,000.00
TOTAL INCOME		\$ 229,863.25
EXPENSE		
Food Tent	\$	72,087.50
	Supplies	\$ 675.00
	Tickets	\$ 1,000.00
	Ice	
	Tent	\$ 5,525.00
	Mcs	
Non Profit Food Vendors	\$	64,887.50

Beer Tent	\$	42,756.67
License	\$	250.00
Beer	\$	18,666.67
Tent	\$	3,850.00
Tokens	\$	-
Ice	\$	2,240.00
Security	\$	950.00
Knights of Columbus	\$	16,800.00
Television	\$	225.00
Parade	\$	-
Advertising	\$	6,500.00
Ticket Booth	\$	500.00
Activities	\$	8,075.00
Petting Zoo	\$	2,650.00
Canoe	\$	625.00
Lion's Bingo	\$	3,800.00
5k Run	\$	1,000.00
Sponsors	\$	3,000.00
Signs	\$	725.00
Packets	\$	550.00
Shirts	\$	1,725.00
Entertainment	\$	58,200.00
Friday	\$	15,000.00
Saturday	\$	25,000.00
Sunday	\$	1,000.00
Stage	\$	5,000.00
Sound	\$	6,000.00
Family Entertainment	\$	4,500.00
Hotel Rooms	\$	750.00
Entertainment Security	\$	450.00
Miscellaneous	\$	500.00
Grounds	\$	33,650.00
Restrooms	\$	2,000.00
Electrical	\$	450.00
Security	\$	4,500.00
Cleaning	\$	12,000.00
Insurance	\$	7,000.00
EMS Rescue	\$	500.00
Tables & Chairs	\$	7,000.00
Miscellaneous	\$	200.00
TOTAL EXPENSE	\$	224,769.17
	\$	5,094.08

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

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- b. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c. **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;
- d. **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include 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.
- e. **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.
- f. **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.
- g. **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h. **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

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 two weeks prior to the Tourism Committee Meeting which is held on the second Tuesday of the month. 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. City Council will have final approval for any application requesting over \$2,500.00. The Gonzales Tourism Committee will make a recommendation to the City Council. The City Council will make the final decision on your request. You will be notified when City Council will address your request. Attendance is required.

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:

Genora Young
City of Gonzales
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

APPLICATION

Organization Information

Date: November 22, 2017

Name of Organization: Come and Take It Committee

Address: 414 St. Lawrence Street

City, State, Zip: Gonzales, Texas 78629

Contact Name: Daisy Scheske Chamber of Commerce

Contact Phone Number: 830.672.6532

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

Is your organization: Non-Profit X Private/For Profit _____

Tax ID #: 74-0648360 Entity's Tax ID Creation Date: 1/1/1987

Purpose of your organization: To commemorate the firing of the first shot of Texas Independence and attract visitors to Gonzales to support not only the celebration but local businesses and non-profits.

Name of Event or Project: Come and Take It Celebration

Date of Event or Project: October 5, 6, 7 2018

Primary Location of Event or Project: Downtown Gonzales, Texas

Amount Requested: \$14,000

How will the funds be used? Funding will be used to book various entertainment including bands, musicians, with a focus this year on family events such as clowns, kid-friendly performances and games.

Primary Purpose of Funded Activity/Facility: The primary purpose is to enhance the entertainment footprint of the celebration which will draw a larger crowd to the Gonzales area eager to do business.

Percentage of Hotel Tax Support of Related Costs

\$6 % 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.

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:
*Music Entertainment/ Children's entertainment

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:

Expected Attendance 16,000

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? We anticipate over 1,000 room nights

How many nights will they stay? 2-3

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not at this time

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
HOT Tax	10/2017	\$6,000	500 plus (Full)
HOT Tax	10/2016	\$30,000	500 plus (Full)
HOT Tax	10/2015	\$20,000	500 plus (full)

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

We will contact hotel owners and track impact via social media outlets.

Observation on Celebration grounds as well.

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

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

Paid Advertising X Newspaper X Radio X TV

Press Release to Media X Direct Mailing to out of town recipients X

Other Social Media

What areas does your advertising and promotion reach?

People living and working within a 120 mile radius for print/radio advertising, statewide via our social media outreach.

