

GONZALES CONVENTION AND VISTOR BUREAU

Thursday, April 13, 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 February March 9, 2017 Minutes

ACTION ITEMS

2. Discuss and Consider application for funding from Come and Take It Committee
3. Discuss and Consider application for funding from Gonzales Main Street, Inc
4. Discuss and Consider Meet Me in Gonzales advertising
5. Discuss and Consider 10 point plan for marketing new events

REPORTS

6. Report Regarding Advertising, Billboards, Website, and use and distribution of the video produced by Rick Green
7. Report On Occupancy Trends
8. Report from Ann Dollery on the Expo Center at J B Wells Park
9. Post Event Report from DVS Productions
10. Report from advisory members on Event Development
11. Report from Gonzales Memorial Museum
12. Report from Old Jail Museum
13. Report on Upcoming Events
 - a. Texas Jr. High State Finals Rodeo – May 22 – May 28
14. Financial Report
15. Call for new agenda items for the following meeting, by members
16. Staff Report
17. Next regular meeting will be May 9, 2017

ADJOURN

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.cityofgonzales.org the 7th day of April 2017 at _____ a.m./p.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

I further certify that the following News Media were properly notified of the above stated meeting: the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or may not be available to attend this event, this notice is being posted to meet the requirements of the Texas Open Meetings Act and subsequent of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.

Barbara Friedrich, Main Street Administrator

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

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, March 9, 2017

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:00pm. A quorum was declared present.

Members present: Barbara Crozier, Dawn O'Donnell, Clint Hille, Ann Covert, Ken Morrow, Holly Danz, Paul Frenzel; **Members absent:** Alison Rodriguez, Chris Kappmeyer; **Ex officio present:** none; **Staff present:** Anne Dollary, JB Wells; **City Officials present:** Barbara Friedrich, Mayor Connie Kacir, Gary Schurig, Tim Patek; **Guests:** none

Public Comments: Mayor Kacir wants to make sure we don't lose any lodging, we need to seize the moment in regards to tourism and keep visitors coming in. If we are going to be spending reserves based on how budgets have been written, Mayor would like to see reserves spent on someone who can do the work to promote our city, in a tourism director. She also noted that there isn't a current contract between the Visitors's Center and the Tourism Board/City. We need to outline a scope of work and get something in place. A museum board has also been created.

1. **Approval of Minutes:** The minutes of the February 9, 2017 meetings were approved, pending the change of "all but 2 billboards were cut".

Action Items:

2. **Discuss and Consider Meet Me in Gonzales advertising.** Ann Covert received lots of good input, but received it too close to the meeting, so this is an ongoing project. Will report at next month's meeting.
3. **Discuss and Consider Visit Widget for Gonzales, Texas.** Setup fee of \$2500, plus a basic plan of \$200/month. Clint Hille moved to table this item until next meeting, Holly Danz seconded; motion carried.
4. **Discuss and Consider 10-point plan for marketing new events.** Chris Kappmeyer has created a plan for bringing new events to the city. A mock post card was distributed to the group, listing the plan. Some of the wording needs to be tweaked, but otherwise a vibrant, useful marketing piece. Dawn O'Donnell questioned how this would be paid for. As long as we can send a portion to out of town addresses, we should be fine paying for it. Chris had mentioned he would pay what wasn't covered. Also suggested to blast it out via email; this may be a more beneficial/cost saving avenue. Dawn O'Donnell moved to table this item to next meeting, Clint Hille seconded; motion carried.

Reports

5. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** As of May 11th, we will be down to 2 billboards; one on I-10 and one at 183 & I1-30. No report on the website; if you haven't reviewed the new site, please do so before next meeting. Awaiting to hear from Jill Schauer in regards to the Rick Green video. Barbara Crozier and Genora Young will work with Jill on this to get it done. Gerri Lawing has taken over the Facebook page, and is currently posting. Texas Monthly did have a mention of Belle Oaks Inn in their Hidden Texas Treasures piece. The brochure is in TxDot's hands, as we will need their approval since they will be delivering these brochures to the state entry points. Will have 10,000 copies of these printed in the interim, so we can distribute to local businesses.
6. **Report on Occupancy Trends.** No report for the month.
7. **Report from Ann Dollery on the Expo Center at JB Wells Park.** Honky Tonk Festival was not as well attended as they would have hoped. BBQ cookoff was well represented, 57 teams. But they still want to come back and put on another function. Lights Festival was cancelled for April, but rescheduled for September 2nd. Hoping it will have a good turnout for Labor Day weekend. Magic 95 was cancelled due to immigration concerns. Starting to get ready for Jr. High Finals, and Texas Relay.
8. **Report from advisory members on Event Development.** Barbara Crozier will be looking for volunteers for Texas Independence Week 2018; wanting to capitalize on our history to attract people to our city. Grounds and Garden tour will be held in 2018. Chris Kappmeyer working on gun/ammo event next spring.
9. **Report on Upcoming Events.** VFW BBQ Cookoff March 17-18th, Texas Independence Relay March 25-26th, Relay for Life March 31st, PBR April 1st, Texas Jr. High Rodeo Finals May 22nd-28th, Anne would like to see volunteers welcoming the participants to the grounds and city; Gonzales Dental Ribbon Cutting March 10th, Master Gardner's plant sale March 25th, Edwards Jones Grand Opening April 7th.
10. **Financial Report.** February breakdown was reviewed, expo bond payment was made so this caused the significant change in balance funds. Still looking at a year-end revenue of \$200-225,000; need to be diligent and watch our spending while still trying to fill the hotel rooms. Ann Covert questioned the Main Street numbers; those are allocated to the summer concert series.
11. **Call for new agenda items for the following meeting, by members.** Clint Hille suggested being represented at the various home & garden shows; he will try to find some dates. Paul Frenzel would like to be able to edit the Discovery magazine info.
12. **Staff Report.** No further reports.
13. **Set date and time of next regular meeting.** April 13th, 2017 at 12pm.

Chairman asked for a motion to adjourn. Ken Morrow moved that we adjourn. With a second from Dawn O'Donnell, the meeting was adjourned at 1:06pm

Holly Danz, Secretary

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

APPLICATION

Organization Information

Date: October 6, 7, 8, 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/ Robert Bland Chairman

Contact Phone Number: 830.672.6532

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

Is your organization: Non-Profit ☒ Private/For Profit ☐

Tax ID #: 74-0648360 Entity's 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 6, 7, 8, 2017

Primary Location of Event or Project: Downtown Gonzales, Texas

Amount Requested: \$2,499.99

How will the funds be used? Funding will be used to book Family entertainment.

Primary Purpose of Funded Activity/Facility: The primary purpose is to enhance the entertainment on the grounds to create a family friendly environment.

Percentage of Hotel Tax Support of Related Costs

2% 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: 16,000-20,000

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

How many nights will they stay? 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- Ads	10/2016	\$6,000	500-550- Full
HOT- Entertainment	10/2016	\$30,000	500-550- Full
HOT- Ads	10/2015	\$6,000	500-550- Full
HOT-Entertainment	10/2015	\$20,000	500-550- Full
HOT- Ads only	10/2014	\$5,000.00	500

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 an 80 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? 40,000-50,000

(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: _____

HOTEL OCCUPANCY TAX USE GUIDELINES
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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.

