

# **GONZALES CONVENTION AND VISTOR BUREAU**

**Thursday, May 17, 2018**

**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 April 12, 2018

#### **REPORTS**

1. Staff Reports
  - A. JB Wells – Expo Center and JB Wells Park
  - B. Main Street – Barbara Friedrich
1. Report on Occupancy Trends – Allison Rodriguez
2. Report from Advisory Members on Event Development
3. Report on Upcoming Events
  - Wounded Warriors – May 18<sup>th</sup> 10:15 a.m.
  - American Freestyle Bullfight May 19<sup>th</sup>
  - Texas Jr High Rodeo May 24-June 2
  - Grand Opening of Dubose Gun Collection May 28
  - Summer Concert Series Every Friday in June and 4<sup>th</sup> of July
  - Comedy of Errors – Crystal Theater June 21
  - Midsummer Night's Dream – Crystal Theater July 12
4. Financial Report

#### **ACTION ITEMS**

1. Request from Gonzales Chapter DRT for consideration of funding for furnishing of facility for registration for convention - \$1800
2. Discussion and approval of engaging Texas Travel Talk
3. Discussion and consideration of Mobile Town Guide
4. Discussion and consideration of attending Home and Garden Shows
5. Discuss how to utilize email to promote events to potential visitors
6. Discuss downtown murals
7. Discuss frequency of report from Pioneer Village
8. Discussion of FY 2018-2019 Budget.
9. Discussion and approval of Application for HOT Tax Funding
10. Discuss changing date of regularly scheduled meetings due to the change in the date of the regularly scheduled City Council meeting.
11. Call for new agenda items for the following meeting, by members

**Staff Report – Tourism Director – Clint Hille**  
**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](http://www.gonzales.texas.gov) the 9th day of April 2018 at 10:00 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.

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***Clint Hille, Tourism Director***

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

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, April 12, 2018  
City Hall ~ 820 St. Joseph  
12:00pm

**Call to Order and Certification of Quorum**

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

**Members present:** Barbara Crozier, Holly Danz, Dawn O'Donnell, Ken Morrow, Suzanne Sexton, Ann Covert, Chris Kappmeyer; **Members absent:** Alison Rodriguez, Paul Frenzel; **Ex officio present:** none; **Staff present:** Barbara Friedrich, Clint Hille, Anne Dollary ; **City Officials present:** Mayor Connie Kacir; **Guests:** Tiffany Hutchinson, Daisy Scheske-Freeman

**Public Comments:** Daisy Scheske-Freeman shared information on STR Global, which is a travel report agency that collects data from chain hotels in regards to personal or business stays. Daisy also mentioned the application for HOT funding, and that it may not always be completely filled out. More discussion on this during the action item.

**Approval of Minutes**

1. **Approval of Minutes:** The minutes of the March 8, 2018 meeting were approved.

**REPORTS**

2. **Staff Reports**

**A. JB Wells.** Couple of big weddings over the next few weeks at the Expo, cuttings and ropings scheduled for the arena, Shorty Gorham bullfight, and then Jr. High rodeo finals move in. Bookings coming already coming in for 2019. Ken Morrow asked if bookings were coming in for during the week, and Anne stated that during the week is hard. Mayor Kacir also commented on this and that we need to find events that can come in and pull overnight stays. One issue has been that our facility does not have break out rooms for meetings and conferences.

**B. Main Street.** City Wide Yard Sale coming up. Has been lots of interest and sign ups. Also helping with Come & Taste It. Working on the concert series. Reported that Scott Massey will be opening a business in the old Texas Gas Company location on St. Joseph. The old T-Rex building has been purchased and will be renovated. Pawn Shop building and Gonzales Inquirer building are for sale and are listed on the Main Street website.

**C. Tourism Director.** Paul Frenzel has put in his notice of resignation to this board, due to time constraints and other obligations. City Council has changed their meeting date, so this board may need to change our meeting date so that there isn't just a time gap for items needing to go before Council. Texas Independence Relay post report: was a success; all hotels full.

Monster Truck Rally was a success; arena was packed. Tourism assessment has been completed and turned in. Shorty Gorham Bullfight funding was approved by Council and they are need volunteers to help sell tickets. Come & Taste It Festival update: 12 wineries, only 10 art vendors so far but should increase as event gets closer, 2 major sponsors for event; map has been created showing businesses participating as well as schedule of events; needing volunteers to help sell tickets. Will need volunteers when rodeo comes to town. New brochure is being printed. Working on RFP for TACBB conference in 2019. Attended Warrenton/Round Top event and handed out info for Come & Taste It. Will recommend moving forward with the mid-tier program for the Texas Travel Talk group, who are professional bloggers; CVB board is in favor of this. Would like to continue doing the murals on buildings. Suzanne has a business on board, just need someone to do it. Clint also suggested a canvas type print to put on the side of the building so that it can be changed out more often and kept fresh. Have isolated 4 home & garden shows to attend in the coming months, and will be looking into booking some of those.

3. **Report on Occupancy Trends.** Occupancy is up to 82% from previous month. Some long term rentals are being done, which means no HOT fund collected. Alison's group of hotels have also increased their room rates by \$30.
4. **Report on Pioneer Village.** No report.
5. **Report from Advisory Members on Event Development.** Clint and Chris Kappmeyer have been meeting in regards to a cannon shoot off/gun show event. Hoping by next spring.
6. **Report on Upcoming Events.** City Wide Garage Sale April 14, Methodist Church Spaghetti Supper April 27, Come & Taste It Beer, Wine, & Arts Festival April 27-28, 40 Fellas Foodfest Fundraiser April 28, Color Run April 28, Relay for Life Cinco de Mayo event May 5, American Freestyle Bullfight May 19, Texas Jr. High State Rodeo finals May 27-June 2, Summer Concert Series every Friday in June & 4<sup>th</sup> of July. 2 Crystal Theatre performances: June 21 and July 12.
7. **Financial Report.** Some of the spikes in the report are due to back taxes being collected. A majority of these were in the 2<sup>nd</sup> quarter.