What number of individuals will your proposed marketing reach that are located in another city or county? 60,000 plus

(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: _____ - _____

2017 COME AND TAKE IT COMPARISON BUDGET			
		BUDGETED	10/18/2017
INCOME		2017	Comparison
Chamber of Commerce	\$	12,000.00	\$ 12,000.00 \$ -
Ticket Booth Food	\$	80,000.00	\$ 72,017.50 (\$7,982.50)
Ticket Booth Beer	\$	60,000.00	\$ 55,776.00 (4,224.00)
Ticket Booth over/(under)	\$	-	\$ 6,346.25 6,346.25
Commercial Vendors	\$	2,000.00	\$ 2,775.00 775.00
Parade	\$	-	\$ 610.00 610.00
Events	\$	7,955.00	\$ 7,345.97 (609.03)
5k	\$	900.00	\$ 1,404.24 504.24
Canoe	\$	1,200.00	\$ 1,180.00 (20.00)
Petting Zoo	\$	2,500.00	\$ 2,500.00 0.00
Car Show	\$	500.00	\$ 255.73 (244.27)
Cookoff			\$ 225.00 225.00
DRT			\$ 25.00 25.00
Golf Tournament			\$ 25.00 25.00
Bungee Jump	\$	425.00	\$ 216.00 (209.00)
Art Club	\$	80.00	\$ 25.00 (55.00)
Chicken Flying Contest			\$ 25.00 25.00
Softball Tournament			\$ 25.00 25.00
Washer Pitching	\$	180.00	\$ 270.00 90.00
Bull Ride	\$	470.00	\$ 270.00 (200.00)
Pioneer Village			\$ 25.00 25.00
Quilt Show			\$ 25.00 25.00
Snake Exhibit			\$ 850.00 850.00
Helicopter Rides	\$	1,700.00	\$ (1,700.00) 0.00
Sponsors	\$	40,000.00	\$ 46,625.00 6,625.00
MSC			\$ 1,484.60 1,484.60
City of Gonzales	\$	12,000.00	\$ 12,000.00 0.00
HOT Funds for Advertising	\$	6,000.00	\$ 6,000.00 0.00
Hot Funds for Entertainment	\$	6,000.00	\$ 6,000.00 0.00
Hot Funds for Family Ent.	\$	-	\$ 0.00 0.00
TOTAL INCOME	\$	213,955.00	\$ 216,980.32 3,025.32
EXPENSE			
Food Tent	\$	74,299.00	\$ 66,151.53 8,147.47
Supplies	\$	675.00	\$ 599.66 75.34
Tickets	\$	1,500.00	\$ 1,503.75 (3.75)
Ice			\$ 445.00
Tent	\$	5,524.00	\$ 5,525.00 (1.00)
Mcs			\$ 169.68
Non Profit Food Vendors	\$	66,600.00	\$ 57,908.44 8,691.56

Beer Tent	\$	45,830.00	\$ 43,331.98	2,498.02
License	\$	250.00	\$ 231.00	19.00
Insurance	\$	3,000.00		3,000.00
Beer	\$	18,000.00	\$ 18,943.37	(943.37)
Tent	\$	3,830.00	\$ 3,830.00	0.00
Tokens	\$	-		0.00
Ice	\$	1,800.00	\$ 2,300.00	(500.00)
Security	\$	950.00	\$ 945.00	5.00
Knights of Columbus	\$	18,000.00	\$ 16,732.80	1,267.20
Television			\$ 220.90	(220.90)
Mcs			\$ 128.91	(128.91)
Parade	\$	400.00	\$ 345.30	54.70
Advertising	\$	6,500.00	\$ 6,349.09	150.91
Ticket Booth	\$	300.00	\$ 108.99	191.01
Activities	\$	8,905.00	\$ 8,728.00	177.00
Petting Zoo	\$	2,630.00	\$ 2,645.00	(15.00)
Canoe	\$	625.00	\$ 785.00	(160.00)
5k Run	\$	1,000.00	\$ 688.00	312.00
Lion's Bingo	\$	3,800.00	\$ 3,760.00	40.00
Snake Exhibit	\$	850.00	\$ 850.00	0.00
				0.00
Sponsors	\$	3,000.00	\$ 3,317.95	(317.95)
Koozies	\$	725.00	\$ 1,662.44	(937.44)
Packets	\$	550.00	\$ 511.97	38.03
Shirts	\$	1,725.00	\$ 1,143.54	581.46
Entertainment	\$	45,000.00	\$ 43,477.76	1,522.24
Friday	\$	15,000.00	\$ 7,140.00	7,860.00
Saturday	\$	17,000.00	\$ 20,460.00	(3,460.00)
Sunday	\$	1,000.00	\$ 1,000.00	0.00
Stage	\$	9,000.00	\$ 4,700.00	4,300.00
Sound	\$	2,500.00	\$ 5,560.00	(3,060.00)
Family Entertainment	\$	-	\$ 2,500.00	(2,500.00)
Hotel Rooms			\$ 710.00	(710.00)
Entertainment Security			\$ 420.00	(420.00)
Miscellaneous	\$	500.00	\$ 987.76	(487.76)
Grounds	\$	27,500.00	\$ 32,371.47	(4,871.47)
Restrooms	\$	2,000.00	\$ 1,430.00	570.00
Electrical	\$	200.00	\$ 425.49	(225.49)
Security	\$	6,700.00	\$ 4,217.50	2,482.50
Cleaning	\$	11,600.00	\$ 11,819.40	(219.40)
Insurance	\$	6,000.00	\$ 6,849.55	(849.55)
EMS Rescue			\$ 500.00	(500.00)
Tables			\$ 6,985.67	(6,985.67)
Miscellaneous	\$	1,000.00	\$ 143.86	856.14
TOTAL EXPENSE	\$	211,734.00	\$ 204,182.07	7,551.93
Profit/(Loss)	\$	2,221.00	\$ 12,798.25	10,577.25