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- 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 GCVB 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:

See Attached Proposed Marketing Plan for Funded Event
Main Street concert Series, June 2, 9, 16, 23, 30, and Star Spangled Spectacular July 4,

2017 Schedule of Activities or Events Relating to the Funded
Project

Submit to:

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

For Questions Contact:

Genora C. Young, PCED, BREC
President/CEO
Gonzales Economic Development Corp
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

APPLICATION

Organization Information

Date: April 3, 2017
Name of Organization: Gonzales Main Street, Inc.
Address: P. O. Box 547
City, State, Zip: Gonzales, Texas 78629
Contact Name: Barbara Friedrich
Contact Phone Number: 830-672-2815
Web Site Address for Event or Sponsoring Entity: gonzalesmainstreet.org
Is your organization: Non-Profit 501c3 Private/For Profit
Tax ID #: 74-2501998 Entity's Creation Date: 1988
Purpose of your organization: Revilitazation and restoration of the downtown area.

Name of Event or Project: Main street Concert Series and Star Spangled Spectacular
Date of Event or Project: June 2, 9, 16, 23, 30, and July 4, 2017
Primary Location of Event or Project: Confederate Square, Gonzales, Texas
Amount Requested: \$5,000.00
How will the funds be used? Funds will be used for advertising the event outside of
a 50 mile radius. Radio advertising will be at KKYX-San Antonio, Victoria Radio
Works, No bull Radio Network – Kenedy, Texas, KWED – AM 1580 Seguin, Texas,
KNBT – FM New Braunfels, Texas, KVLG/KBUK La Grange, Texas, KULP – Am El
Campo, Texas, Majic Tejano Victoria, Texas, and Texas Thunder Radio. We will also
advertise in regional newspapers and facebook.

Primary Purpose of Funded Activity/Facility: To provide family friendly entertainment
to the community and visitors.

Percentage of Hotel Tax Support of Related Costs

5% 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 N/A

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:

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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: 8th annual concert series

Expected Attendance: average of 1,000 per night

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 20-40 per event

How many nights will they stay? 1

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
Gonzales	June & July 2016	\$10,000.00	Average of 20 per night

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

We will contact motel/bed and breakfast owners and track impact through social media. Observation during the concert series.

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 _____ 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 an 80 mile radius

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

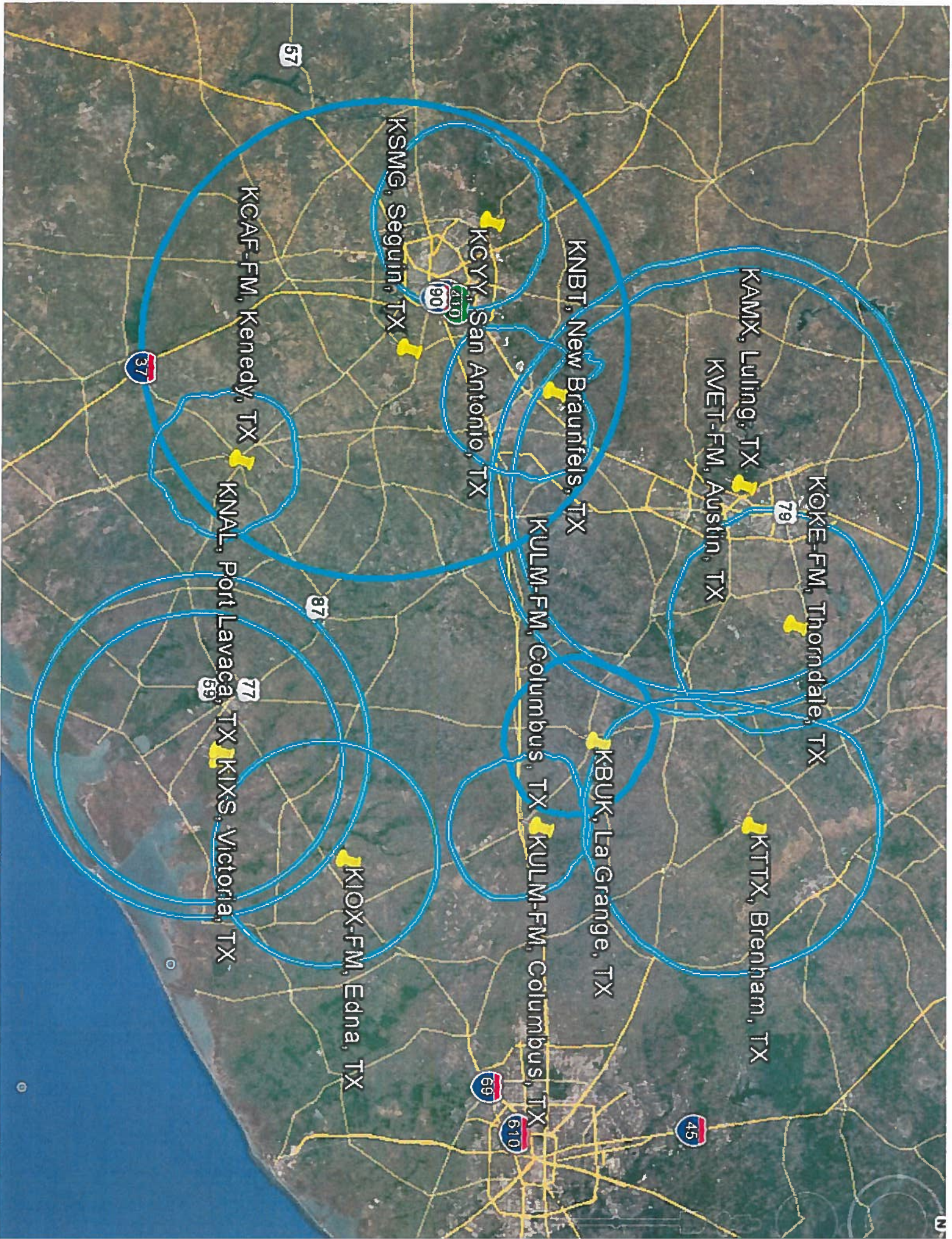
(If a permanent facility (e.g.museum, visitor center)

Expected Attendance Monthly/Annually: 5,000 (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: _____)