#### **ACTION ITEMS**

8. **Discussion of mission statement and proposed policy for consideration by City Council regarding delegated authority to the CVB Advisory Board for funding of events.** Lively discussion regarding mission statement and policy for funding of events. Barbara Crozier moved to revise the mission statement to read "The Gonzales CVB seeks to increase hotel/motel occupancy by promoting the City of Gonzales and all of its tourism development assets". Chris Kappmeyer seconded. Was further revised to add "...City of Gonzales, its tourism development assets, and supporting of events." Motion to revise mission statement passes. City Policy: (A) & (B) accepted as is. (C) revised to read "The intent of the program is to provide funding for an event to help advertise and promote the event." (D) revised to read "Continued funding in subsequent years of an event or tourism asset may be considered but should be in an amount commensurate with the anticipated return to the city in the form of HOT funds and sales tax." (E) to read "Continued funding for annual events which have not demonstrated a progression of financial stability or a significant contribution to hotel occupancy may not be given preference."

(F) good as is. (G) good as is. (H) good as is. (I) good as is. (J) to read "GCVB Board will have discretion with approving requests up to \$5000." (K) to read "The City Council will make the final decision on any request over \$5000. Applicant attendance is encouraged." Barbara Crozier moved to accept E-K as revised, Suzanne Sexton seconded; motion carries. Eligibility: All good up to "Use of Revenues from Event." Dawn O'Donnell moved to strike this whole paragraph, Holly Danz seconded; motion carries.

9. **Call for new agenda items for the following meeting, by members.** Murals for sides of buildings; how to use emails to promote tourism.
10. **Set date and time of next regular meeting.** Ann Covert moved to move the date of our next regular meeting to May 17th at 12pm, Holly Danz seconded; motion carries.

Chairwoman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Ann Covert, the meeting was adjourned at 1:48pm.

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Holly Danz, Secretary

5-14-2018 10:01 AM

CITY OF GONZALES

REVENUE REPORT

AS OF: APRIL 30TH, 2018

500-RESTRICTED USE FUNDS

DEPARTMENT REVENUES

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET
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410-TRANSFERS

4-410.107 GEDC ADMINISTRATIVE SVCS	0.00	0.00	0.00	0.00
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TOTAL 410-TRANSFERS	0.00	0.00	0.00	0.00
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810-JB WELLS EXPO CENTER

4-810.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00
4-810.101 INTEREST INCOME	0.00	0.00	0.00	0.00
4-810.110 TEXAS CAPITAL GRANT FUNDS	0.00	0.00	0.00	0.00

TOTAL 810-JB WELLS EXPO CENTER	0.00	0.00	0.00	0.00
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811-HOTEL/MOTEL

4-811.109 HOTEL OCCUPANCY TAX	240,500.00	49,559.06	262,157.38	109.01
4-811.801 INTEREST INCOME	4,536.00	982.98	5,843.67	128.83

TOTAL 811-HOTEL/MOTEL	245,036.00	50,542.04	268,001.05	109.37
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812-MEMORIAL MUSEUM

4-812.100 TRANSFERS FROM GENERAL FUND	0.00	250.00	3,975.00	0.00
4-812.658 FUNDRAISING RECEIPTS	2,000.00	0.00	13,330.00	666.50
4-812.801 INTEREST INCOME	0.00	29.76	86.24	0.00

TOTAL 812-MEMORIAL MUSEUM	2,000.00	279.76	17,391.24	869.56
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**City of Gonzales**  
**HOT Tax Revenues**

<b>Quarter</b>	<b>Projected FYE 9-30-18</b>	<b>Actual FYE 9-30-18</b>	<b>Actual FYE 9-30-2017</b>	<b>Actual FYE 9-30-2016</b>
1st Ending 12-31	\$ 60,125.00	\$ 97,763.91	\$ 31,964.69	\$ 67,346.77
2nd Ending 3-31	\$ 60,125.00	\$ 148,104.66	\$ 50,596.80	\$ 56,643.61
3rd Ending 6-30	\$ 60,125.00		\$ 56,785.71	\$ 58,509.03
4th Ending 9-30	\$ 60,125.00		\$ 68,238.78	\$ 59,053.83
<b>Total</b>	\$ 240,500.00	\$ 245,868.57	\$ 175,621.29	\$ 174,206.47

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

Income through 04-30-2018 = \$268,001 (includes \$106,701 past due collected in current FY)

Projection of \$240,500 = \$20,042/mo

Actual FYTD = \$38,286/mo

Actual FYTD = without past due collection = \$161,300 or \$23,042/mo

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

Account Code	Account Name	Budgeted	Balance Remaining
7-811.201	Office Supplies	\$ 1,500.00	\$ 1,455.66
7-811.202	Postage	\$ 5,000.00	\$ 4,963.69
7-811.219	Minor Equip/Furniture	\$ 200.00	\$ 200.00
7-811-304	Office Equipment	\$ 1,500.00	\$ 1,282.90
7-811.404	Cell Phone	\$ 1,080.00	\$ 1,080.00
7-811.408	Membership Dues	\$ 9,000.00	\$ 3,669.25
7-811-412	Visitor's Center	\$ 20,000.00	\$ -
7-811-413	Pioneer Village	\$ 10,000.00	\$ -
7-811.414	JB Wells Park	\$ 10,000.00	\$ 7,138.36
7-811.415	Main Street	\$ 20,000.00	\$ 14,000.00
7-811.430	Travel and Training	\$ 15,000.00	\$ 10,563.47
7-811-502	Advertising	\$ 20,000.00	\$ 6,874.46
7-811.504	Sinage and Banners	\$ 22,200.00	\$ 6,610.00
7-811.519	Promotional Items	\$ 12,000.00	\$ 9,079.09
7-811-520	Marketing (Website and Brochures)	\$ 9,000.00	\$ 307.39
7-811-521	Special Events	\$ 30,000.00	\$ 13,782.98
7-811.522	Texas Independence Relay	\$ 4,000.00	\$ 397.50
7-811.528	JB Wells House	\$ 5,000.00	\$ 4,746.97
7-811.529	Riverside Museum	\$ 5,000.00	\$ 4,673.50
7-811.530	Expo Debt Service	\$ 114,800.00	\$ -
7-811.532	Tourism Week	\$ 3,000.00	\$ 3,000.00
7-811.526	Memorial Museum	\$ 5,000.00	\$ 1,858.93
<b>Total</b>		<b>\$ 323,280.00</b>	<b>\$ 95,684.15</b>



**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 GCVB Meeting which is held on the second Thursday of the month. The application will be reviewed by the Gonzales GVCB 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 GCVB 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 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:

_____	Proposed Marketing Plan for Funded Event
_____	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

# APPLICATION

## Organization Information

Date: May 1, 2018

Name of Organization: **Gonzales Chapter Daughters of the Republic of Texas (DRT)**

Address: c/o DRT Treasurer, P. O. Box 842

City, State, Zip: Cuero, Texas 77954

Contact Name: Sandra F. Mauldin, President

Contact Phone Number: 830-263-1488

Web Site Address for Event or Sponsoring Entity: [www.drinfo.org](http://www.drinfo.org) and

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

Is your organization: Non-Profit Yes Private/For Profit

Tax ID #: 3-00000-5703-1 IRS EIN # 23-7318017 Entity's Creation Date: 1902

Purpose of your organization: Honor the men & women who fought for and attained the Independence of Texas. Host tours and tell Wells family stories of settlement of area, their fight for independence, the growth of a republic and state, and of our cattle industry's participation in the growth of the great Texas economy.

