

GONZALES CONVENTION AND VISTOR BUREAU

**Thursday July 18, 2019 Gonzales
Municipal Building at 1:00 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 June 20, 2019 minutes

REPORTS

1. Staff Reports
 - A. JB Wells – Expo Center and JB Wells Park
 - B. Main Street – Barbara Friedrich
2. TTIA – Liz Reiley-DuBose
3. Report on Upcoming Events
 - Come and Take It – October 4th – 6th
 - Happy Fall Y'all – October 26th
4. Financial Report

DISCUSSION ITEMS

1. Murals
2. Post event report from Pat Montgomery: South Texas Camp of Champions

ACTION ITEMS

1. Discuss, consider, and possible action for application for Hot Tax Funding from The Historic Homes Association
2. Discuss, consider, and possible action regarding promotion for March Festival
3. Discuss, consider, and possible action regarding October 12 Texas Revolution event
4. Discuss, consider, and possible action regarding advertisement in the Texas State Travel Guide
5. 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 15th day of July 2019 at _____ 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.

Barbara Friedrich, Main Street Manager

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, June 20, 2019
City Hall ~ 820 St. Joseph
1:00pm

Called to Order and Certification of Quorum

Chairwoman Dawn O'Donnell called the meeting to order at 1:00pm. A quorum was declared present.

Members present: Dawn O'Donnell, Tiffany Hutchinson, Suzanne Sexton, Lisa Brown, Holly Danz, Jean Burn, Barbara Crozier, Ken Morrow **Members absent:** none **Staff present:** Ann Dollary, Clint Hille, Barbara Friedrich **Guests:** Eric McCowan

Public Comments:

None

Approval of Minutes

1. **Approval of Minutes:** Minutes of the May 16th, 2019 meeting were approved.

Reports

2. **Staff Reports**

A. **JB Wells:**

Thanks for all the help with the Youth Rodeo. Coming up are some sweet 15's, the gun show is coming up the 20th. Small cutting this weekend. Team roping for the next couple of weeks. TRA Finals 23 – 27th. Ann leaving Saturday to go to South Dakota to be with the Jr High National Team. Expo is booked every weekend with quinceanera's. River Fest was cancelled.

B. **Main street:**

Concert are going well. Will be working on "Happy Fall Y'all". Will be similar to last year, with a movie on the square and costume contest. We will then start working on the Winterfest. We don't know what we are going to do for Winterfest yet. We know we will have our Christmas Parade on Saturday. If others (Historic Homes, etc.) would like to plan something, please go ahead and let Barbara know so she can incorporate it. Will have shopping downtown and if anyone has any suggestions please do. Dawn suggested that they will probably steer the fundraising committee (for HHA) towards Barbara to coordinate events. Main Street currently does not have anything planned, so HHA can work with Main Street to coordinate efforts.

C. **Tourism Director:**

- Pioneer Village, Nothing new. Vicki had some health issues. She is doing well. So she is not going out there as much as she was.
- Museum Count – 941 visitors in May, 5080 for the year
- Jail Museum – 762 for May, 3734 for the year
- Chamber of Commerce – 270 for the first quarter, 1430 through April
 - Talking to other CVBs and Chamber of Commerce throughout Texas, the last month was pretty much slow everywhere.
- Tourism Assessment received from the Governor's Office in January was discussed with Dawn and Genora – the plan and goal out of this committee was to address that so the we could report back to the EDC. The Governor's

Office of the EDC was to “request the establishment of a beautification committee”. That request was sent to [City] Council, but it did not make the agenda. They said that they needed more information... however no one ever got back to Clint to ask for more information, so not sure exactly what the status is. But that is something that we don't need to let die. The Governor's office spent a lot of their time and money to do that assessment for us and they would really like to see us implement some action items that they have recommended. It is up to us to follow through.

- Comment from Barbara – one of the recommendations that came out of the Texas Commission of the Arts is for us to consider a downtown Arts District. Now with the renovation going on at the building adjacent to the Crystal Theater, which was originally built as a sister theater to the Crystal built in 1913. They have an elevation and have approved such to completely restore the historic exterior of the building. With the Lynn where it is, and with it owned by GEDC, and the building next to us and then the Crystal Theater – I reached out to Jim Bob after that recommendation came through – because there was \$10,000,000 that has been allocated over the next two years for the redevelopment of the cultural districts and they are really aiming at small towns. They are currently looking at Winedale, Roundtop, and Festival Hill as the first ones to tie together. With our tight connection with Winedale, we are in a good position to ask them to consider the development of that district. I have given all that information to EDC and the pertinent people.
- Dawn has already communicated with the powers that be about continuing on with what we have recommended. Because we are losing our Tourism Director, it will be presented, but everybody please talk to your council members that this is critical. We really need a tourism director.
- “Sisters on the Fly” plastic bags are here and the fans have been ordered
- Texas Independence Relay post event report received.
- Wounded Warriors on May 7th was a success. They are looking forward to us doing it again next year.
- We hosted I-10 Alliance meeting last Thursday at the Expo. CVB purchased two tables. Fran from Travel Texas spoke on how to work with Travel Influencers. Don Page was elected to the Board of Directors so we will continue to have representation from Gonzales.
- Budget to be discussed under discussion items.
- City Council has accepted the permanent gift of the Bushong collection. That will now belong to Gonzales. At some time in the future we need to have a little celebration to show our appreciation to Rex.
- Working with James Waterson on our Native Texan campaign for Tour Texas. Re-running it again this year. We received over 14,000 hits online last year when we ran the campaign. He is also on the final editing of the subsequent article to that on “Seven ways to enjoy Gonzales”. Internet statistics on Tour Texas are in your packet.
- Daisy has put together a notification on Float Fest so they are on notice of the folks coming to town.
- Membership with Texas Independent Trails Association qualifies us for Co-op advertising we will be one of the featured cities on that website and will be in their brochure and taken to all of the travel centers. It is also distributed at the State Fair.

- TACVB (Texas Association of Convention and Visitor's Bureau) we will be part of the six foot sign they display. We have one of the top three billing spots and will be there for the next 2 years.
- Twirling Moms will be in next week – let business know
- Sisters on the Fly – let's let the businesses know – Main Street is working on a coupon book. They will have trailers in the CTI parade and will allow public to see the trailers that Saturday. Coordinate with Main Street to see where they are with the coupon book. We will need to have a subcommittee meeting in July and stuff the bags closer to the event
- Crystal Theater will be hosting Shakespeare free this Friday at 3:30. Please come and support.

D. Report on upcoming events:

- JB Wells House Museum open first Saturday of every month
- Summer Concert Series – Every Friday in June and the 4th of July.
- Float Fest – working on transportation. Currently many of the hotels are full. Currently ticket sales are between 12,000 -15,000.

3. Financial Report:

- Details can be found in the packets – we remain ahead of anticipated budget. Income through second quarter 3/31/19 being \$309,060.17 which includes \$82,534.46 of collections from prior fiscal years that have been collected. Earned income for the year is \$226,525.71
- Our projections were \$23,000 per month or \$276,000. We are now at \$37,754 based on six months with the current fiscal year. Which is still ahead of projections.
- There are still monies to collect. It accrues daily. It is 90 days past due

Discussion Items:

1. Promotional opportunities for Sisters on the Fly

Bags and fans are being provided. Any other suggestions from businesses? Dawn will follow up with Connie Dolezal who was going to poll the businesses. The Chamber will meet Thursday and determine if they would like to add something to the bags. Maybe some Come and Take It flag stickers for the windows. All new promo items all have "Gonzales Texas" on it. It is suggested that we order the new stickers. Discussion regarding adding "1835" but it may not be readable. The Chairman can direct staff to order these, it does not have to be an action item because it is in the budget. We may look at redesigning it in the future

2. Murals

Suzanne has and email for Mrs Dolezals art group to apply for a "Power Up Grant" which would then give them funds for us to do some additional murals. Connie Dolezal would like one on her building. Chief Crow asked about doing a flag or something on the side of his. John Tinsley said that he has room. Mr Fitzwater said that the back of the Enquirer would be a really good place, and Comfy Pets. The Crystal Theater is still on the list as well. Perhaps ask Gasper from Come and Take It Grill or the building owner.

3. Post Event Report Texas Independence Relay: Included in the packet. Good material. And very positive. We work well with them. We feel that they will continue to come

4. Post Event Report Come and Taste It: Included in the packet. Growth from last year. Friday night event was a sellout. Saturday event was much lighter. Many other events going on. Perhaps will move to another weekend next year. Perhaps Cinco de Mayo.