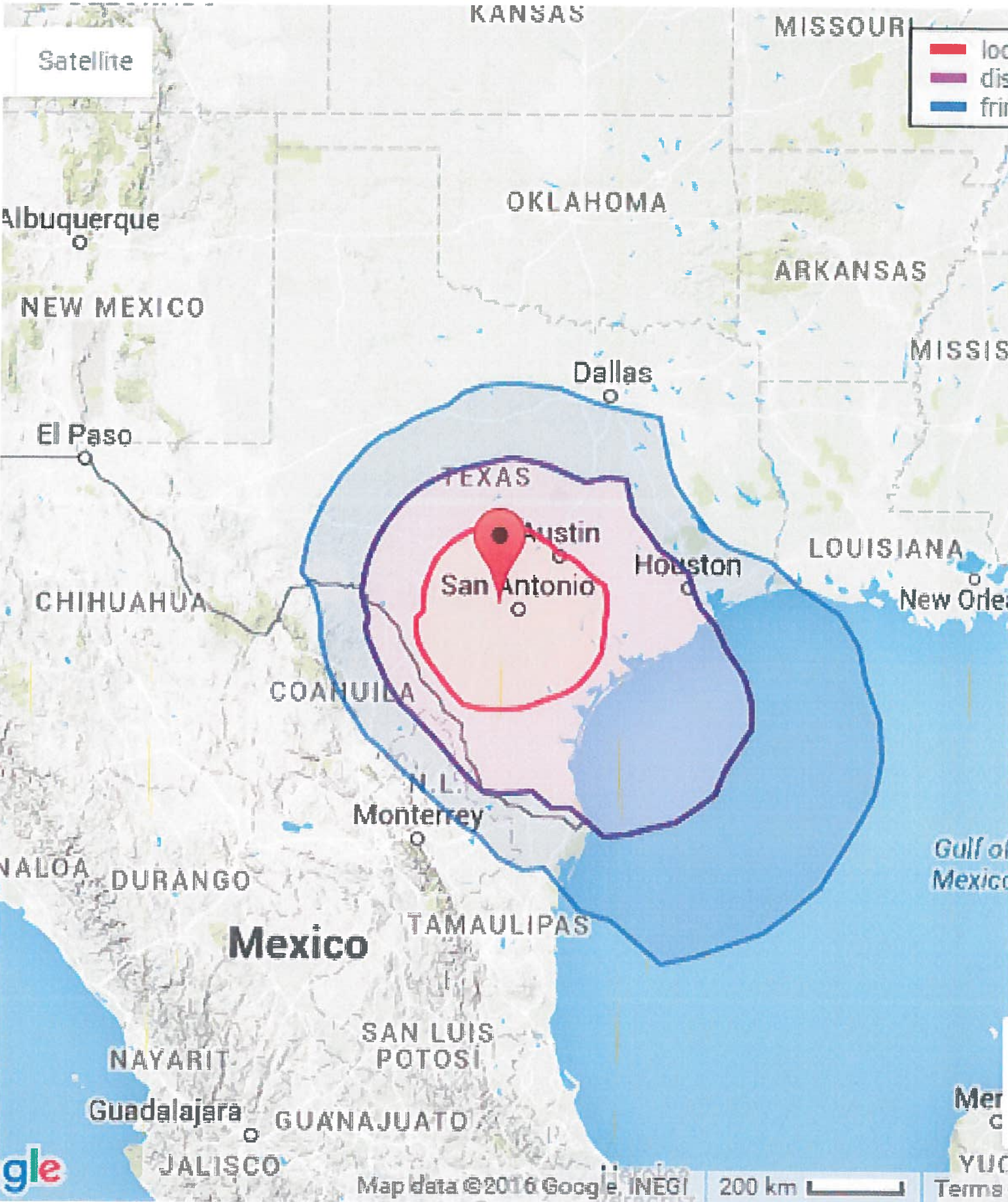
Note: A police officer who is on duty during the Star Spangled Spectacular stated that felt there were over 20,000 people in town watching the fireworks show on July 4th.

**2017 Gonzales Main Street
Concert Series & Star Spangled Spectacular
\$5,000 ADVERTISING PLAN**

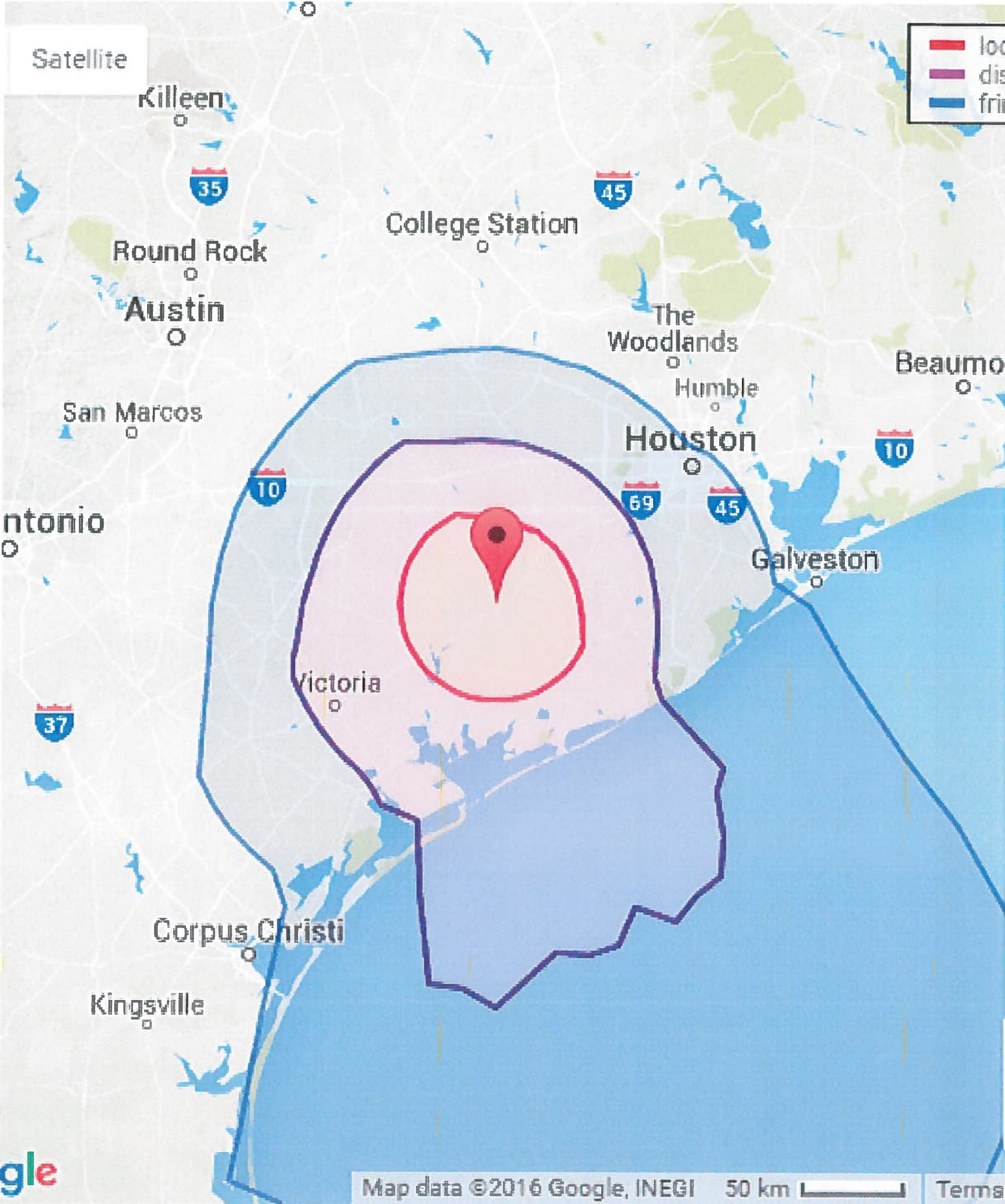
\$2,000 KKYX-AM SAN ANTONIO, TX
\$500 VICTORIA RADIO WORKS – VICTORIA, TEXAS
\$500 NO BULL RADIO NETWORK – KENEDY, TEXAS
\$200 KWED – AM 1580 SEGUIN, TEXAS
\$200 KNBT – FM NEW BRAUNFELS, TEXAS
\$200 KVLG/KBUK LA GRANGE, TEXAS
\$200 KULP – AM EL CAMPO, TEXAS
\$200 MAJIC TEJANO – VICTORIA, TEXAS
\$500 TEXAS THUNDER RADIO
\$300 – REGIONAL NEWSPAPERS
\$200 – FACEBOOK



cted Daytime Coverage Area for KKYX 680 AM, San Ant



sted Daytime Coverage Area for KULP 1390 AM, El Cam



GONZALES MAIN STREET, INC.
Concert Series 2014
Income and Expense Statement

INCOME

Sponsorships	24,350.00
Hotel/Motel Tax	5,000.00
Booth Spaces	1,480.00
T-Shirt/Koozies Sales	323.00
50/50	32.00
TOTAL INCOME	31,185.00