Name of Event or Project: Daughters of the Republic of Texas Gonzales Chapter District VIII Regional meeting

Date of Event or Project: October 19 & 20, 2018

Primary Location of Event or Project: Wells Expo Center and J. B. Wells House

Amount Requested: Grant assistance for cost of Wells Expo estimated at \$1,800.00

Primary Purpose of Funded Activity/Facility: Host members from 19 chapters throughout District VIII Region for meeting with State DRT Board of Management for reports and discussion of 2018/2019 activities.

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

\$0 Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax  
\$1,800.00 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. All volunteers staffing event.

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

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

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

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2. **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants:  
\$1,800.00 facility cost. We will furnish all promotion & forms, book of all chapter reports, promotional goody bags from Gonzales, cost of noon presentation, costs for Friday reception, Continental Breakfast, table decorations, etc.  

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

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

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5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;  
Currently working on preservation/restoration of wallpaper. Improving tour numbers to increase revenues. Seeking support & grant assistance. Partnering with Texas Historical Commission, Texas Historical Foundation, Preservation Texas, & National Historic Preservation Trust. Developing additional Facebook, websites & promotional pieces.  

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

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**Sporting Related Event Funding:**

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

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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?

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**Questions for all Funding Requests:**

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

Expected Attendance: Conservative Estimate of 150 plus

How many people attending the Event or Project will use Gonzales hotels, motels or bed and breakfasts? 60 plus

How many nights will they stay? One

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels? We are currently working with all hotels to seek room block, promotion photo, location and contact info, to include on the registration form.

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	3 + years	\$0	Increases each time

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

We will survey hotels, B&B's and document registration for record and report.

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Please list other organization, government entities and grants that have offered financial support to your project: NONE. Responsibility of Gonzales Chapter DRT. Surrounding chapters (Smiley & Lockhart) will volunteer to assist, but not assisting financially.

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

Paid Advertising NA Newspaper Radio TV

Press Release to Media local Direct Mailing to out of town recipients from 19 DRT chapters. Other Registration promotion includes pictures & info on all hotels, tourism & shopping opportunities.

What areas does your advertising and promotion reach? Blanco, Bandera, Bastrop, Burleson, Caldwell, Colorado, Comal, Gillespie, Gonzales, Guadalupe, Hays, Kendall, Kerr, Lee, Llano, Mason, McCullough, Real, Travis and portion of Williamson counties.

What number of individuals will your proposed marketing reach that are located in another city or county? District is one of largest Districts with approximately 2,000 members. The promotional materials will go to each member of the District VIII Region through their leadership.

(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:

## **Supplemental Information Required With Application:**

### **Proposed Marketing Plan for Funded Event**

Gonzales will create a registration packet that invites members to the annual meeting with dates and times, encourages early arrival and promotes all museums and historic sites to visit along with any special events hosted by businesses. This will include locations and hours. Registration will provide information on all hotels with prices and any special block prices. The Gonzales Chapter will invite all members to a reception at the T.N. Matthews/J.B. Wells House starting at 5:30pm and will provide free tours to all attending.

On Saturday we arranged for the opportunity for museums, sites, and businesses to host a sales table individually or in groups along with customary chapters sales tables. Locals can promote Gonzales, sell souvenir items, or retail merchandise promoting their site or business. Ladies will have shopping time before the meeting, during breaks and lunch and at the close of the meeting at exactly 2pm.

We promoted a paid tour idea locally and teamed with the Gonzales Memorial Museum. They will offer a guided tour from the DeWitt/Santa Anna Mound area, through town, a free tour of the Wells House, and back to Expo Center with proceeds going to the Museum Project.

The registration form will be posted on drtinfo.org website, will be sent to the District VIII representative to be distributed through each chapters membership. The registration will be addressed at each DRT Board of Management (BOM) meeting until October allowing them to secure their reservations easily and as early as possible.

## **Schedule of Activities or Events Relating to the Funded Project**

### **Friday, October 19, 2018**

Promote locations and hours of all sites, museums, and businesses encouraging early arrival to visit Gonzales on Friday.

Reception hosted at the J. B. Wells House, featuring Dutch over dinner and continuous tours of the house and property.

### **Saturday, October 20, 2018**

Registration, Continental Breakfast, Sales Tables open until 9:00am meeting

Lunch at 12 Noon and Sales Tables till 12:45pm

Meeting Adjourns promptly at 2:00 pm

Sales Tables Open, Tours of Gonzales provided to those who pre-registered throughout the day

The Gonzales Chapter DRT is seeking a financial grant to soften the cost of the Wells Expo Center to be able to host the District VIII meeting there. We are focusing on and highlighting the T.N. Matthews/J. B. Wells House during the meeting as Mrs. Wells used her furnishings and collections to tell stories of her ancestor's participation in development of our history.

She and her daughter were original members of the Gonzales Chapter DRT organized in 1902. She willed her home to the Daughters of the Republic of Texas for the specific purpose of ensuring that the stories would continue to be told. Her family collections span 193 years of history and visually tell of the settlement of this area with a dresser brought by her Grandfather in 1825, their fight for independence with a sugar bowl that was buried during the Runaway Scrape, a mantle clock that documents their move into the house in 1890, and of our cattle industry's participation in the growth of the great Texas economy. Mr. Wells himself took three cattle drives to market and broke horses and worked cattle to secure his ranch. He cultivated 3,000 acres and ran 1,000 head of cattle annually, and acquired some 12,000 acres of land.

This District VIII meeting is an opportunity to communicate the importance of this property, to encourage its use by the State DRT Organization, and to encourage tours to members throughout our region.