5. Beautification Committee – already discussed.

6. **AJR Media** – Is the group we work through with many of our campaigns. They put together a proposal for us every year with contracts. Two years ago we spent upwards of \$30,000 - \$35,000. We have trimmed it down to about \$16,000. We do have excess funds in our advertising budget this year that we probably haven't used. So it is recommended that we bump this back up a little – probably \$4,000 - \$5,000 more to be at the \$20,000 level. In addition to what we have had last year it gives us a couple more banner ads, and leaderboard type ads. There are a couple of those spots that don't amount to that much (about \$2000) that she is holding for us for two weeks. And we need to make a decision if we want her to put us down for that or not. We currently have room in the approved budget. They are time sensitive.
 - o Dawn would like to see some sort of tracking or internal projections. How do they track the impact of people who buy ads? How many people act on what they are seeing? We will ask if they have this info.
7. **Tour Van:** We discussed putting \$15,000 in the budget for a tour van. We have looked and can get one for about \$28,000 - \$29,000. EDC supported that wholeheartedly. They asked to bring them a proposal. They are willing to commit up to \$30,000. So we potentially have about \$40,000 to work with. So we could possibly get a bigger van or get one that is ADA accessible. We just need to do homework on the. John Eberly was just hired to run the busses for the school gave some pretty good information. Any van that has a capacity of 15 or less including the driver, does not require a CDL license. Anything larger does. The school has vans like that. He was going to ask if the school would be willing to lease them to us. Could we still wrap them? He will run that up the flagpole to see what kind of response he gets. If not between us and what EDC will support us with, that could become a reality. If a van is bigger than the 15 passenger, we could potentially hire the bus drivers. If it's a school bus, and they are taking it out of town, they may really like the wrap in it. Possibly have a driver or two that can give the tour.

Action Items:

1. **Discussion and possible action regarding the request from the Order of the Eastern Star in the amount of \$400:** They do meet the criteria for funding and they have blocked 50 rooms. They expect 300 people. Passes unanimously.

Call for new agenda items:

1. Barbara Crozier would like to put the Texas (March) Celebration on the agenda for discussion. We need to put a committee together to move on the. We had great participation from the Immortal 32 last year – dates will be March 1 and March 6 for the wreath laying. Perhaps expand that for a weekend celebration here in Gonzales. Possible bring in the camel group. Possibly the cannon firing. Possibly center the activities around Pioneer Village. Perhaps a play. Want to set dates and get a committee.

Ken Morrow would like to put the Tourism Position down as an action item. However, we don't actually need a new action item that says "submit something to council". The city council is in the budget process and will be deciding on if they will renew the position at the next city council meeting. Tim suggested we come and speak to council. Clint has submitted recommendations for salary to council based on his experience. We can talk to council people individually.

Clint's resignation – he appreciated the support and is very humbled.

2. Ken would still like to put an action item down of being involved in setting the salary recommendation for the Tourism Director position. We can put forth a financial

suggestion to the city council on how this Tourism Director position can be funded by the board. Tourism is the second biggest industry in Texas. Our tourism has picked up and there are assurances that it will continue in the future.

Set date and time of next regular meeting. July 18th at 1pm

Chairwoman asked for motion to adjourn. Committee member moved that we adjourn. With a second from another. The meeting adjourned at 1:06pm.

City of Gonzales
HOT Tax Revenues

Quarter	Projected FYE 9-30-19	Actual FYE 9-30-19	Projected FYE 9-30-18	Actual FYE 9-30-18	Actual FYE 9-30-2017	Actual FYE 9-30-2016
1st Ending 12-31	\$ 69,000.00	\$ 74,384.70	\$ 60,125.00	\$ 69,354.35	\$ 31,964.69	\$ 67,346.77
2nd Ending 3-31	\$ 69,000.00	\$ 234,675.47	\$ 60,125.00	\$ 148,104.66	\$ 50,596.80	\$ 56,643.61
3rd Ending 6-30	\$ 69,000.00	\$ 115,556.16	\$ 60,125.00	\$ 92,794.71	\$ 56,785.71	\$ 58,509.03
4th Ending 9-30	\$ 69,000.00	\$ -	\$ 60,125.00	\$ 87,833.78	\$ 68,238.78	\$ 59,053.83
Total	\$ 276,000.00	\$ 424,616.33	\$ 240,500.00	\$ 398,087.50	\$ 175,621.29	\$ 174,206.47

Income through 6-30-19 = \$424,616.33 Includes \$82,534.46 collections from prior FY's
Income through 6-30-19 = \$424,616.33 less prior years collections of \$82,534.46 = \$226,525.71 or \$37,754/mo based on 9 mos for current FY
Projection of \$276,000 = \$23,000/mo

Income through 7-12-19 = \$444,552.16 Includes \$82,534.46 collections from prior FY's
Income through 7-13-12 = \$444,552.16405,838.59 less prior years collections of \$82,534.46 = \$362,017.70 or \$30,168/mo based on 12 mos for current FY including income to date for June

CITY OF GONZALES

REVENUE REPORT

500-RESTRICTED USE FUNDS

AS OF: JULY 31ST, 2019

DEPARTMENT REVENUES

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>410-TRANSFERS</u>						
4-410.107 TRANSFER FROM GEDC-EXPO	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 410-TRANSFERS	0.00	0.00	0.00	0.00	0.00	0.00
<u>810-JB WELLS EXPO CENTER</u>						
4-810.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-810.101 INTEREST INCOME	0.00	0.00	0.00	0.00	0.00	0.00
4-810.110 TEXAS CAPITAL GRANT FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 810-JB WELLS EXPO CENTER	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	276,000.00	20,085.98	433,357.52	157.01	0.00	(157,357.52)
4-811.658 MERCHANDISE SALES	0.00	0.00	0.00	0.00	0.00	0.00
4-811.801 INTEREST INCOME	4,500.00	0.00	12,899.35	286.65	0.00	(8,399.35)
TOTAL 811-HOTEL/MOTEL	280,500.00	20,085.98	446,256.87	159.09	0.00	(165,756.87)
<u>812-MEMORIAL MUSEUM</u>						
4-812.100 TRANSFERS FROM GENERAL FUND	3,000.00	0.00	0.00	0.00	0.00	3,000.00
4-812.658 FUNDRAISING RECEIPTS	13,500.00	125.00	5,212.13	38.61	0.00	8,287.87
4-812.801 INTEREST INCOME	250.00	0.00	342.94	137.18	0.00	(92.94)
TOTAL 812-MEMORIAL MUSEUM	16,750.00	125.00	5,555.07	33.16	0.00	11,194.93

POST EVENT REPORT FORM

Date: July 8, 2019

ORGANIZATION INFORMATION

Name of Organization: Pat Montgomery: South Texas Camp of Champions

Address: 2204 Old Fossil Road

City, State, Zip: San Antonio, Texas

Contact Name: Patricia Montgomery

Contact Phone Number: 210.393.3551

PROJECT OR EVENT

Name of Event or Project: Camp of Champions: Twirling Camp

Date of Event or Project: June 24- 30

Primary Location of Event or Project Gonzales Jr. High School : Special thanks to Gene Kridler and Joey Carrizales for working with Pat and Eve Waddell on the facility.

Primary Purpose of Funded Event/Project: Twirling Camp

Amount Received from Hotel Occupancy Tax Funds: \$5,000

Amount Used from Hotel Occupancy Tax Funds: \$5,000

How Were the Funds Actually Used? Funding was used to assist with Marketing, Facility Fees, and Instructors.

How many years have you held this Event or Project: This was the 1st time in Gonzales, the camp started in the early 90's.

Event Funding Information

1. Actual percentage of funded Event costs covered by hotel occupancy tax: 10%
2. Actual percentage of Facility costs covered by hotel occupancy tax (if applicable): 90%
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: _____
5. Did the event charge admission? Was there a net profit from this event? If there was a Net profit, what was the amount? _____

Yes, admission was based on overall costs associated with the camp.
There was not a net profit for this camp.

Event Attendance Information

1. How many people did you predict would attend this Event? (number submitted in application for hotel occupancy tax funds): 60
2. What would you estimate was the actual attendance at the Event? 65 campers plus chaperones and/or parents
3. How many room nights were generated at Gonzales hotels, motels or bed & breakfasts by attendees of this Event or Project? 160-200 (40 rooms for 4-5 nights)
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 NA
Two Years Ago NA
Three Years Ago NA
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.)? Surveyed all campers
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? Yes, a room block with Holiday Inn. Directors stayed at a B&B

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 - \$0
Radio - \$0
TV: \$0
Press Release \$0
Other \$ 0 All advertising and promotions was through twirl bloggers
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
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? YES
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
Twirling bloggers.

5. Please attach samples of documents showing how the City of Gonzales was recognized in your advertising/promotional campaign. Link: <https://www.southtexascampofchampions.com/>
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.**

Blog post: <http://twirlingiscatchingtx.blogspot.com/2019/06/camp-calendar-series-201-south-texas.html>

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? 65 campers/ 6 instructors
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 54
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?
- T-shirts were purchased through Jessie Holt Campion with Holt Marketing
 - Angels & Outlaws hosted a brunch for parents
 - Laurel Ridge hosted a spritzer event at their antique store
 - Gonzales High School Family and Consumer science class ran the concession stand
 - Performed during the Main Street Concert Series
 - Stayed at local hotels
 - Worked with the Gonzales Chamber of Commerce on Logistics
 - Utilized the Gonzales Junior High Facilities
 - Families dined with local restaurants and shopped the stores in the downtown area

Additional Event Information

What Gonzales businesses did you utilize for food, supplies, materials, printing, etc?
Holt Marketing, Running M. Come and Take It Bar and Grill, La Bella Tavola, Angels and Outlaws, Laurel Ridge, Main Street Market Place, The China Basket, GG's, Holiday Inn, B&B, GHS Family and Consumer Science Group, Mi Lupita, Knights of Columbus and other Main Street Concert event vendors.