EXPENDITURES

Bands	17,900.00
Sound System	1,800.00
Mr. B Fireworks	12,500.00
T Shirts	1,054.48
Banners/signs	1,520.51
Stage	1,036.10
Supplies	337.60
Cashier Check Charge	10.00
TOTAL EXPENDITURES	36,158.69

PROFIT/LOSS	(4,973.69)
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GONZALES MAIN STREET, INC.
Concert Series 2015
Income and Expense Statement

INCOME

Sponsorships	25,400.00
Hotel/Motel Tax	5,000.00
Booth Spaces	1,885.00
T-Shirt/Koozies Sales	190.00

TOTAL INCOME	32,475.00
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EXPENDITURES

Bands	16,800.00
Sound System	2,700.00
Mr. B Fireworks	15,500.00
T Shirts	1,016.62
Banners/signs	3,615.03
Supplies	564.23
Vendor Refund	85.00
Koozies	344.00

TOTAL EXPENDITURES	40,624.88
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PROFIT/LOSS	(8,149.88)
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GONZALES MAIN STREET, INC.
Concert Series 2016
Income and Expense Statement

INCOME

Sponsorships	23,400.00
Hotel/Motel Tax	15,000.00
Booth Spaces	2,222.00
T-Shirt/Koozies Sales	470.00
Raffle	330.00
TOTAL INCOME	41,422.00

EXPENDITURES

Bands	18,700.00
Sound System	3,500.00
Mr. B Fireworks	15,900.00
T Shirts	1,258.07
Banners/signs	1,982.18
Supplies	256.78
Meals for Band	150.63
Koozies	396.00
TOTAL EXPENDITURES	42,143.66

PROFIT/LOSS	(721.66)
-------------	----------

POST EVENT REPORT FORM

HOTEL OCCUPANCY TAX FUNDING

By law of the State of Texas, the City of Gonzales collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfast inns. The revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. 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 center 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 those 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 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:** Sporting related expenses if the majority of the participants are tourists. The event must substantially increase economic activity at hotels 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.**

The City of Gonzales accepts applications from groups and businesses meeting the above criteria and wishing to receive HOT funds. **All entities that are approved for such funds must submit a Post Event Report Form within 60 days of each funded event.** The report will be reviewed by the GCVB to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests. Priority will be given to those events that demonstrate an ability to generate overnight visitors to Gonzales.

POST EVENT REPORT FORM

Date: April 4, 2017

ORGANIZATION INFORMATION

Name of Organization: DVS Productions

Address: PO BOX 96

City, State, Zip: Gonzales, TX 78629

Contact Name: Bo Davis

Contact Phone Number: 512-921-0018

PROJECT OR EVENT

Name of Event or Project: PBR Gonzales

Date of Event or Project: April 1, 2017

Primary Location of Event or Project J.B. Wells Arena

Primary Purpose of Funded Event/Project: Bull Riding, Calcutta, Golf Tournament

Amount Received from Hotel Occupancy Tax Funds: \$2,500.00

Amount Used from Hotel Occupancy Tax Funds: \$2,500.00

How Were the Funds Actually Used? Radio Media Buy, Posters, Flyers, Banners, Ad space.

How many years have you held this Event or Project: 8 years

Event Funding Information

1. Actual percentage of funded Event costs covered by hotel occupancy tax: .02%

2. Actual percentage of Facility costs covered by hotel occupancy tax (if applicable): 0

3. Actual percentage of Staff costs covered by hotel occupancy tax (if applicable): 0

4. If staff costs were covered, estimate of actual hours staff spent on funded Event: 0

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?

\$

\$20 Adult / \$8 Child. All profit was used to pay expenses to put on event.

Event Attendance Information

1. How many people did you predict would attend this Event? (number submitted in application for hotel occupancy tax funds): 2,000 - 3,000
2. What would you estimate was the actual attendance at the Event? 1,500
3. How many room nights were generated at Gonzales hotels, motels or bed & breakfasts by attendees of this Event or Project? 50
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?

Last Year 65

Two Years Ago 50

Three Years Ago 50
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.)? Word of mouth from Hotel and attendees.
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? 20

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 - \$ 2,000
Radio - \$ 3,018.00
TV: \$ 0
Press Release \$ 0
Other \$ 1,147.25
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?
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?

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

Facebook and networking

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

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? 60
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 60
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?

All contractors stayed Fri night and bought hotels rooms and ate around town. Staff and riders frequented restaurants and shop in town.

Additional Event Information

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

Running M, City Golf Course, Walmart, Angels and Outlaws, GG's, Reeses Print Shop.

Please Submit no later than 60 days after the event to:

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

For Questions Contact
Genora Young
President and CEO of GEDC
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

Barbara Friedrich

From: Gary Schurig
Sent: Sunday, April 02, 2017 1:10 PM
To: Genora Young
Cc: Barbara Friedrich
Subject: March Visitors

Genora,

Here are the Memorial Museum visitor totals for March. Total =1898

Thanks
Gary

Barbara Friedrich

From: Genora Young
Sent: Thursday, April 06, 2017 5:31 PM
To: Barbara Friedrich
Subject: FW: visitors

From: Sandra Wolff [<mailto:rswolff830@gmail.com>]
Sent: Thursday, April 06, 2017 5:30 PM
To: Glenda Gordon; Genora Young; Barbara
Subject: visitors

Hello -

I'm running a little late, but wanted to give you all the numbers for the Gonzales County Jail Museum for March.

Total visitors for March, 2017 ----1,737

Spring Break week accounted for 1,148 of those! It took four of us non-stop from Saturday to Saturday to cover these,. It was a great week, and these visitors all week long also included Day Trippers too.

Tours --6

March, 2016 ----1,112

Tours --- 1

The visitors never seem to stop, just occasionally slowing a little. The Jail Museum was closed during January and February except for Thurs, Fri and Sat. We still saw about a thousand for these two months.

I was struck by the fact that more and more visitors are talking to us about how much they enjoy coming to Gonzales and never before realized how much there was to see. They ask for suggestions of where to go and what to look at, where to eat, and more of them are saying they are spending the night, or coming back to spend the night and bringing friends or family with them. Our fund raiser Ghost Host is bringing guests from as far away

as Beaumont, Galveston, etc. and these are all spending the night. Very few of our "investigators" are locals. Many of them are repeats. Sorry to be long winded, but hadn't passed these things on to you in a while. All in all, looks like tourism is on the upswing in Gonzales!