We continue to improve on our current websites, maximize promotions to increase tours by appointment through the Chamber and to be recognized locally as the only historic home regularly open for tours throughout the year.



*Gonzales Chapter Daughters of the Republic of Texas*

P O Box 842  
Cuero, TX 77954

Mayor Connie Kacir and City Council Members  
City of Gonzales  
P O Box 547  
Gonzales, TX 78629

Dear Mayor Kacir and Council Members:

Gonzales Chapter DRT hosts tours at the J B Wells House with the family stories and treasures interpreting 193 years of history dating from settlement of this area in 1825. Visitors to the Wells House enjoy the original furnishings and collections of a family that were original settlers, fought for independence, were instrumental in the building of the Republic, who worked for statehood, and whose ranching and growth of the cattle industry helped rebuild the economy of Texas after the Civil War.

The historic mansions in Gonzales are of great interest to visitors, and we are fortunate to have this 15-room mansion, historically furnished outdoor kitchen, barn and carriage house available for tours to interpret Gonzales' history. The maintenance and restoration of a 133-year-old property are costly, and the Chapter promotes tours and pursues donations and grants to fund these costs. We estimate hosting 633 visitors in 2017 and are working to increase the appointment and scheduled tour numbers.

We greatly appreciate the grant of HOT funds these last few years. These are a necessary addition to our tour income and grant funds to be able to continue to manage the property for visitors. Please consider our request for funds in the 2018-2019 budget to support our partnership in the promotion of historic tourism in the City of Gonzales.

We request additional financial support during this next budget to assist with our costs of hosting DRT District VIII Regional meeting planned for October 20, 2018. We expect a minimum of 150 members for the meeting. Based on past figures, we will host approximately 85 for dinner and estimate approximately 65 of those will stay overnight in hotels. The registration form will invite the ladies to tour and shop Friday, will host a reception and tours at the Wells house Friday with tours to continue Saturday. The registration form will feature all of Gonzales' historic sites, tourism activities, and shopping opportunities. As is traditional, we will promote all activities several times through this three-page registration form and with email reminders. We have approval to invite our local businesses, sites, and museums to participate in the traditional Sales Tables as an opportunity to visit with the ladies during breaks, lunch and after the meeting. Gonzales museums, sites, and businesses will be invited to sell souvenirs and merchandise and to promote any special event they may have planned to follow the meeting which must adjourn at 2pm.

The District meeting is a huge undertaking and all funds are dedicated to the J. B. Wells House. The Wells Expo Center, historic DeWitt Cemetery, and Santa Anna Mound are the perfect site for the meeting, but the fee is a challenge. We request additional HOT support to assist in meeting the \$1,800.00 cost for the facility. Thank you in advance for your consideration of these requests.

To preserve Texas history,

Sandra F. Mauldin, President  
Gonzales Chapter DRT

**Tour Gonzales,  
Texas**

**Texas  
TravelTalk**



**High-Visibility Blogger  
Event Options**

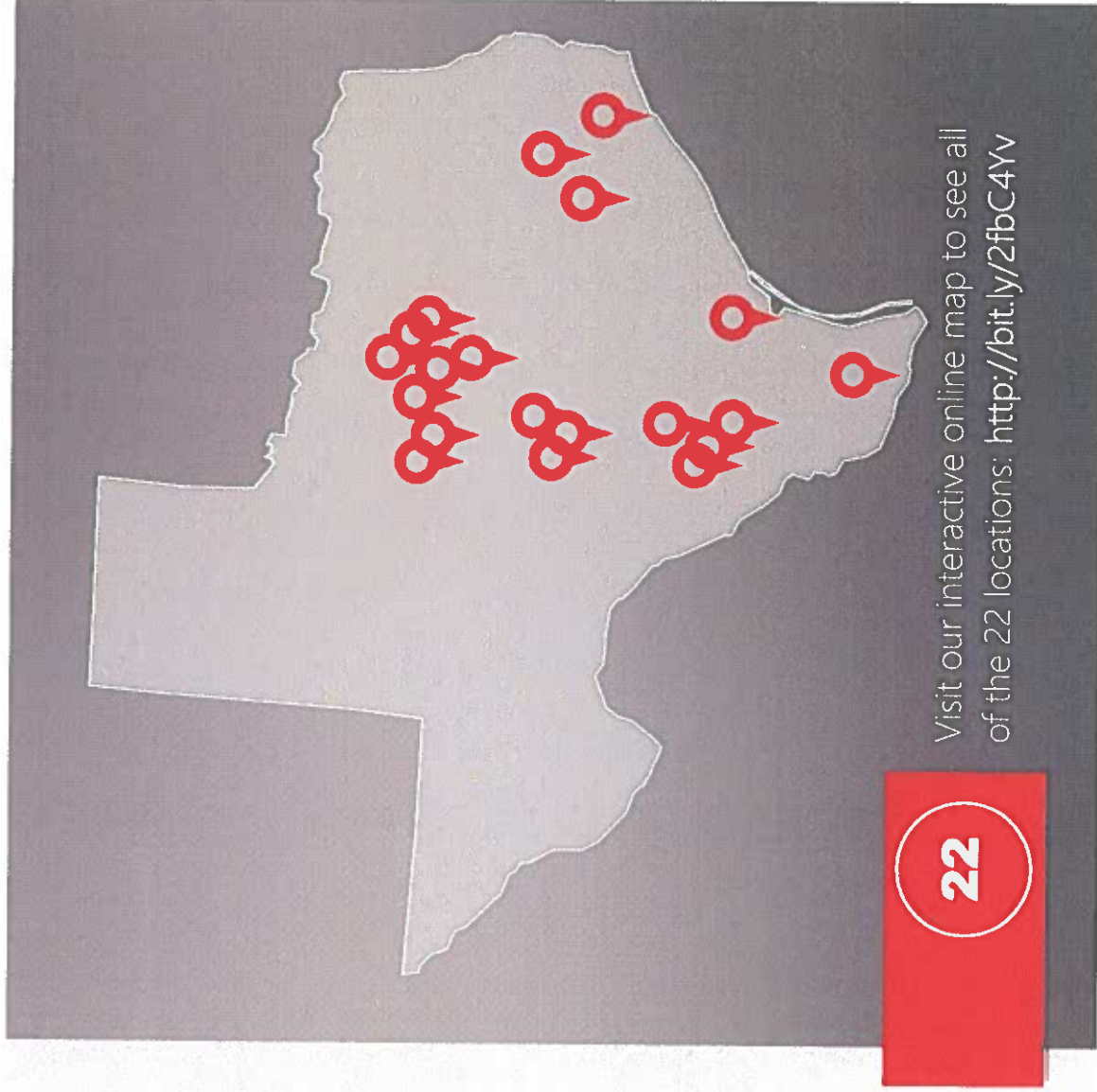
**March 2018**





The Texas Travel Talk network is the way to get your destination seen, visited and talked about by vetted influencers.