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

Clinton Hille
Tourism Director
P. O. Box 547
Gonzales, Texas 78629

Old Jail Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January	151	293	468	357	299	303	
February	139	440	551	512	486	776	
March	627	1,223	1,112	1,737	1,472	1,239	
April	290	959	930	764	938	654	
May	878	872	1,062	991	862	762	
June	443	948	1,131	1,059	863	890	
July	743	1,266	1,281	1,401	1,102		
August	398	665	536	735	688		
September	154	524	577	565	496		
October	1,754	1,656	3,634	2,492	3,857		
November	418	606	720	808	573		
December	678	489	566	581	580		
Yearly Total	6,673	9,941	12,568	12,002	12,216	4,624	0

Gonzales Memorial Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January		1122	645	595	496	677	
February		704	700	888	652	668	
March		1803	2014	1848	1690	1896	
April		947	1022	2135	1007	898	
May		1064	1143	1157	1088	941	
June		1224	1199	1185	1092	1195	
July		1547	1623	1701	1336		
August		1081	902	918	727		
September		1325	1015	442	630		
October		1219	932	1364	1433		
November		646	835	831	773		
December		667	932	586	715		
Yearly Total	0	13349	12962	13650	11639	6275	0

**Gonzales Convention and Visitor's Bureau
Application for HOT Tax Funding**

Date: June 8, 2019

Organization Information

Name of Organization: The Historic Homes Assoc.

Address: 414 St. Lawrence St.

City, State, Zip: Gonzales, Texas 78629

Contact Name: Virginia Edgecombe Contact Phone Number: 512-940-8385

Web Site Address for Event or Sponsoring Entity in progress

Non-Profit or For-Profit status: NP Tax ID #: 74-0648360

Entity's Creation Date: 1996

Purpose of your organization: See Attachment #1

Event Information

Name of Event or Project: Historic Home Tour & Forum
to feature historic preservation

Date of Event or Project: Dec. 7-8 2019

Primary Location of Event or Project: Downtown Gonzales Tx

Amount Requested: \$ 7,000.

How will the funds be used: See attachment #2

Primary Purpose of Funded Activity/Facility:

See attachment # 2

Percentage of Hotel Tax Support of Related Costs

40% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

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

0 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 0 %

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

- ☐ a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- ☐ b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- ☒ c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 2,000.
- ☒ d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & 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 : \$ 2,000.

☒ e) 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. Amount requested under this category: \$ 2,000.

☐ f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ _____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

RA

☐ 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; and 4) tourist attractions in or near the city. Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: Home Tour 23 years
Forum - 1st year

2. Expected Attendance: 500-800

3. How many people attending the Event or Project will use 6 Gonzales hotels?

40%

Number of the people many nights will they stay: one

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and

at which hotels: 23 rooms - Belle Oaks, Boathe,
Pilsworth, La Quinta, St James Inn
Holiday Inn

5. 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:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>2016</u>	<u> </u>	<u>uk</u>
<u>2017</u>	<u> </u>	<u>uk</u>
<u>2018</u>	<u> </u>	<u>uk</u>

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Survey of hoteliers

Survey of ticket purchasers

7. Please list other organization, government entities, and grants that have offered financial support to your project: See attachment # 3

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

See A # 5 Proposed Marketing Plan for Funded Event

See A # 4 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:

Clinton Hille
Tourism Director
City of Gonzales
P. O. Box 547
Gonzales, Texas 78629
830-672-2815 Extn 1601

Historic Homes CAVB application 2019 – Attachment #1

Purpose of your organization: Promotion of Historic Preservation in Gonzales, Texas. To expose the history of Gonzales to local citizens and visitors through an annual tour of historic homes and culture of Gonzales. To educate historic homeowners in the art of preservation and restoration through arranging a forum to feature learning experiences.

The funds gained from this event on December 7 and 8, 2019 will be escrowed in the HHA account for the purpose of grants to qualified applicants to the HHA. Qualified applicants are historic public buildings in the city of Gonzales. Funds from last year were provided to the Gonzales Memorial Museum and the J. B. Wells Home Museum. Past grants, updated 11/24/18 are listed here:

The Gonzales Historic Homes Association was formed in October of 1996, holding three tours each year: Springfest, Come & Take It, and Winterfest. The focus is now on only one tour each year, at Winterfest, the first weekend in December.

The following projects have been completed:

<i>*Donated half the cost of replacing the "Driving Tour" signs/partnering with City.....</i>	<i>\$500</i>
<i>*Purchased a tree for Market Square.....</i>	<i>200</i>
<i>*Donated half the cost of replacing the chain-link fence around the Eggleston House with Gonzales' signature "Star" fencing/partnering with City.....</i>	<i>3725</i>
<i>*Documented construction dates on approximately 75 homes built before 1916 and placed cast aluminum markers in front of those houses.....</i>	<i>6251</i>
<i>*Designed and paid half the cost of placing 148 new "Historic District" street signs At 74 intersections/partnering with City.....</i>	<i>3935</i>
<i>*Donated to BPA towards cost of signage.....</i>	<i>200</i>
<i>*Donated towards cost of sprinkler system on Courthouse lawn/partnering with Spade & Trowel Garden Club.....</i>	<i>3011</i>
<i>*Donated towards restoration of Old Jail.....</i>	<i>5000</i>
<i>*Donated to DRT for Wells House preservation.....</i>	<i>9058</i>
<i>*Bought 8000 feet of Christmas lights to outline buildings/partnering with City Also bought 1000 extra bulbs.....</i>	<i>4940</i>
<i>*Designed and paid half the cost of 32 "Star" handrails for downtown area/partnering with Main Street and City.....</i>	<i>2402</i>
<i>*Contributed to Confederate Square landscaping.....</i>	<i>1000</i>
<i>*Contributed half the cost of two fountains for pond on Market Square/partnering with City.....</i>	<i>950</i>
<i>*Donated to landscaping of Market Square.....</i>	<i>500</i>
<i>*Restored fence around Confederate monument/partnering with City, Gonzales Historical Commission and City.....</i>	<i>2187</i>
<i>*Restored four ten-foot sections of old Courthouse fence.....</i>	<i>3725</i>
<i>*Purchased 4x8' banner for J.B. Wells arena</i>	<i>173</i>
<i>*Purchased banner for Hwy. 183 by-pass.....</i>	<i>535</i>
<i>*Donated to Pioneer Village maintenance.....</i>	<i>11212</i>
<i>*Donated to lighting of Oak Forest Bridge.....</i>	<i>700</i>
<i>*Bought banners for light posts in town.....</i>	<i>1000</i>
<i>*Donated to Museum Restoration.....</i>	<i>2000</i>
<i>*Hosted a "Museum Restoration" gala which raised approximately</i>	<i>3000</i>
<i>*Documented construction dates on 33 buildings on the squares and placed cast aluminum markers on those buildings/partnering with some of the building owners...</i>	<i>1000</i>
<i>*Landscaping Riverside on Market Square.....</i>	<i>500</i>
<i>*Decorating windows in buildings on Squares.....</i>	<i>200</i>
<i>*Donated to Edwards Association.....</i>	<i>900</i>
<i>*shelf for library.....</i>	<i>350</i>

Total amount invested in projects..... \$69,154

Cost to produce Grandeur of Gonzales\$20,000

Historic Homes CAVB application – attachment #3

Answer to question No. 7:

The Gonzales Inquirer

The Chamber of Commerce

Invitation for Sponsors in progress – See attachment #3 (a)

INVITATION FOR SPONSORSHIPS

The Historic Homes Association will again host the Historic Homes Tour during Winterfest 2019. We look forward to expanding the tour to include an invitation for visitors to spend the night and come early on Saturday morning. We want to host a luncheon on Saturday to showcase "The nuts and bolts of restoration and preservation". This will feature a professional in the field. That evening we will host a wine and cheese reception in a downtown historic space, not the homes on tour, that will enhance the experience of their visit to Gonzales. This will focus the downtown area to encourage visitors to eat and shop in their spare time and complement the other Winterfest activities.

The support sponsorships are as follows:

\$200.00 Listing on brochure, lunch and 2 home tour tickets.

\$275.00 Listing on brochure, lunch, reception and 4 home tour tickets

\$350.00 Listing on brochure, lunch, reception, 6 home tour tickets and
A copy of the book "Grandeur of Gonzales"

HHA is a 501(c)3

Many thanks for your support – the proceeds of this project benefit historic preservation in Gonzales.