PRELIMINARY

2018 COME AND TAKE IT BUDGET

		BUDGETED
INCOME		2018
Profits from 2017	\$	12,798.25
Chamber of Commerce	\$	8,500.00
Ticket Booth Food	\$	78,500.00
Ticket Booth Beer	\$	56,000.00
Ticket Booth over/(under)	\$	-
Commercial Vendors	\$	2,775.00
Parade	\$	-
Events	\$	6,290.00
5k		1200
Canoe		1200
Petting Zoo		2500
Car Show		250
Cookoff		225
Bungee Jump		200
Washer Pitching		270
Bull Ride		270
Helicopter Rides		
Miscellaneous Events	\$	175.00
Sponsors	\$	45,000.00
MSC		
City of Gonzales	\$	20,000.00
HOT Funds for Advertising	\$	6,000.00
Hot Funds for Entertainment	\$	10,000.00
Hot Funds for Family Ent.	\$	4,000.00
TOTAL INCOME	\$	229,863.25
EXPENSE		
Food Tent	\$	72,087.50
Supplies	\$	675.00
Tickets	\$	1,000.00
Ice		
Tent	\$	5,525.00
Mcs		
Non Profit Food Vendors	\$	64,887.50

Beer Tent	\$	42,756.67
License	\$	250.00
Beer	\$	18,666.67
Tent	\$	3,850.00
Tokens	\$	-
Ice	\$	2,240.00
Security	\$	950.00
Knights of Columbus	\$	16,800.00
Television	\$	225.00
Parade	\$	-
Advertising	\$	6,500.00
Ticket Booth	\$	500.00
Activities	\$	8,075.00
Petting Zoo	\$	2,650.00
Canoe	\$	625.00
Lion's Bingo	\$	3,800.00
5k Run	\$	1,000.00
Sponsors	\$	3,000.00
Signs	\$	725.00
Packets	\$	550.00
Shirts	\$	1,725.00
Entertainment	\$	58,200.00
Friday	\$	15,000.00
Saturday	\$	25,000.00
Sunday	\$	1,000.00
Stage	\$	5,000.00
Sound	\$	6,000.00
Family Entertainment	\$	4,500.00
Hotel Rooms	\$	750.00
Entertainment Security	\$	450.00
Miscellaneous	\$	500.00
Grounds	\$	33,650.00
Restrooms	\$	2,000.00
Electrical	\$	450.00
Security	\$	4,500.00
Cleaning	\$	12,000.00
Insurance	\$	7,000.00
EMS Rescue	\$	500.00
Tables & Chairs	\$	7,000.00
Miscellaneous	\$	200.00
TOTAL EXPENSE	\$	224,769.17
	\$	5,094.08

12-14-2017
GCVB Advisory Board Meeting

Action Item C

Budget Amendment for Gonzales Memorial Museum

Gonzales Memorial Museum had a \$5000.00 line item approved in the 2016-2017 FY budget for the purchase of souvenirs to be sold as a fund raising effort for the museum. FYE 2017 was September 30, 2017. This money was not utilized during the fiscal year and the Museum Advisory Board has indicated they were not aware the funds had to be invoiced in the FY they were approved for. Christmas ornaments were ordered in October 2017 which falls under the 2017-2018 FY.

The Museum Advisory Board would like to request the funds be reinstated in the current FY. To accomplish this, a budget amendment will have to be approved to move the \$5000.00 from the funds held account to the budget in the current FY.