- 22 Bloggers in reach of all major markets and in driving distance of most small ones, too.
- In addition to coverage on the personal blogs, The TexasTravelTalk.com blog will house content about your destination.
- Our influencers have reach across all major social media networks.





# What makes us unique?

We were founded as a Joint Venture by two agencies in Texas known for their work with family lifestyle influencers in the travel and tourism industry. We have the experience and contacts to make an influencer program work for your destination or attraction.

## Top Influencers

We work with 22 top influencers in most Texas markets



## Measurement

We set objectives and measure our campaigns



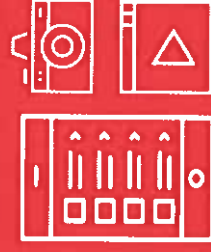
## Branded Storytelling

We work with bloggers who tell your stories



## Multiplatform

Our influencers are tell your story across multiple platforms





# COMBINED REACH

COMBINED REACH OF ALL TEXAS TRAVEL TALK INFLUENCERS

408 Million Followers



TexasTravelTalk.com





## MOST POPULAR



Number of Travel Influencer Families	5	3	1
Days of Coverage	2	1	1
Number of Stories on Influencer Blogs	5	3	1
Texas Travel Talk Posts and Social Media	5	3	1
Featured on Texas Travel Talk Blog Slider	✓	✓	✗
Banner Ad on Texas Travel Talk with Link	✓	✗	✗
Live Social Media Blitz with Hashtag	3 channels	2 channels	1 channel
Hashtag Report	✓	✓	✓
Measurement Report	✓	✓	✓
Onsite Management	✓	✗	✗

NOTE: Pricing includes transportation stipend but does not include accommodations or meals. Sponsor must provide accommodations and at least 2 meals per day for each family.

## PACKAGE OFFERS

This is the easy way to work with influencers. Our fully vetted influencers will travel to your destination and tell the story of how your location appeals to families in Texas on their blogs and through social media. We will also give you an extra boost with a post on Texas Travel Talk and promote it with our social media network, followed up by our measurement report to show you how the campaign performed.



# Contact

How to reach us



## Our office

9550 Spring Green Blvd.  
Suite 408-126  
Katy, TX 77494



kami@zoeticamedia.com

fran@stepincomm.com

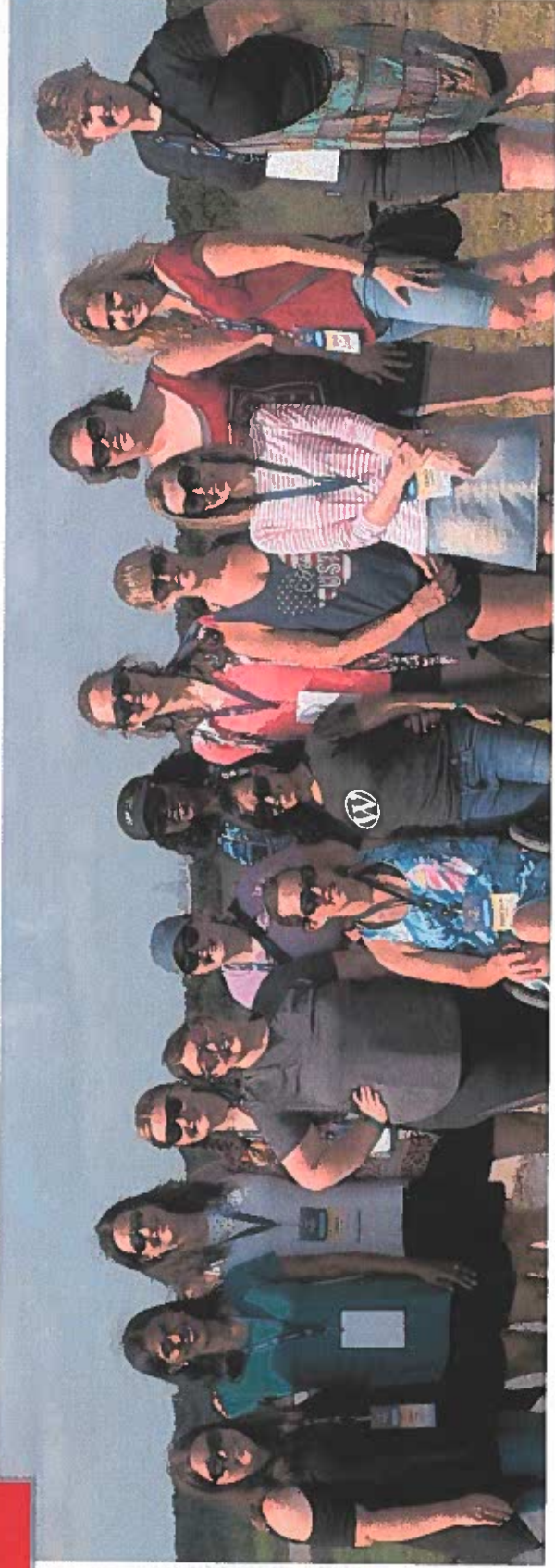


1.713.568.5750 (Kami Huyse)

1.210.557.8207 (Fran Stephenson)



TexasTravelTalk.com



## Clinton Hille

---

**From:** Remington Rehlau <remington@mobiletowntoguide.com>  
**Sent:** Monday, May 7, 2018 2:19 PM  
**To:** Clinton Hille  
**Subject:** Re: Mobile Town Guide | Digital Visitor's Guide | Contact & Info

Here's a link to my demo App URL version:

<http://cities.mobiletowntoguide.com/democity>

On Mon, Apr 30, 2018 at 6:05 PM, Remington Rehlau <remington@mobiletowntoguide.com> wrote:

Hi Clint,  
Thank you for reaching out!