Historic Homes CAVB application 2019 – Attachment #4

SCHEDULE OF ACTIVITIES/EVENTS RELATING TO THE FUNDED PROJECT

The Historic Homes Holiday Tour is scheduled for December 7 and 8, 2019. Many may arrive early. The Museum and the Old Jail will be available for tours.

Invitation on Brochure – COME AND SPEND THE NIGHT – SPECIAL RATES FOR THIS EVENT

Friday, December 6, 2019 – some will arrive in Gonzales

Welcome reception and dinner for those spending the night in our local lodging

at Discovery

Saturday, December 7, 2019 – others arrive in Gonzales

10 a.m. Shopping and optional tours - refreshments at shops - to be decided

Other – golf,

11:00 a.m. - 1 p.m. Lunch with program "Nuts and Bolts of Renovation" Featured Speaker
To be decided

2:00 p.m. - 6 p.m. Tour of Homes begins with 5 homes on tour.

6:00 p.m. Welcome Reception for those spending the night in our local lodging. The reception
will be held at – to be decided

7:00 p.m. Downtown parade – with Santa –

Sunday, December 8, 2019

All overnight guests – breakfast on their own

2:00 p.m. Tour of Homes begins with 5 homes on tour.

6 p.m. Tour of Homes closes

All guests spending the night may be given gift baskets with discount coupons – project in progress.

Historic Homes CAVB application 2019 – attachment #5

Marketing plan- pending further research

NEWSPAPER /WEBSITE (in kind support)

- 1) The Gonzales Inquirer - a feature article in date tbd.
This print and online Newspaper reaches 3,000 homes in Gonzales,
Caldwell and Lavaca counties. \$250.00 NC
- 2) The Gonzales Inquirer – website/facebook
This website has a reach of over 40,000 impressions per month, with a strong
reach into Houston and Dallas. \$450.00 NC
The Facebook page is reaching 10,000 likes

NEWSPAPER (COSTS)

- 3) The Hill Country News –
circulation of over 17,000 and hits the demographic for Gerogetown,
Cedar Park and Round Rock. A feature article - \$ 400.00
- 4) The Sealy News –
great demographic covering Sealy and Katy. A feature article - \$ 200.00
- 5) Madisonville Meteor – great demographic covering Madisonville and Bryan
A feature article- \$ 200.00
- 6) Houston Chronicle has a Fall Festival Magazine that is favored for
advertising by the advertisers. It is circulated in August –
for travelers' fall planning. Card size ad in color with feature article \$ 410.00.
The link to see last year's publication is
<https://insights.marketing.chron.com/i/1017971-2018events-festivals-fall/o?>
- 7) San Antonio Express and Austin ads with feature articles \$1,000.00

WEBSITE -FACEBOOK - to process inquiries

- 8) "Gonzales Historic Homes" host fee \$ 200.00
- 9) Listed on Chamber of Commerce website;
also the City of Gonzales calendar and website. NC
- 10) CVB ads that publicize Winterfest (publications not known) NC
- 11) Facebook, managed by a member of the HHA and numbers of others. NC
- 12) Each member of HHA will use facebook to friends and relatives NC
- 13) The event notice is to be sent to radius 150-200 miles radio stations PSA NC

BROCHURE

- 14) Design, publish brochure for distribution in multi county area
Will list lodging, \$2,500.00

RENTAL/FOOD/SPEAKERS/contingency

- 15) This year a new facet to the hometour will be a forum (see A#4) \$2,500.00

PACKAGE (complete package with fees not determined)

The whole package will promote overnight stays-

From: Angela Wolfgram [mailto:awolfgram@thealamo.org]
Sent: Tuesday, July 9, 2019 5:03 PM
To: Barbara Friedrich
Cc: Tim Hicks
Subject: RE: Alamo October 12 Texas Revolution Event

Dear Ms. Friedrich,
Thank you for your email. Very nice to "meet" you.

Regarding the October 12 Texas Revolution event, the contributions of each site will likely vary, depending on the participating organizations. My intent was to have each battle recounted by the group(s) generally in charge of telling that story. As another coworker and I had worked with Clint on our Immortal 32 program last year, I thought it was fitting to start with him and then see who he would want to loop in.

Topics at Each Station

Each section of the event will include the following themes:

1. Explanation of the Battle
2. Significance of the battle (or site in the case of Washington-on-the-Brazos)
3. Important historical figures (people involved)
4. The battle site today
5. Any artifacts (or items tied to the history they desire to bring)
6. Connection to the Alamo

Personnel

My intent is to have people doing living history [probably covering topic #s 1-3] at each site, as well as people in modern-day clothes discussing numbers 4-6. Of course, those aren't strict speaking points. As long as someone is talking about those topics, then that's fine. These individuals can come from Gonzales, but the Alamo can certainly help find living history interpreters if that proves tricky. We've got a large network of volunteers.

Stations

Each battle/site/town will have their own area of the Alamo back gardens. You can bring as much or as little historical material for your area as you will need. Some will likely utilize one of our tents and set up a mini camp. Others may not bring much with them. One thing I am adamant about is that is event should not have a tone similar to that of a tradeshow. We are here to educate the public on the Texas Revolution, not give informercials on each site. Information (pamphlets, handouts, event flyers, etc.) will mainly be located at the Info Table (explained below). Your Battle of Gonzales area would have space for any 1830s type props you would want to bring for the living history. We can also have maps and whatever else you might need to convey info about Gonzales, the Come and Take It cannon, etc.

The stations will generally be in chronological order.

Info Table

We will also have an information table that will house the information handouts from each of the sites/battles/towns. We'll have a few people manning that table, including a representative from the Texas Independence Trail Region. This table will also have a map of the event, with a little info about the battles represented.

Gonzales Involvement

As your battle's representative organization isn't as straightforward (like how my Alamo employees will talk about the Alamo battle), I figured we could get a group of people together from your community who make sense for this type of setting. I defer to whomever yourself and the Gonzales Convention and Visitor Bureau Board think would be a good fit. You are welcome to recruit your own living historians, although we ask that they are well-read in the history of the Texas Revolution. As previously mentioned, we could help provide living historians. We've got several who volunteer here who are passionate about that battle.

That's about all of the info I have at this time. We're still brainstorming this event up. Plus, I am waiting to hear from a few battles/sites/towns. Please let me know if I need to clarify anything in this email. I'll certainly pass on more info as we develop it.

Thank you for your time.
Best wishes,
Angela

Angela Wolfgram

Director of Living History
Alamo Trust, Inc.

(210) 225-1391 x4100 office

awolfgram@thealamo.org

321 Alamo Plaza, Ste. 200 | San Antonio, TX 78205
thealamo.org

From: Clinton Hille
Sent: Monday, July 8, 2019 8:34 AM
To: Barbara Friedrich
Subject: FW: Alamo October 12 Texas Revolution Event

From: Angela Wolfgram <awolfgram@thealamo.org>
Sent: Friday, July 5, 2019 12:14 PM
To: Clinton Hille <CHille@gonzales.texas.gov>
Cc: Sherri Driscoll <sdriscoll@thealamo.org>
Subject: Alamo October 12 Texas Revolution Event

Dear Mr. Hille,

I hope this email finds you well. Angela Wolfgram (Director of Living History at the Alamo) here. I'm the one who accompanied Sherri to Gonzales for the Immortal 32 fitting, and coordinated the clothing assignments. I wanted to email about a possible event this fall.

We typically do a bigger living history event during the second Saturday of October, leaving the first Saturday open for people to participate in your Gonzales/Come and Take It events. We've

done a range of themes for this October event, but I feel like it's a missed opportunity to discuss the Texas Revolution just as it's beginning to kick off. This year, on October 12, I want to spend that second Saturday giving guests an overview of the Texas Revolution. To this end, we would like to open up our grounds to other Texas Revolution historic sites for two purposes: 1. To better provide the context within which the events at the Alamo occurred. 2. To encourage visitors to seek out other important Texas Rev sites during their time in Texas.

We're still working out the details of the event, but we're envisioning the sites being spread out in a semi-chronological fashion across the back gardens. The battles/sites we would like to include are: Washington-on-the-Brazos, Gonzales, Battle of Bexar, Alamo, San Felipe, Goliad, San Jacinto, as well as someone from the Texas Independence Trail group. Each battle or site would be represented by living historians in 1830s clothing describing the significance of the battle/site, important figures, etc. The battle/site would also have a person in modern-day dress talking about the site, artifacts, connection to the Alamo, etc. Additionally, there will be an information table with an event map, info about each battle/site, literature from the sites, and [hopefully] a Texas Independence Trail representative.

I won't be able to give tents to everyone, but we will make sure everyone gets whatever amount of space they need.

That's what we've got figured out so far. I'm emailing people this week to gauge interest and availability. Would you and others connected to the Gonzales story be interested in representing the Battle of Gonzales? We would really love to keep collaborating with you!