000 00001 01
ACCOUNT:
DOCUMENTS:

PAGE: 1
2515350 03/31/2017
2

CITY OF GONZALES
HOTEL / MOTEL TAX FUND 30
P O DRAWER 547 2
GONZALES TX 78629 0

=====

PF INT BEARING ACCOUNT 2515350

=====

AVERAGE BALANCE	581,058.18	LAST STATEMENT 02/28/17	582,260.44
		3 CREDITS	5,605.79
		4 DEBITS	10,782.80
		THIS STATEMENT 03/31/17	577,083.43

----- DEPOSITS -----

REF #.....DATE.....AMOUNT	REF #.....DATE.....AMOUNT	REF #.....DATE.....AMOUNT
03/07 3,445.45	03/17 1,834.28	

----- OTHER CREDITS -----

DESCRIPTION	DATE	AMOUNT
EARNINGS CREDIT ACCT ANALYSIS FEBRUARY	03/02	326.06

----- OTHER DEBITS -----

DESCRIPTION	DATE	AMOUNT
112764978 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	03/07	1,721.99
110486656 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	03/13	6,032.86
117143205 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	03/31	479.00
119950408 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	03/31	2,548.95

----- I N T E R E S T -----

AVERAGE LEDGER BALANCE:	.00	INTEREST EARNED:	.00
INTEREST PAID THIS PERIOD:	.00	DAYS IN PERIOD:	
		ANNUAL PERCENTAGE YIELD EARNED:	.00%