Quick Notes About Pricing:

\$2,950 One time setup fee (paid once, non-recurring)  
\$750/yr for hosting/support/updates/new features

Optional: \$4000 lifetime buyout fee for hosting/support/updates/new features (this would be in addition to the setup fee \$2,950, and guarantees a mobile App for life without ever having to pay another penny)

\*Important note\*: If you plan to charge business for access to their own accounts or features within the App, Mobile Town Guide does not take a percentage and wouldn't be involved (coupon features etc).  
You, as the App owner, have access to manage your own businesses and would simply make up whatever pricing structure you want and handle billing and collections for it if ya'll choose to exercise this idea.  
All Revenue generated from the App is yours.

Turn around time:  
2-5 biz days to build the preview, then we hop on a webinar for some training and final setup stuff together

Live for download in the App stores in 2-4 weeks.

We have a webinar scheduled for Monday the 7th at 2:30 EST 1:30 CENTRAL. If anything comes up and we need to scoot it around, give me a shout and we can get it fixed up.

Feel free to give me a shout anytime: 720 577 5601

Talk to you soon!

--  
**Remington Rehlau**  
Senior Account Manager  
Direct: [720-577-5601](tel:720-577-5601)

[Mobile Town Guide](#)  
The Complete Community App



[Check out our Spotlight Cities!](#)

Want your community to shine? Email [outreach@mobiletowntoguide.com](mailto:outreach@mobiletowntoguide.com)

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Follow Us!

[Facebook](#) / [Twitter](#) / [LinkedIn](#)

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Senior Account Manager

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Follow Us!

[Facebook](#) / [Twitter](#) / [LinkedIn](#)

# Your Community Guide - on the Go!



## For Visitors - Eat, Shop, Stay

Make your town easily accessible to visitors via a detailed directory that goes beyond the basics. Contact info, map, photo galleries, coupons, and more! Businesses can even link to outside review, reservation, and resource sites putting everything at users' fingertips without having to search multiple sites/apps.



## For Residents - News, Push Notifications, & Favorites

Keep residents engaged and informed with local news, push notifications, and user favorites. Push notifications are opted into by the user and can be used for community event reminders, emergency announcements, and more. User favorites allow individuals to see a list of their favorite businesses first.



## For Everyone - Calendar, Custom Content, & Tours

A community events calendar and custom pages about each event allow you to update attendees at a moment's notice. Interactive tours with text, images, audio, and video show off what makes your community unique. Create tours for art, pub crawls, history, and more. Make this a resource of everything you can do in your town!



**MobileTownGuide**

706-389-4094 | [www.mobiletownguide.com](http://www.mobiletownguide.com)

# MobileTownGuide

## PRICING

15  
Features



Set-Up,  
Training,  
& Support

4

1 Great Price  
**\$2,950**

+\$750 per year\*

\* \$750 per year covers hosting, support, and all future updates, including new features.



"We love the customization we can do quickly and easily."

**Miguel Guinard**, Executive Director  
Gateway Orlando Business District, FL

"Our app is taking us to the next level."

**Kasey Drummond**, Community Development Director  
Glenrock, WY Main Street Program

"LOVE THIS APP!"

**RaeLynn Dunlap**, Executive Director  
Lovington, NM Chamber of Commerce

"It is easy to navigate, has great support, and a straightforward building process."

**Zeke Keeler**, Community Coordinator  
Central City, CO Main Street Program





32nd ANNUAL SAN ANTONIO FALL

# HOME & GARDEN SHOW

Presented By GSABA



\$895

## SHOW HOURS

Friday ..... 2pm - 7pm  
Saturday ..... 10am - 7pm  
Sunday ..... 11am - 6pm  
Setup & Breakdown  
To Be Announced

## EXHIBIT RATES

10x10 - 100sqft.....\$1995  
10x20 - 200sqft.....\$3675  
10x30 - 300sqft.....\$4700  
20x20 - 400sqft.....\$5975  
20x30 - 600sqft.....\$7775  
20x40 - 800sqft.....\$9275  
20x50 - 1000sqft.....\$9995  
Corner Fee .....\$250

### Standard booths include:

- 8' back drape
- 3' side drapes
- ID sign
- Bulk booths, 20x20 and larger, do not include pipe and drape.