Thank you for your consideration.
Best wishes,
Angela

Angela Wolfgram

Director of Living History
Alamo Trust, Inc.

(210) 225-1391 x4100 office
awolfgram@thealamo.org

321 Alamo Plaza, Ste. 200 | San Antonio, TX 78205
thealamo.org

Barbara Friedrich

From: Connie Blair <connie@ajrmediagroup.com>
Sent: Monday, July 15, 2019 9:30 AM
To: Barbara Friedrich
Subject: 2020 Texas State Travel Guide

Hi Barbara,

Thanks so much for getting in touch.

Link to pricing is below for the **2020 Texas State Travel Guide – the official fulfilment piece of ‘Texas Tourism’**.

Keep in mind that the rates are gross, so you are invoiced at 15% less. And there is the additional 5% savings on space confirmed before Aug. 2.

Also as I mentioned, there is an additional 5% “multi-title” discount available if placing in all 3 Official Texas Tourism Publications. *Place the following space within one year for additional 5% savings: 3X’s Texas Highways, 2X’s Texas Events Calendar, 1X Texas State Travel Guide.*

For example...

Entry level ad size is a 1/6th page:

Rate card: \$4,968

Net: \$4,222.80

-5% Early Reservation Discount

\$4,011.66 Final Net Total

1/3 page = \$6,361.49 final net

*****rates able do not include the “multi-title” discount which would save an additional 5%*****

Texas State Travel Guide

- [Media Kit](#)
- [Rates & Deadlines](#)
- [Specs](#)

Please let me know if I can answer any questions.

All the best,
Connie.

2020 Texas State Travel Guide

Tourism is back with their new budget, which will in part support their increased promotion of the guide as they compete for that important out-of-state visitor. Visitor inquiries, combined with the new in-state and out-of-state distribution model developed by the TXDOT Texas Highways circulation

team, will continue to provide advertisers with a solid ROI.

The annual Texas State Travel Guide is Texas' premier tourism publication promoting travel to and throughout the state.

Here are the facts:

- Primary fulfillment piece for Texas Tourism advertising campaigns in 2020
- **700,000** Guaranteed minimum distribution
- **89%** used the Guide for planning their Texas trip
- **74%** used the Guide during their Texas trip
- Print and digital versions available on TravelTexas.com
- Welcome Center distribution throughout Texas
- New out-of-state consumer lead generation program
- Affordable rates/Low CPM's

5% Early Reservation Discount Deadline: August 2

Space Close: October 4

Connie Blair
Account Director



AJR Media Group
1814 W 11th St.
Austin TX 78703

E: Connie@AJRMediaGroup.com
P: 512.524.0750
C: 512.636.7910

Media Kits/Specs: www.AJRMediaGroup.com



TEXAS STATE TRAVEL GUIDE AND MAP

MEDIA KIT

Texas State Travel Guide & Official Travel Map



Fast Facts

The Texas State Travel Guide is Texas' premier tourism publication promoting travel to and throughout the state. The most comprehensive, authoritative, and exclusive collection of information on Texas travel available. The guide is tailored to what travelers want and need when exploring Texas. Combined with the Official Travel Map, travelers are well-equipped to get the most out of their trips.

700,000

TOTAL DISTRIBUTION EACH
TRAVEL GUIDE AND MAP

12-MONTH

COVERAGE YEAR-ROUND, LONG SHELF LIFE

78,000

LEADS GENERATED FOR OUR ADVERTISERS
FROM THE 2017 TRAVEL GUIDE

\$28,769

AVERAGE ROI FOR EACH ADVERTISER*
FROM THE 2017 TRAVEL GUIDE

Good Company

Advertisers include: Convention and Visitors Bureaus | Chambers of Commerce | Departments of Tourism | Hotels, Motels, and Lodges
History and Art Museums | Arboreturns and Botanical Gardens | Zoos and Nature Centers | Presidential Libraries

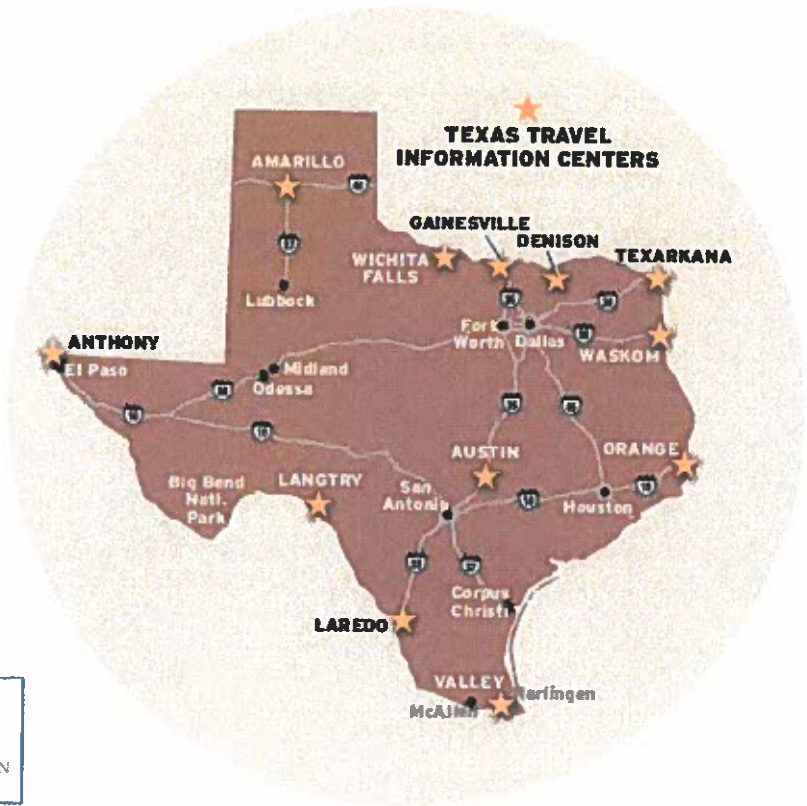
*based on economic value of \$39.70 per request, 2011 Western Association of CVB Visitor Guide conversion study