* * * C O N T I N U E D * * *



CITY OF GONZALES

PF INT BEARING ACCOUNT 2515350

- - - ITEMIZATION OF OVERDRAFT AND RETURNED ITEM FEES - - -

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*****
*                                     |          TOTAL FOR          |          TOTAL          *
*                                     |        THIS PERIOD        |        YEAR TO DATE    *
*-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
* TOTAL OVERDRAFT FEES:             |          $.00           |          $.00          *
*-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
* TOTAL RETURNED ITEM FEES:         |          $.00           |          $.00          *
*****
  
```

- - - DAILY BALANCE - - -

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
03/02	582,586.50	03/13	578,277.10	03/31	577,083.43
03/07	584,309.96	03/17	580,111.38		

[illegible]

\$3,445.45 3/7/2017

[illegible]

\$1,834.28 3/17/2017

4-03-2017 10:47 AM

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

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Mar-2017 THRU Mar-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

582,260.44

3/02/17	3/07	B29198	Deposit	031705	06298	BANK ACCOUNT INTEREST	JE# 014534	326.06	582,586.50
3/06/17	3/06	C29196	DEPOSIT		09687	DAILY CASH POSTING 3/06/2017		3,445.45	586,031.95
3/07/17	3/07	B29202	Deposit	000000	06302	REIMBURSE GF	JE# 014537	1,721.99CR	584,309.96
3/13/17	3/13	B29246	Deposit	000000	06320	REIMBURSE GF EXPENSES	JE# 014555	6,032.86CR	578,277.10
3/16/17	3/16	C29289	DEPOSIT		09739	DAILY CASH POSTING 3/16/2017		1,834.28	580,111.38
3/31/17	3/31	B29390	Deposit	031760	06339	REIMBURSEMENT EXPENSES/H/M	JE# 014581	2,548.95CR	577,562.43
3/31/17	3/31	B29391	Deposit	031761	06340	REIMBURSEMENT EXPENSES H/M	JE# 014582	479.00CR	577,083.43
3/31/17	4/03	B29404	Deposit	041760	06344	REIMBURSEMENT EXPENSES H/M	JE# 014586	5,632.25CR	571,451.18
===== MARCH ACTIVITY					DB:	5,605.79	CR:	16,415.05CR	10,809.26CR

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

000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	582,260.44	0.00
REPORTED ACTIVITY:	5,605.79	16,415.05CR
ENDING BALANCES:	587,866.23	16,415.05CR
TOTAL FUND ENDING BALANCE:	571,451.18	

FINANCIAL STATEMENT

AS OF: MARCH 31ST, 2017

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<hr/>						
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	400,000.00	5,279.73	91,018.52	22.75	0.00	308,981.48
4-811.801 INTEREST INCOME	<u>2,000.00</u>	<u>326.06</u>	<u>1,856.71</u>	<u>92.84</u>	<u>0.00</u>	<u>143.29</u>
TOTAL 811-HOTEL/MOTEL	402,000.00	5,605.79	92,875.23	23.10	0.00	309,124.77
<hr/>						
*** TOTAL REVENUES ***	402,000.00	5,605.79	92,875.23	23.10	0.00	309,124.77

FINANCIAL STATEMENT

AS OF: MARCH 31ST, 2017

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	5,000.00	0.00	632.25	12.65	0.00	4,367.75
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	5,000.00	0.00	632.25	12.65	0.00	4,367.75
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	0.00	0.00	0.00	0.00	0.00	0.00
<u>4-CONTRACT/OPER SERVICES</u>						
7-811.401 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.407 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.408 MEMBERSHIP DUES	8,000.00	0.00	475.00	5.94	0.00	7,525.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	22,000.00	0.00	5,437.00	24.71	0.00	16,563.00
7-811.412 CHAMBER OF COMMERCE	20,000.00	0.00	4,975.54	24.88	0.00	15,024.46
7-811.413 PIONEER VILLAGE	10,000.00	0.00	2,500.00	25.00	0.00	7,500.00
7-811.414 JB WELLS PARK	10,000.00	0.00	524.76	5.25	0.00	9,475.24
7-811.415 MAIN STREET	20,000.00	6,000.00	6,987.06	34.94	0.00	13,012.94
7-811.416 CRYSTAL THEATRE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	5,000.00	0.00	409.97	8.20	0.00	4,590.03
TOTAL 4-CONTRACT/OPER SERVICES	105,000.00	6,000.00	21,309.33	20.29	0.00	83,690.67
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	2,457.95	24,836.31	15.05	0.00	140,163.69
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	60,000.00	1,850.00	21,641.38	36.07	0.00	38,358.62
7-811.519 PROMOTIONAL ITEMS	12,000.00	0.00	4,026.84	33.56	0.00	7,973.16
7-811.520 MARKETING AND PROMOTIONS	15,000.00	0.00	165.00	1.10	0.00	14,835.00
7-811.521 SPECIAL PROJECTS	45,000.00	2,000.00	3,200.00	7.11	0.00	41,800.00
7-811.522 INDEPENDENCE RELAY	7,000.00	0.00	1,387.50	19.82	0.00	5,612.50
7-811.524 GONZALES CO. JAIL MUSEUM	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	25,000.00	0.00	0.00	0.00	0.00	25,000.00
7-811.526 MEMORIAL MUSEUM	50,000.00	0.00	0.00	0.00	0.00	50,000.00
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	0.00	0.00	0.00	5,000.00
7-811.528 JB WELLS HOUSE	10,000.00	0.00	1,100.00	11.00	0.00	8,900.00
7-811.529 RIVERSIDE MUSEUM	5,000.00	487.61	919.79	18.40	0.00	4,080.21
7-811.530 EXPO CENTER	88,150.00	0.00	87,062.50	98.77	0.00	1,087.50
7-811.531 CITY SPECIAL EVENTS	12,000.00	0.00	0.00	0.00	0.00	12,000.00
7-811.532 TOURISM WEEK	3,000.00	0.00	0.00	0.00	0.00	3,000.00

FINANCIAL STATEMENT

AS OF: MARCH 31ST, 2017

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
7-811.533 NEW EVENTS	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.534 ONE-TIME EVENTS/EXPENSES	<u>10,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>10,000.00</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	522,150.00	6,795.56	144,339.32	27.64	0.00	377,810.68
 <u>6-CAPITAL OUTLAY EXPENSE</u>						
7-811.610 OFFICE FURNITURE & EQPT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 6-CAPITAL OUTLAY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
 TOTAL 811-HOTEL MOTEL						
	632,150.00	12,795.56	166,280.90	26.30	0.00	465,869.10
	=====	=====	=====	=====	=====	=====
 *** TOTAL EXPENSES ***						
	632,150.00	12,795.56	166,280.90	26.30	0.00	465,869.10

*** END OF REPORT ***

4-03-2017 8:40 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-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.202

POSTAGE

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

0.00

12/30/16	1/03	B28710	Deposit 121615	06165	TO ALLOCATE MONTHLY POSTAGE		JE# 014387		7.44	7.44
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=====	DECEMBER ACTIVITY	DB:	7.44	CR:	0.00	7.44
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1/06/17	2/21	A92716	CHK: 109414	14561	POSTAGE	0041	4TH QTR 2016		624.81	632.25
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=====	JANUARY ACTIVITY	DB:	624.81	CR:	0.00	624.81
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=====	ACCOUNT TOTAL	DB:	632.25	CR:	0.00	
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7-811.217

MISCELLANEOUS

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

0.00

7-811.304

OFFICE EQPT & FURNITURE

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

0.00

7-811.401

TELEPHONE

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

0.00

7-811.402

UTILITIES

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

0.00

7-811.407

TELEPHONE

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

0.00

7-811.408

MEMBERSHIP DUES

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

0.00

1/05/17	1/13	A91675	CHK: 109153	14485	ANNUAL FEES	1852	01052017		100.00	100.00
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1/06/17	2/21	A92716	CHK: 109414	14561	TACVB MEMBERSHIP	0041	4TH QTR 2016		375.00	475.00
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=====	JANUARY ACTIVITY	DB:	475.00	CR:	0.00	475.00