### Booth cost does NOT include:

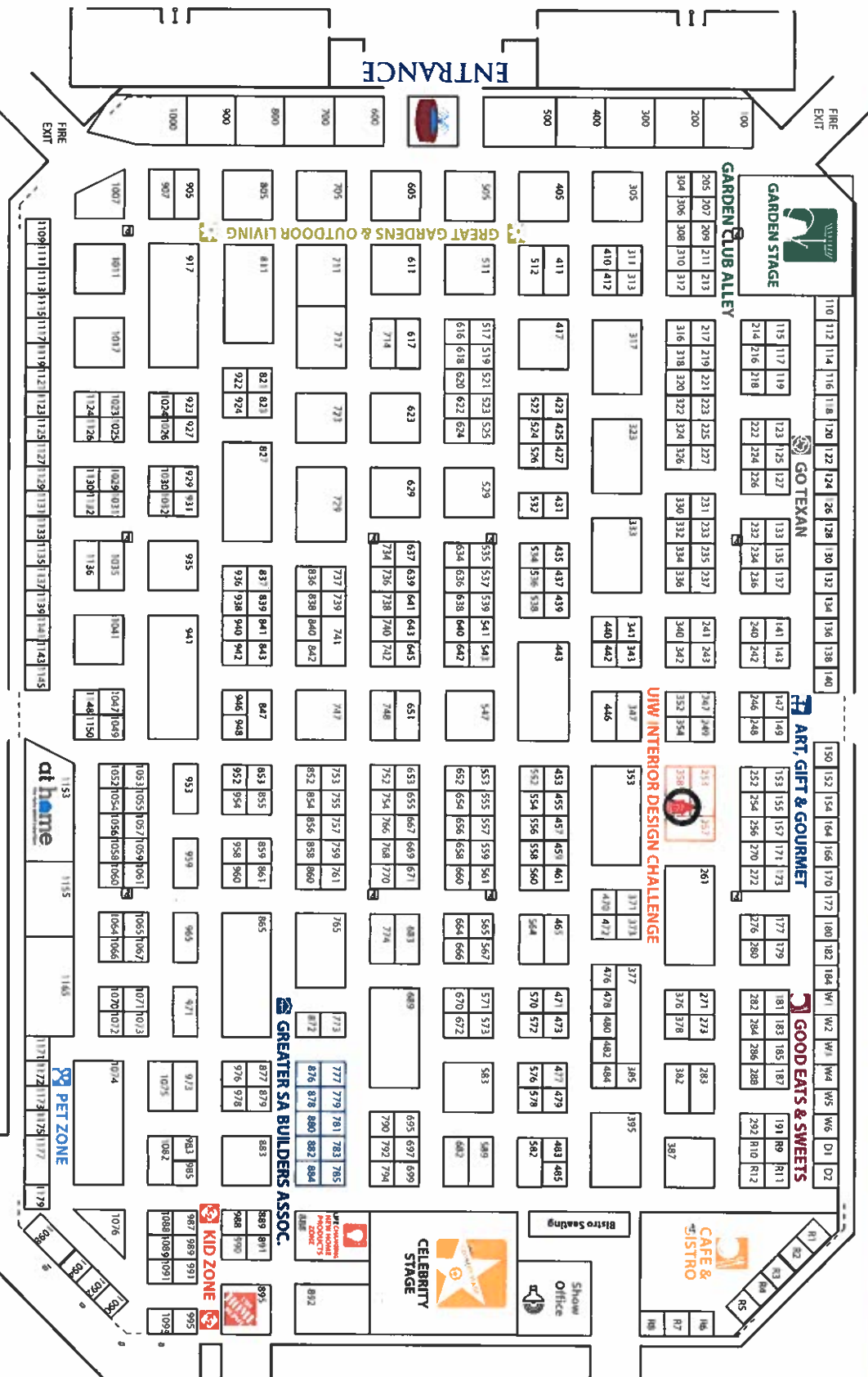
- Chairs
- Carpeting
- Electricity

These items are available through the facility and/or decorator for an additional fee.

### Booth displays:

- Cannot exceed the 3' height on the sides.
- Floor covering is MANDATORY
- Traffic aisles will be carpeted

All times, exhibit rates and floor plans are subject to change. Additional information will be sent prior to the show.



Alamodome | September 14-16, 2018



877.663.6186 | www.showtechnology.com

last updated: 11/8/17



\$475

# Freeman Coliseum Expo Hall

## November 17-18, 2018

SHOW TECHNOLOGY  
— PRODUCTION —  
**210-408-0998**  
[www.christmasshowcase.com](http://www.christmasshowcase.com)

EXPOSITION HALL C

EXPOSITION HALL B



Standard booths include:

- 8' back drape
- 3' side drapes
- ID sign
- Bulk booths, 20x20 and larger, do not include pipe and drape.

Booth cost does NOT include:

- Skirted tables
- Chairs
- Carpeting
- Electricity
- These items are available through the facility and/or decorator for an additional fee.

Booth displays: Floor covering is MANDATORY

### SHOW HOURS

Saturday ..... 9am - 5pm  
Sunday ..... 10am - 5pm  
Setup & Breakdown  
To Be Announced

### EXHIBIT RATES

10x10-10x10ft.....\$425 20x20-20x20ft.....\$1400  
10x20-20x20ft.....\$850 20x30-20x30ft.....\$1800  
10x30-30x30ft.....\$1150 Corner Fee.....\$50

All times, exhibit rates and floor plans are subject to change.

MAIN ENTRANCE

EXPOSITION HALL A

last updated: 1/10/18



23rd ANNUAL AUSTIN FALL  
**HOME & GARDEN SHOW**

\$495 16x10

# Austin Convention Center August 24-26, 2018 ✓

## SHOW HOURS

**Friday ..... 2pm - 7pm**  
**Saturday .. 10am - 7pm**  
**Sunday ..... 11am - 5pm**  
**Setup & Breakdown To Be Announced**

## EXHIBIT RATES

**10x10 - 100sqft.....\$1620**  
**10x20 - 200sqft.....\$2995**  
**20x20 - 400sqft.....\$4995**  
**20x50 - 1000sqft.....\$8995**  
**Corner Fee .....\$150**

### Standard booths include:

- 8' back drape
- 3' side drapes
- ID sign
- Bulk booths, 20x20 and larger, do not include pipe and drape.

### Booth cost does NOT include:

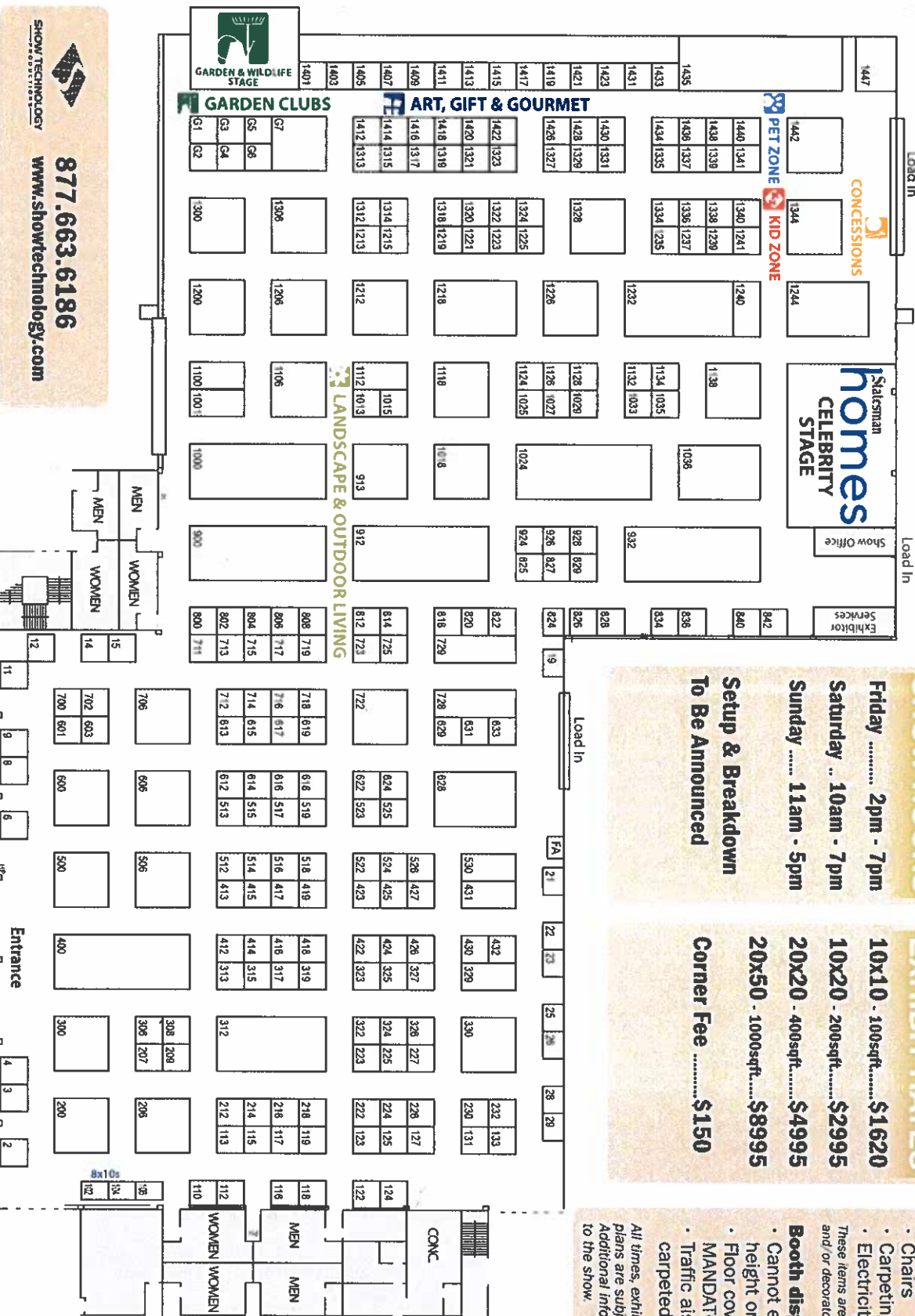
- Skirted tables
- Chairs
- Carpeting
- Electricity