Texas State Travel Guide & Official Travel Map

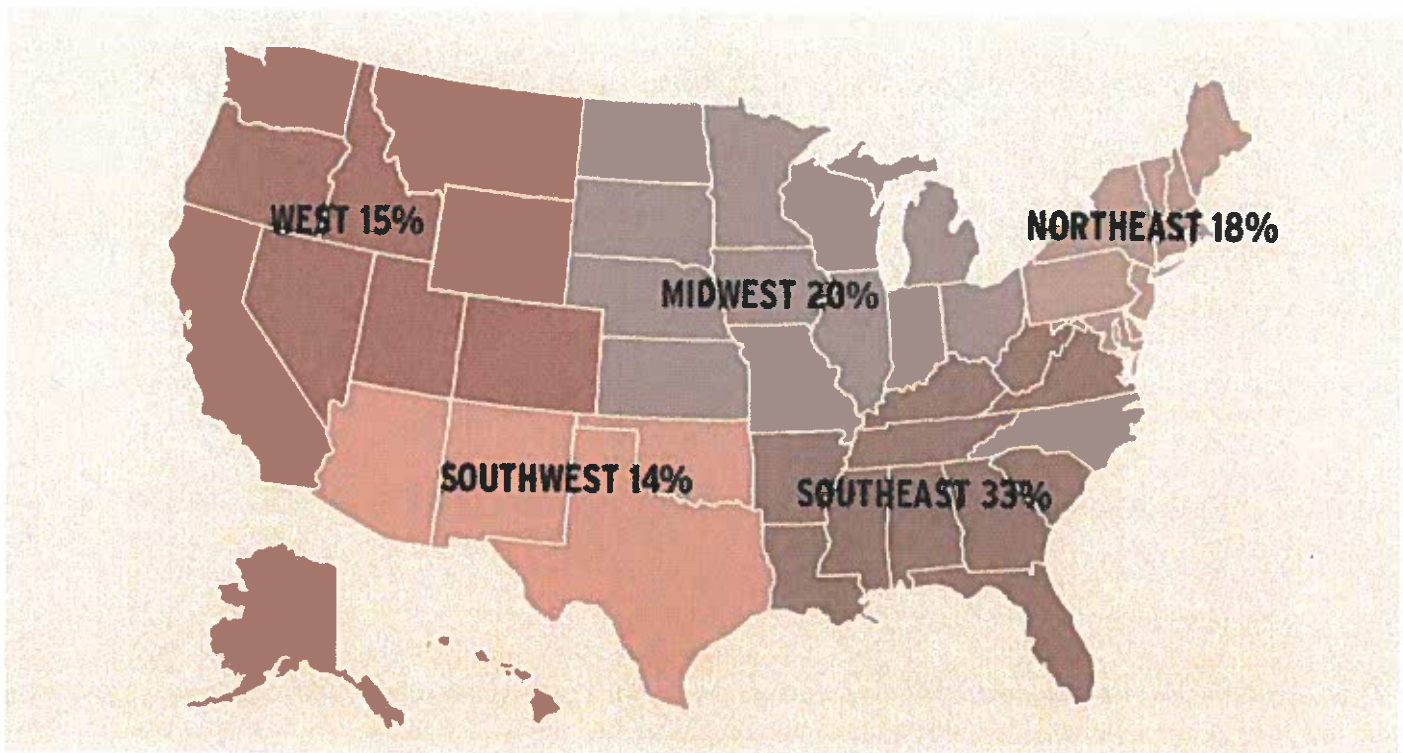
Distribution

TARGETED, QUALITY DISTRIBUTION REACHES TRAVELERS IN ALL 50 STATES

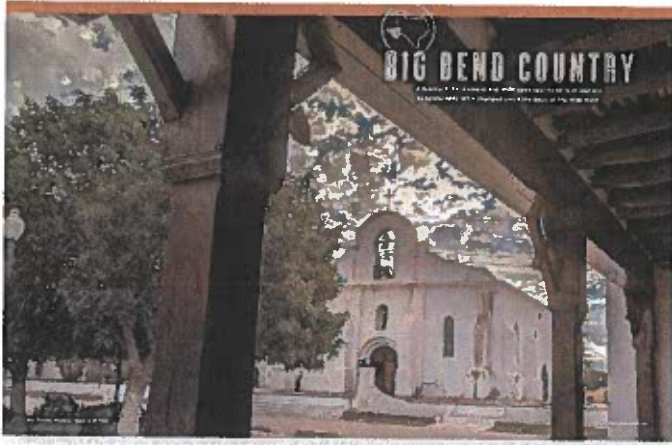
- Available year-round at the 12 Texas Travel Information Centers located at entry points throughout the state and at the State Capitol, which received more than 2.2 million visitors in 2018
- Primary fulfillment piece for Texas Tourism advertising campaigns, which run nationally
- Print and digital version available on Texas Tourism's official site, TravelTexas.com
- Mailed by direct request



LET'S  TEXAS



Texas State Travel Guide



Editorial

SEVEN TOURISM REGIONS

break the massive size of the state into easier-to-enjoy pieces. Grouping cities by proximity enhances trip planning and makes the state feel more accessible.

REGIONAL MAPS

create snapshots of each region to help travelers visualize proximity and see other places they might want to include during an extended visit.

REGIONAL FEATURES

give travelers a feel for some of the quintessential attractions of each region and provide suggestions regarding places to explore or itineraries to consider.

TOPICAL SIDEBARS

group information regarding some of the popular places in which to enjoy a particular activity. These include wildflower drives, aquariums, historic sites, and scenic drives.

ACTIVITIES OF INTEREST

include department-style features (history, arts, food, music, outdoors, sports, shopping, family fun, cultures, and photo stops) to provide travel ideas for visitors who aren't sure where to start. They also encourage travelers to explore some alternatives they may have missed.

EDITOR'S TO-DO LISTS

highlight some of the must-see attractions within each region.

TOWN AND ATTRACTION LISTINGS

feature information about more than 400 Texas cities in an easy-to-find format.

FUTURE EDITIONS

continue to update, expand, and adjust features and lists to provide a more experiential feel.

Texas State Travel Guide



Audience

**PRINTED
GUIDES ARE TOP
INFLUENCERS
FOR TRAVEL
ACROSS
GENERATIONS**

69%

Use printed visitor guide or professional travel guide book during the idea and inspiration stage, up 14% from 2014*

82%

OF MILLENNIALS
Use printed resources or DMO websites to plan their travel**

77%

OF BOOMERS
Use printed resources or DMO websites to plan their travel**

**FREQUENT
TRAVELERS
WITH
DISPOSABLE
INCOME**

5.2

Trips in the past two years – 3x as often as non-readers

3X

as likely to travel for a specific attraction or event

40%

more activities during trip compared to non-readers

**INFLUENTIAL
CONTENT
DURING
PLANNING &
TRAVEL**

74%

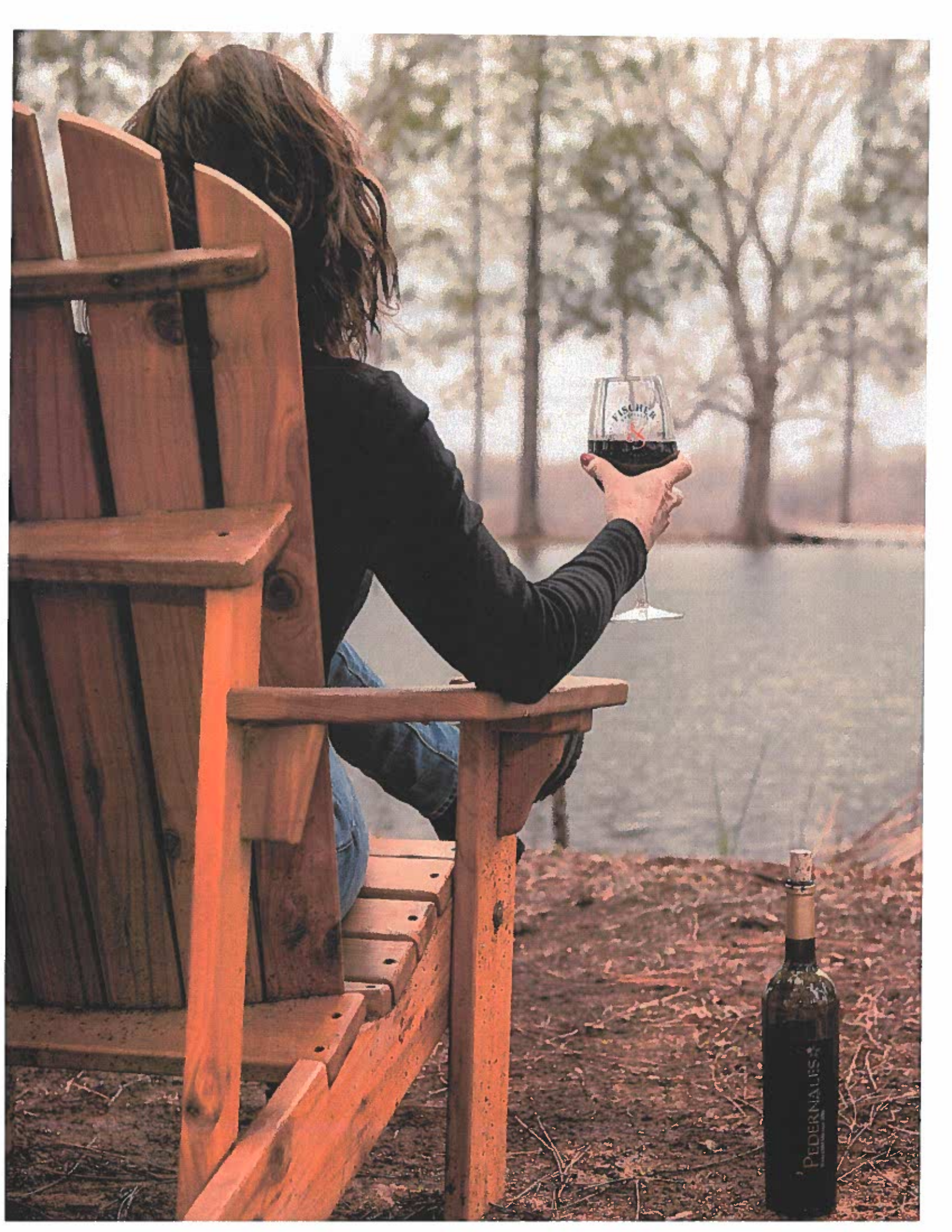
use Texas State Travel Guide during the trip

64%

rate travel guide content as 'very useful'

**Nearly
half**

read guide thoroughly before traveling



Texas State Travel Guide & Official Travel Map

Deadlines & Rates

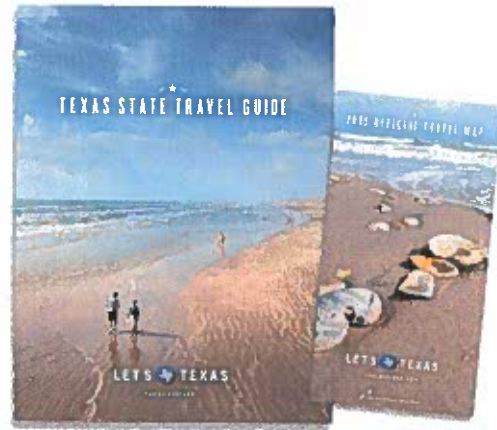
- If the early reservation or space close falls on a Saturday or Sunday, deadline moves up to the following Monday.
- Early reservation discount—reserve by the deadline and receive a 5% discount off the net space price.