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=====	ACCOUNT TOTAL	DB:	475.00	CR:	0.00	
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7-811.409

SUBSCRIPTIONS

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

0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
7-811.411 SPECIAL CONTRACTS										
B E G I N N I N G B A L A N C E										0.00
10/30/16	11/18	A89885	CHK: 108480	14334	MARKETING CONSULTING HOU 3603	16-OCT			1,872.00	1,872.00
=====				OCTOBER ACTIVITY	DB: 1,872.00	CR:	0.00		1,872.00	
1/09/17	1/13	A91715	CHK: 109111	14485	JESSICA HOLT BECK 3603	16-NOV/DEC			2,565.00	4,437.00
1/26/17	2/03	A92373	CHK: 109328	14523	WORKED ON BROCHURES, WEB 3696	20170101			556.25	4,993.25
=====				JANUARY ACTIVITY	DB: 3,121.25	CR:	0.00		3,121.25	
2/22/17	3/02	A93175	CHK: 109535	14582	BROCHURE, ADV., MTG, COR 3696	20170201			443.75	5,437.00
=====				FEBRUARY ACTIVITY	DB: 443.75	CR:	0.00		443.75	
=====				ACCOUNT TOTAL	DB: 5,437.00	CR:	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
10/01/16	11/18	A89662	CHK: 108516	14334	HOTEL/MOTEL FUNDING 0041	10/01/2016			6,654.55	6,654.55
10/14/16	10/17	A89116	VOID: 108265	14309	REVERSE VOIDED CHECK 0041	3RD QTR 2016			6,679.01CR	24.46CR
=====				OCTOBER ACTIVITY	DB: 6,654.55	CR:	6,679.01CR		24.46CR	
1/06/17	2/21	A92716	CHK: 109414	14561	4TH QTR 2016 PAYMENT 0041	4TH QTR 2016			5,000.00	4,975.54
=====				JANUARY ACTIVITY	DB: 5,000.00	CR:	0.00		5,000.00	
=====				ACCOUNT TOTAL	DB: 11,654.55	CR:	6,679.01CR			

7-811.413 PIONEER VILLAGE										
B E G I N N I N G B A L A N C E										0.00
12/30/16	1/06	A91393	CHK: 109062	14463	QTR ENDING DEC. 31, 2016 1027	12/31/2016			2,500.00	2,500.00
=====				DECEMBER ACTIVITY	DB: 2,500.00	CR:	0.00		2,500.00	
=====				ACCOUNT TOTAL	DB: 2,500.00	CR:	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
11/15/16	12/02	A90273	CHK: 108613	14364	BRUSHES, LINER, GLOSS BL 0219	00699670			385.00	385.00
11/28/16	12/02	A90274	CHK: 108613	14364	SANDING BLOCK 0219	00699801			26.94	411.94
11/28/16	12/02	A90293	CHK: 108639	14364	SANDING BLOCK RUBBER 0294	5839953			5.98	417.92
11/30/16	12/02	A90247	CHK: 108613	14364	TOWELL WYPALL X 60 POP U 0219	00699935			180.00CR	237.92
11/30/16	12/02	A90275	CHK: 108613	14364	BRUSHES, GLOSS BLACK, WY 0219	00699934			264.84	502.76
11/30/16	12/02	A90276	CHK: 108613	14364	TOWELL WYPALL X 60 POP U 0219	00699936			22.00	524.76
=====				NOVEMBER ACTIVITY	DB: 704.76	CR:	180.00CR		524.76	
=====				ACCOUNT TOTAL	DB: 704.76	CR:	180.00CR			

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.415 MAIN STREET

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

0.00

10/10/16	10/28	A89158	CHK: 108421	14285	LAG SCREW, WIRE CONNECTO	0130	50173940		93.20	93.20
10/11/16	10/28	A89146	CHK: 108388	14285	RETURNED ON DCF RC114 SE	0097	1615484-00		16.01CR	77.19
10/11/16	10/28	A89147	CHK: 108388	14285	1-POLE, 2-8 OUTDOOR LC,	0097	1612050-00		306.01	383.20
10/12/16	10/28	A89150	CHK: 108388	14285	1" SER CONNECTOR	0097	1613313-00		8.92	392.12
10/12/16	10/28	A89227	CHK: 108386	14285	15A 125V QUICK ATTACH PL	0294	5838321		3.98	396.10
10/13/16	10/28	A89148	CHK: 108388	14285	2-8 OUTDOOR LC 60A	0097	1612050.01		120.00	516.10
10/13/16	10/28	A89149	CHK: 108388	14285	2-8 OUTDOOR LC 60A	0097	1612050.02		30.00	546.10
10/13/16	10/28	A89228	CHK: 108386	14285	WINGED WIRE NUT, HEXLOCK	0294	5838356		18.76	564.86
10/21/16	11/18	A89664	CHK: 108542	14334	2-8 OUTDOOR LC 60A	0097	1612050-03		30.00	594.86
10/24/16	11/18	A89674	CHK: 108573	14334	CABLE TIE 8" UVB, LAG SC	0130	50174420		4.54	599.40
10/27/16	11/18	A89676	CHK: 108573	14334	CABLE TIE NYLON, UV BLAC	0130	50174567		30.96	630.36
10/31/16	11/18	A89673	CHK: 108573	14334	WAS PAID WITH CREDIT CAR	0130	50173260		22.78CR	607.58
10/31/16	12/02	A90189	CHK: 108680	14364	EXT CORD	0148	16-07075		7.72	615.30
=====				OCTOBER ACTIVITY	DB:	654.09	CR:	38.79CR	615.30	

11/01/16	12/02	A90170	CHK: 108683	14364	CABLE TIE 14" UV BLACK	0130	50174742		18.38	633.68
11/01/16	12/02	A90193	CHK: 108680	14364	EXT. CORD	0148	16-07952		15.44	649.12
11/12/16	12/09	A90626	CHK: 108699	14402	HOLIDAY LIGHTING & DECOR	0952	6782		213.00	862.12
11/16/16	12/02	A90171	CHK: 108683	14364	CABLE TIE 14" UV BLACK	0130	50175183		8.09	870.21
11/17/16	1/06	A91341	CHK: 109093	14463	WAL-MART COMMUNITY	0148	17-08324		35.29	905.50
11/25/16	12/09	A90619	CHK: 108734	14402	15A 3 OUTLET TAP HD ORAN	0294	5839918		6.59	912.09
11/25/16	12/09	A90620	CHK: 108734	14402	14/3 EXT CORD & 12/3 EXT	0294	5839929		112.44	1,024.53
11/28/16	12/09	A90618	CHK: 108734	14402	12/3 EXT CORD 3 OUTLET 2	0294	5839961		37.47CR	987.06
=====				NOVEMBER ACTIVITY	DB:	409.23	CR:	37.47CR	371.76	

3/10/17	3/13	A93411	CHK: 109602	14620	PROPOSAL & 7/4/2017	2992	07/04/2017		6,000.00	6,987.06
=====				MARCH ACTIVITY	DB:	6,000.00	CR:	0.00	6,000.00	
=====				ACCOUNT TOTAL	DB:	7,063.32	CR:	76.26CR		

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

10/06/16	11/18	A89884	CHK: 108480	14334	JESSIE'S HOTEL ROOM AT T	3603	10/06/2016		409.97	409.97
=====				OCTOBER ACTIVITY	DB:	409.97	CR:	0.00	409.97	
=====				ACCOUNT TOTAL	DB:	409.97	CR:	0.00		

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

PAGE: 4

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.502

ADVERTISING

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

0.00

10/13/16	10/28	A89295	CHK: 108412	14285	4 COLOR, 1/3 PAGE DISPLA	0668	249907		2,457.95	2,457.95
10/25/16	11/10	A89609	CHK: 108455	14336	FULL PAGE DISPLAY, ADVER	0668	249911		1,594.26	4,052.21
10/25/16	11/10	A89616	CHK: 108451	14336	1/2 PAGE AD	3597	43539		920.00	4,972.21
=====				OCTOBER ACTIVITY	DB:	4,972.21	CR:	0.00	4,972.21	
11/01/16	11/10	A89611	CHK: 108456	14336	1/2 HORIZONTAL PAGE ADVE	3255	40008705		6,980.00	11,952.21
=====				NOVEMBER ACTIVITY	DB:	6,980.00	CR:	0.00	6,980.00	
12/01/16	1/06	A91440	CHK: 109079	14463	SEMI ANNUAL HOSTING -6 M	3625	6455		3,150.00	15,102.21
12/04/16	1/13	A91689	CHK: 109149	14485	REIMBURSE FOR TOUR TICKE	2956	REIMBURSE 162112		48.00	15,150.21
=====				DECEMBER ACTIVITY	DB:	3,198.00	CR:	0.00	3,198.00	
1/23/17	2/03	A92379	CHK: 109334	14523	MAGAZINE FEBRUARY 2017 I	3776	6776		800.00	15,950.21
1/27/17	2/03	A92352	CHK: 109333	14523	ADVERTISING-TEXAS EVENTS	0668	258008		1,089.36	17,039.57
=====				JANUARY ACTIVITY	DB:	1,889.36	CR:	0.00	1,889.36	
2/08/17	2/21	A92758	CHK: 109429	14561	ADVERTISING IN TEXAS HIG	0668	259199		3,418.79	20,458.36
2/28/17	3/31	A93951	CHK: 109762	14675	DISCOVER-EXPO CENTER	0071	134161		480.00	20,938.36
2/28/17	3/31	A93952	CHK: 109762	14675	DISCOVER-MAIN STREET	0071	134162		480.00	21,418.36
2/28/17	3/31	A93953	CHK: 109762	14675	DISCOVER-HOTELS	0071	134163		480.00	21,898.36
2/28/17	3/31	A93954	CHK: 109762	14675	DISCOVER-PARKS	0071	134165		480.00	22,378.36
=====				FEBRUARY ACTIVITY	DB:	5,338.79	CR:	0.00	5,338.79	
3/15/17	3/24	A93751	CHK: 109738	14658	4 COLOR, 1/3 PAGE, DISPL	0668	259200		2,457.95	24,836.31
=====				MARCH ACTIVITY	DB:	2,457.95	CR:	0.00	2,457.95	
=====				ACCOUNT TOTAL	DB:	24,836.31	CR:	0.00		

7-811.503

ELECTRICAL LINE EXPENSE

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

0.00

7-811.504

SIGNAGE & BANNERS

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

0.00

10/01/16	10/28	A89318	CHK: 108362	14285	ADVERTISING ON BILLBOARD	3341	7480		675.00	675.00
10/01/16	10/28	A89329	CHK: 108407	14285	ADVERTISING LEASE SPACE	3587	205417		1,900.00	2,575.00
10/01/16	11/10	A89612	CHK: 108446	14336	IH 10 SEALY, ADVERTISING	3341	7481		425.00	3,000.00