Early Reservation: August 2

Space Close: October 4

Material Due: 7 days after space close

Release Date: January 1



ESTIMATED PRINT RUN 700,000 EACH

All rates are 4-color gross, no black and white

Travel Guide ROP	Gross
Full Page	\$21,868
Two Thirds (2/3) Page	\$15,622
Half (1/2) Page	\$13,137
One Third (1/3) Page	\$7,878
One Sixth (1/6) Page	\$4,968

Travel Guide Premium Positions	Gross
Cover 2 (Inside Front)	\$25,149
Cover 3 (Inside Back)	\$24,711
Cover 4 (Back)	\$26,242
Spread (Run of Publication)	\$41,549
Inside Front Cover Spread	\$44,666
Inside Back Cover Spread	\$44,250

Map	Full Panel \$45,900	Half Panel \$24,950
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MULTI-TITLE DISCOUNTS	DISCOUNT	TEXAS STATE TRAVEL GUIDE	TEXAS HIGHWAYS MAGAZINE	TEXAS EVENTS CALENDAR
PLAN A:	5%	1x	3x	2x
PLAN B:	10%	1x	6x	4x
PLAN C:	10%	1x	12x	2x

NOTES:

- Special placement requests will be accommodated if possible and will result in a 10% surcharge.
- Rates for inserts, gatefolds, multi-title frequency advertising, and other special advertising will be quoted upon request.
- Payment with order or net 30 from invoice date. All orders must be paid in full seven days after materials are due, unless tear sheet or proof of printing is required.

For more information

AJR Media Group: 800-383-7677 | TexasHighways@AJRMediaGroup.com

Texas State Travel Guide

Ad Sizes & Specifications

Final trim size is 8.375" x 10.875". All live and non-bleed elements should be at least 3/8" from the final trim size. Full page bleeds should extend at least 1/8" beyond the trim. Inside gutter should be split by 1/4" for spreads.

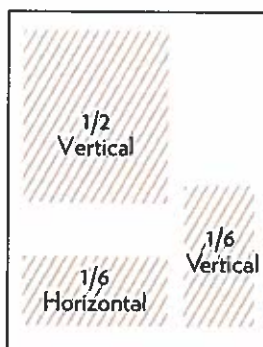
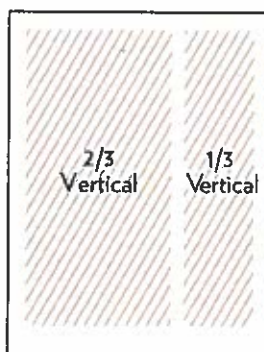
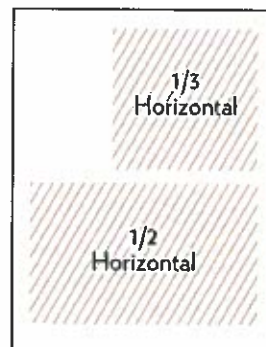
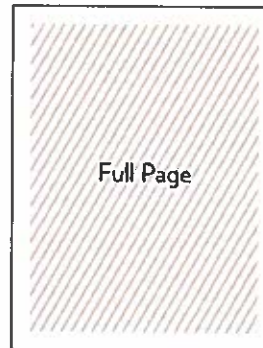
Ad Unit	Trim Size
Full Page/Non-Bleed	7.875"x 10.375"
Full Page/Bleed (allows for 8.375" x 10.875" trim size plus 0.125" bleed)	8.625"x 11.125"
2/3 Page Vertical	4.625"x 9.375"
1/2 Page Horizontal	7"x 4.625"
1/2 Page Vertical	4.625"x 7"
1/3 Page Horizontal	4.625"x 4.625"
1/3 Page Vertical	2.25"x 9.375"
1/6 Page Horizontal	4.625"x 2.25"
1/6 Page Vertical	2.25"x 4.625"

ELECTRONIC OUTPUT REQUIREMENTS

1. Software accepted: Press Quality PDF (PDF/X preset recommended), Adobe Photoshop, InDesign, or Illustrator. If you are unsure about your PDF quality, please include your original files.
2. Ad size should be 100%.
3. Fonts: All fonts must be supplied with native files OR they must be embedded or converted to vector-based outlines. Doing so will help insure layout integrity and allow for your ad to link to your website in the digital edition.
4. Images: Supply all linked high-resolution images (300 dpi) and graphics. Please be sure to provide the most current versions of linked files.
5. All colors must be CMYK mode with process separations.

Any requested alterations that are made to received advertising materials will be charged back to the advertiser.

Advertising material questions?
Send an email to TRV_Guide@txdot.gov



FTP SITE UPLOAD INFORMATION

Using the TxDOT FTP Drop Box:

1. In your web browser go to <https://ftp.txdot.gov/dropbox/>
2. Below the Authentication box is a sentence that may say: "If you are not a Texas Department of Transportation user, go here." Click on the word here.
3. Click Drop-Off.
4. Fill out information about the Sender.
5. In Information about the Recipient, enter:
Name: Texas State Travel Guide Advertising
Email: TRV_Guide@txdot.gov
6. Go to Choose the File(s) you would like to upload.
 - a. Click the Browse (or Choose File) button to find the files on your computer. Select the file that you would like to upload and click Open.
 - b. In Description, please include the name of the advertiser and the issue date.
7. Click on "Drop off Files" for file to upload.

Multiple ad files should be provided in a folder labeled with the advertiser's name and issue date. Compress the folder. Remember to send a confirmation e-mail to TRV_Guide@txdot.gov to let us know your ad has been uploaded.

Official Travel Map

Ad Sizes & Specifications

SPACE DEADLINE: OCTOBER 1

MATERIALS DEADLINE: OCTOBER 8

PLEASE READ THESE INSTRUCTIONS CAREFULLY.

ELECTRONIC OUTPUT REQUIREMENTS:

- 1) Software accepted: Press-Quality PDF, Adobe Photoshop, or Illustrator.
- 2) Ad size should be 100%.
- 3) Fonts: All fonts must be converted to outlines.
- 4) Images: Embed all linked high-resolution images (300 dpi) and graphics.
- 5) For color ads: All colors must be CMYK mode with process separations. Imported images must be converted in the application in which they were created.
- 6) Resolution specifications: 150 line screen

FTP IS THE PREFERRED DELIVERY METHOD

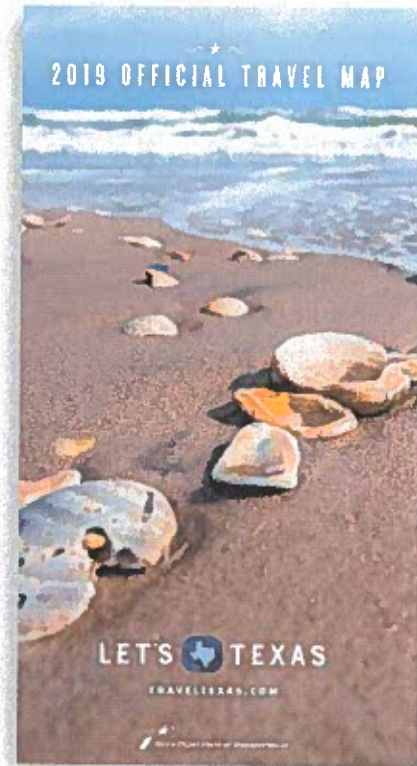
TxDOT Drop Box/FTP Site upload information:

- 1) In your browser, go to <https://ftp.txdot.gov/dropbox>
- 2) Below the authentication box, locate this statement: "If you are not a Texas Department of Transportation user, go here." Click on the word "here."
- 3) Click the "Drop-Off" button.
- 4) Fill out "1. Information about the Sender."
- 5) In "2. Information about the Recipient," enter Name: Julie Stratton and E-mail: julie.stratton@txdot.gov
- 6) Go to "3. Choose the File(s) you would like to Upload."
- 7) Click the "Browse (or Choose File)" button to find the files on your computer. Select the file that you would like to upload and click "Open."
- 8) In "Description," please include the name of the advertiser and the issue date.
- 9) Click on "Drop off Files" for file to upload. Wait for upload to finish before leaving this page.

Any requested alterations that are made to received advertising materials will be charged back to the advertiser.

Advertising material questions?

Send an email to Julie.Stratton@txdot.gov

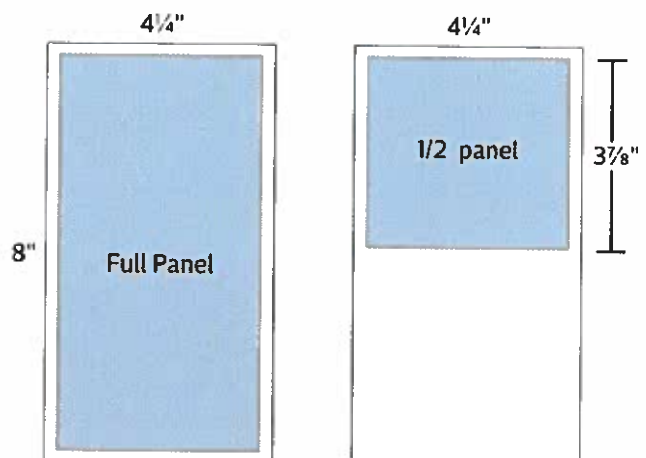


FINAL FOLDED SIZE: 4½" X 8¾"

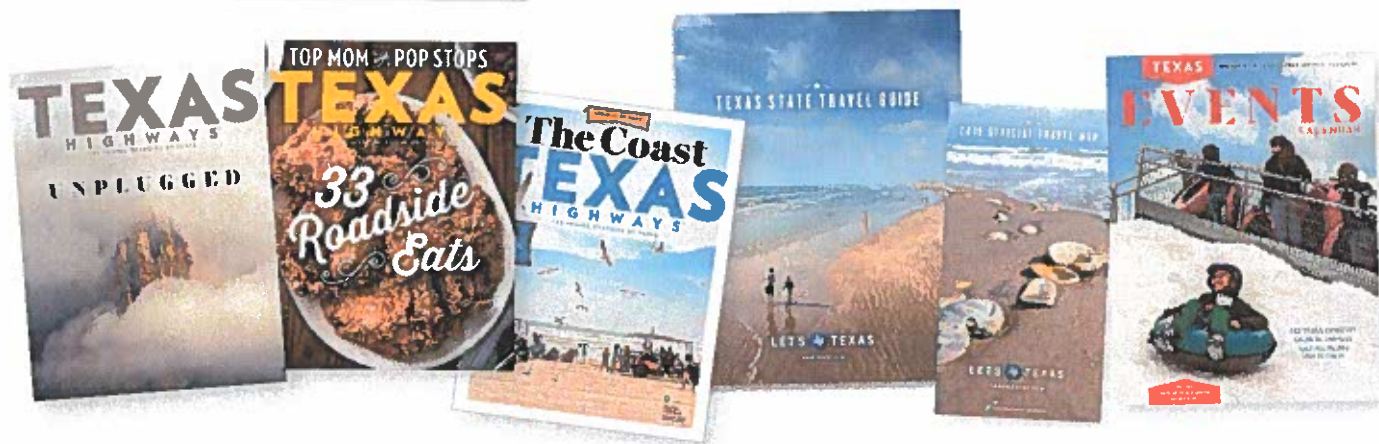
ADVERTISING SIZES:

FULL PANEL/NON-BLEED: 4¼" X 8"

ONE-HALF (1/2) PANEL: 4¼" X 3⅞"



Advertising Policies



Texas Highways adheres to ASME (American Society of Magazine Editors) editorial guidelines.

The magazine operates on the following principles:

- Every reader is entitled to fair and accurate news and information
- The value of magazines to advertisers depends on reader trust
- The difference between editorial content and marketing messages must be transparent
- Editorial integrity must not be compromised by advertiser influence

ACCEPTABLE ADVERTISING

- Texas vacation, travel, and tourism-related features, sites, facilities, destinations, accommodations, restaurants, events, equipment, and services
- Texas shopping opportunities related to destinations, food products, and Texas-related products
- Pleasure driving features, sites, equipment, facilities, destinations, and services
- Recreational features, sites, equipment, facilities, and services
- Camping, hiking, fishing, birding, boating, outdoor features, bicycling, gardening, photography, wildlife viewing, astronomy, and geology
- Public transportation modes, products, facilities, and services

- Financial, media, and higher education services related to Texas institutions
- Real estate developments related to recreational and retirement living, and other matters of interest and value to the public and highway users

NON-ACCEPTABLE ADVERTISING

- Out-of-state travel tourism features, locations, destinations, facilities, and services, unless augmenting Texas travel or tourism, or unless on border locations with ties to Texas
- Alcoholic beverages (see exception below)
- Tobacco products
- Sexually oriented products and services
- Other subjects not related to travel and tourism as determined by the Department

ADVERTISING RESTRICTIONS

Texas Highways will not accept advertising:

- It deems misleading or a misrepresentation of facts
- From an entity, organization, or individual that discriminates on the basis of any state or federally legally protected class of persons

ADVERTISING EXCEPTIONS

The following is not considered to be an advertisement for alcoholic beverages:

- An advertisement from a person or legal entity registered and authorized to use the Texas Department of Agriculture's GO TEXAN certification mark for the purpose of verifying their product or service as grown,

produced, manufactured, or provided in Texas, advertising on-site facilities open to the general public which highlight the GO TEXAN registered product or service as grown, produced, or manufactured in Texas

COVERS

- Cover and premium ads must be approved by *Texas Highways* creative director

PREMIUM POSITION ADS

- All premium pages will be full page (single) ads, and they may bleed
- Unless specifically contracted, premium position ads will be left-read

CO-OP ADS

- Co-op ads will always be placed in the back of the book. Co-op ads are not eligible for premium positioning, even with a surcharge

ADJACENCIES

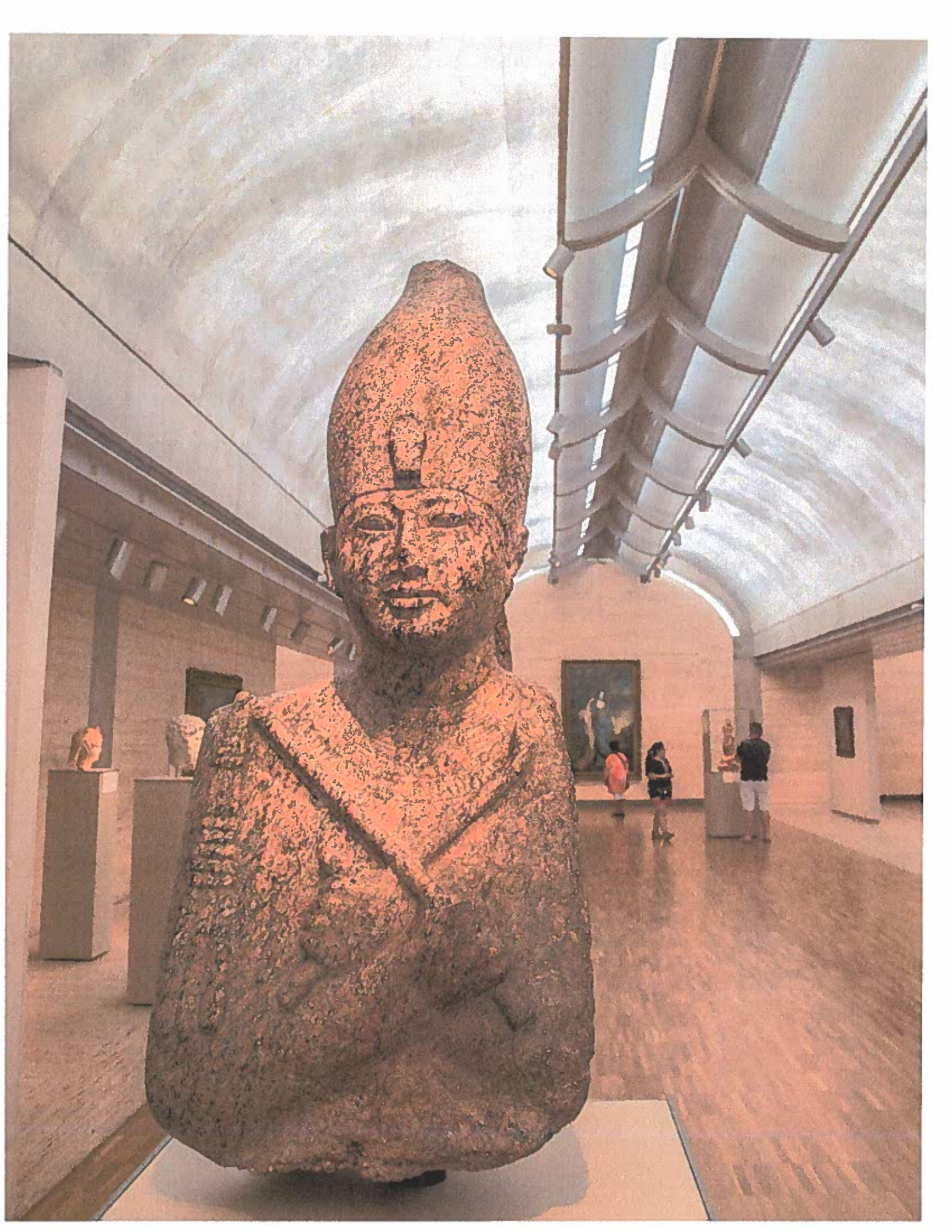
- *Texas Highways* does not offer adjacencies. If an advertiser is featured in the editorial of an issue, their ad will not appear near the article

WHEN TO LABEL ADVERTISING

- Advertisements that could be mistaken for editorial content should be labeled, even if the advertisement does not resemble the issue in which it appears
- Texas Highways Publisher will determine which ads must be labeled

For more information

AJR Media Group: Ph: 800-383-7677 | Fax: 713-942-0277 | TexasHighways@AJRMediaGroup.com



FOR MORE INFORMATION CONTACT:
AJR Media Group | 800.383.7677
TexasHighways@AJRMediaGroup.com
25132 Oakhurst Dr. Suite 201
Spring, TX 77386