10/15/16	10/28	A89302	CHK: 108379	14285	BILLBOARD ADVERTISING	2532	82084		650.00	3,650.00
=====				OCTOBER ACTIVITY	DB:	3,650.00	CR:	0.00	3,650.00	
11/01/16	11/10	A89613	CHK: 108446	14336	IH 10 SEALY, ADVERTISING	3341	7570		675.00	4,325.00
11/01/16	11/10	A89614	CHK: 108446	14336	IH 10 SEALY, ADVERTISING	3341	7571		425.00	4,750.00
11/01/16	11/10	A89615	CHK: 108454	14336	ADVERTISING LEASE SPACE	3587	206369		2,400.00	7,150.00

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

PAGE: 5

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
11/15/16	11/18	A89847	CHK: 108529	14334	BILLBOARD ADVERTISING	2532	82090		650.00	7,800.00
			=====	NOVEMBER ACTIVITY	DB:	4,150.00	CR:	0.00	4,150.00	
12/01/16	12/02	A90394	CHK: 108612	14364	IH 10, SEALY ADVERTISING	3341	7667		675.00	8,475.00
12/01/16	12/02	A90395	CHK: 108612	14364	IH 10, SEALY ADVERTISING	3341	7668		425.00	8,900.00
12/01/16	12/09	A90708	CHK: 108753	14402	ADVERTISING LEASE SPACE	3587	207328		2,400.00	11,300.00
12/15/16	2/21	A92778	CHK: 109444	14561	BILLBOARD ADVERTISING	2532	82085		650.00	11,950.00
			=====	DECEMBER ACTIVITY	DB:	4,150.00	CR:	0.00	4,150.00	
1/01/17	1/06	A91430	CHK: 109058	14463	IH 10 ADVERTISING	3341	7762		675.00	12,625.00
1/01/17	1/06	A91431	CHK: 109058	14463	IH 10, ADVERTISING	3341	7815		425.00	13,050.00
1/01/17	1/13	A91713	CHK: 109177	14485	ADVERTISING LEASE SPACE	3587	208264		2,400.00	15,450.00
1/15/17	1/20	A91865	CHK: 109200	14514	BILLBOARD ADVERTISING	2532	82086		650.00	16,100.00
			=====	JANUARY ACTIVITY	DB:	4,150.00	CR:	0.00	4,150.00	
2/01/17	2/03	A92365	CHK: 109329	14523	ADVERTISING LEASE SPACE	3587	209231		1,941.38	18,041.38
2/01/17	2/21	A92790	CHK: 109451	14561	ADVERTISING IN SEALY, TE	3341	7854		675.00	18,716.38
2/01/17	2/21	A92791	CHK: 109451	14561	ADVERTISING IN SEALY, TE	3341	7855		425.00	19,141.38
2/15/17	2/21	A92779	CHK: 109444	14561	BILLBOARD ADVERTISING	2532	82087		650.00	19,791.38
			=====	FEBRUARY ACTIVITY	DB:	3,691.38	CR:	0.00	3,691.38	
3/01/17	3/02	A93154	CHK: 109490	14582	IH 10, SEALY, TX	3341	7951		700.00	20,491.38
3/01/17	3/02	A93169	CHK: 109540	14582	ADV LEASE SPACE 3/1/17-3	3587	210192		500.00	20,991.38
3/15/17	3/31	A94021	CHK: 109767	14675	BILLBOARD ADV 4/12/17-5/	2532	82088		650.00	21,641.38
			=====	MARCH ACTIVITY	DB:	1,850.00	CR:	0.00	1,850.00	
			=====	ACCOUNT TOTAL	DB:	21,641.38	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
10/06/16	10/28	A89306	CHK: 108399	14285	SOFT ENAMEL PINS	2819	14007		4,026.84	4,026.84
			=====	OCTOBER ACTIVITY	DB:	4,026.84	CR:	0.00	4,026.84	
			=====	ACCOUNT TOTAL	DB:	4,026.84	CR:	0.00		

7-811.520	MARKETING AND PROMOTIONS									
	B E G I N N I N G B A L A N C E									0.00
2/21/17	3/15	A93576	CHK: 109657	14632	BROCHURES WALKING TOUR	0230	167778		165.00	165.00
			=====	FEBRUARY ACTIVITY	DB:	165.00	CR:	0.00	165.00	
			=====	ACCOUNT TOTAL	DB:	165.00	CR:	0.00		

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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.521 SPECIAL PROJECTS

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

0.00

1/11/17	1/13	A91716	CHK: 109173	14485	APPROVED FOR CVB GRANT	3621	01/11/17		1,200.00	1,200.00
=====				JANUARY ACTIVITY	DB:	1,200.00	CR:	0.00	1,200.00	

3/24/17	3/31	A94022	CHK: 109755	14675	ALL BREED BULL & FEMALE	2719	10/20-21/16		2,000.00	3,200.00
=====				MARCH ACTIVITY	DB:	2,000.00	CR:	0.00	2,000.00	

=====				ACCOUNT TOTAL	DB:	3,200.00	CR:	0.00		
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7-811.522 INDEPENDENCE RELAY

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

0.00

1/23/17	2/03	A92351	CHK: 109311	14523	FACILITY RENTAL & CUSTOD	2142	1		375.00	375.00
1/31/17	3/31	A94003	CHK: 109772	14675	PORTABLE TOILET, HANDICA	1616	29217		1,012.50	1,387.50
=====				JANUARY ACTIVITY	DB:	1,387.50	CR:	0.00	1,387.50	

=====				ACCOUNT TOTAL	DB:	1,387.50	CR:	0.00		
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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

12/31/16	1/13	A91647	CHK: 109138	14485	MAINT & REPAIRS	1130	123116		1,100.00	1,100.00
=====				DECEMBER ACTIVITY	DB:	1,100.00	CR:	0.00	1,100.00	

=====				ACCOUNT TOTAL	DB:	1,100.00	CR:	0.00		
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4-03-2017 8:40 AM

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

PAGE: 7

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.529 RIVERSIDE MUSEUM

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

0.00

10/11/16	10/28	A89278	CHK: 108375	14285	MONTHLY BILLING	3431	10/11/2016		78.24	78.24
				=====	OCTOBER ACTIVITY DB:	78.24	CR:	0.00	78.24	
11/01/16	12/02	A90251	CHK: 108613	14364	HALOGEN BULB 500W	0219	00698787		5.95	84.19
11/04/16	12/02	A90292	CHK: 108639	14364	150 W, (2) GE200W& 200W	0294	5839264		12.66	96.85
11/11/16	12/02	A90349	CHK: 108623	14364	MONTHLY BILLING	3431	11/11/2016		78.26	175.11
				=====	NOVEMBER ACTIVITY DB:	96.87	CR:	0.00	96.87	
12/08/16	12/27	A90990	CHK: 108999	14423	ANNUAL FIRE & SAFETY INS	1729	015332		3.50	178.61
12/11/16	12/27	A91001	CHK: 108971	14423	MONTHLY BILLING	3431	12/11/16		83.24	261.85
				=====	DECEMBER ACTIVITY DB:	86.74	CR:	0.00	86.74	
1/11/17	1/27	A92031	CHK: 109243	14496	MONTHLY BILL	3431	01/11/17		78.23	340.08
1/26/17	2/03	A92301	CHK: 109307	14523	BREAKER 60 AMP RIVERSIDE	0219	00702478		13.86	353.94
				=====	JANUARY ACTIVITY DB:	92.09	CR:	0.00	92.09	
2/11/17	3/02	A93155	CHK: 109502	14582	MONTHLY BILLING	3431	02/11/2017		78.24	432.18
				=====	FEBRUARY ACTIVITY DB:	78.24	CR:	0.00	78.24	
3/08/17	3/13	A93359	CHK: 109599	14620	LIGHTS FOR FLAGS FOR RIV	0294	5843336		32.86	465.04
3/11/17	3/24	A93776	CHK: 109714	14658	MONTHLY BILLING	3431	03/11/2017		83.42	548.46
3/13/17	3/24	A93734	CHK: 109709	14658	LIGHT BULB RIVERSIDE MUS	0219	00704343		7.58	556.04
3/13/17	3/31	A93975	CHK: 109784	14675	AIR FILTERS FOR VARIOUS	0148	17-08740		25.76	581.80
3/14/17	3/15	A93581	CHK: 109664	14632	RENEWAL LIQUID DFND CONT	0565	17-3906442		314.00	895.80
3/22/17	3/31	A93986	CHK: 109761	14675	DOOR REINFORCER RVRSIDE	0219	00704724		23.99	919.79
				=====	MARCH ACTIVITY DB:	487.61	CR:	0.00	487.61	
				=====	ACCOUNT TOTAL DB:	919.79	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

2/27/17	2/27	B29103		06281	EXPO BOND PAYMENT		JE# 014510		87,062.50	87,062.50
				=====	FEBRUARY ACTIVITY DB:	87,062.50	CR:	0.00	87,062.50	
				=====	ACCOUNT TOTAL DB:	87,062.50	CR:	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

4-03-2017 8:40 AM

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

PAGE: 8

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
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B E G I N N I N G B A L A N C E											0.00
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7-811.533	NEW EVENTS											
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B E G I N N I N G B A L A N C E											0.00
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7-811.534	ONE-TIME EVENTS/EXPENSES											
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B E G I N N I N G B A L A N C E											0.00
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7-811.610	OFFICE FURNITURE & EQPT											
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B E G I N N I N G B A L A N C E											0.00
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000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	173,216.17	6,935.27CR
ENDING BALANCES:	173,216.17	6,935.27CR
TOTAL FUND ENDING BALANCE:	166,280.90	