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- Traffic aisles will be carpeted

All times, exhibit rates and floor plans are subject to change. Additional information will be sent prior to the show.



SHOW TECHNOLOGY  
 877.663.6186  
 www.showtechnology.com





## Step into the largest home and garden shows in Texas.

For nearly 40 years the Texas Home & Garden Show series has connected home and garden professionals and consumers. These events are Texas homeowners best resource for expert advice, money saving tips, remodeling ideas, landscape features and everything you need for your home and garden! Plan to bring the whole family to one of our nine shows hosted in the spring, summer and fall.

- Meet with industry professionals who have extensive knowledge related to all your upcoming home improvement projects.
- Get a chance to participate in hands-on experiences through our workshops.
- Learn about all the latest products for your home and family.
- Comparison shop several companies under one roof saving you time and resources.
- Set appointments for project estimates on the spot or take your time and contact companies when you're ready to begin your project.
- Save money with show-only specials and incentives.
- Meet face-to-face with experts.
- Get to know companies before you bring them into your home!

## Future Shows

### HOUSTON INFO

- April 7-8, 2018
- June 16-17, 2018
- September 15-16, 2018

\$1350  
last yr

### FORT WORTH INFO

- August 17-19, 2018

### DALLAS INFO

- March 2-4, 2018
- September 7-9, 2018

### SAN ANTONIO INFO

- April 20-22, 2018
- October 26-28, 2018

## Past Shows

### LAS COLINAS

- January 13-14, 2018
- January 14-15, 2017
- January 22-24, 2016
- January 9-11, 2015
- 

### HOUSTON INFO

- February 9-11, 2018
- October 21-22, 2017
- June 24-25, 2017
- April 1-2, 2017
- February 17-19, 2017
- September 24-25, 2016

### FORT WORTH INFO

- February 16-18, 2018
- August 18-20, 2017
- May 19-21, 2017
- August 20-21, 2016
- February 12-14, 2016
- August 15-16, 2015

### DALLAS INFO

- September 8-10, 2017
- March 3-5, 2017
- September 9-11, 2016
- March 4-6, 2016
- September 11-13, 2015
- March 6-8, 2015

## Gonzales Memorial Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January		1122	645	595	496		
February		704	700	888	652		
March		1803	2014	1848	1690		
April		947	1022	2135	1007		
May		1064	1143	1157			
June		1224	1199	1185			
July		1547	1623	1701			
August		1081	902	918			
September		1325	1015	442			
October		1219	932	1364			
November		646	835	831			
December		667	932	586			
Yearly Total	0	13349	12962	13650	3845	0	0



## Old Jail Museum Visitor Summary

<b>Month</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
January	151	293	468	357	299		
February	139	440	551	512	486		
March	627	1,223	1,112	1,737	1,472		
April	290	959	930	764	938		
May	878	872	1,062	991			
June	443	948	1,131	1,059			
July	743	1,266	1,281	1,401			
August	398	665	536	735			
September	154	524	577	565			
October	1,754	1,656	3,634	2,492			
November	418	606	720	808			
December	678	489	566	581			
<b>Yearly Total</b>	<b>6,673</b>	<b>9,941</b>	<b>12,568</b>	<b>12,002</b>	<b>3,195</b>	<b>0</b>	<b>0</b>

## **Tourism Director First Six Months Accomplishments**

Work with Gonzales CVB Advisory Board to:

- Prepare agendas
- Oversee HOT funds budget
- Revise GCVB policy for allocation of HOT funds designated for Special Events
- Converted financials into easy to read format and report monthly
- Coordinate all activities and directives in:
  - Promotions of Gonzales to increase overnight lodging and tourism in general
  - Coordinate and advise on the allocation of HOT funds for special events

Became Active in the Texas Independence Trails Association which promotes Heritage Tourism (TTIA)

- Elected to Board of Directors giving renewed focus and exposure to Gonzales
- Assisted in organizing and putting on the 2018 Texian Rally in Brenham
- Secured Gonzales as site of TITA Assn board meeting March 14, 2018
- Secured Gonzales as site of TITA Assn Texian Rally Feb 5-6, 2019
  - Anticipate 75-100 attendees

Became active in Texas Association of Convention and Visitors Bureaus (TACVB)

Attended:

- Annual Convention
- Marketing Symposium
- Sales Symposium
- Secured Gonzales as the site of 2019 TACVB Marketing Symposium
  - Anticipate 100-125 attendees

As result of meetings set up by and introductions from EDC President & CEO Genora Young, I received invitation from the Office of the Governor for Economic Development to apply for Tourism Assessment.

- Only offered to 3-5 communities per year.
- Submitted March 2018

Worked with Chamber of Commerce Executive Board to negotiate terms of the contract for the Visitors Center

Coordinated radio broadcast with KKYX radio host Roy Holley during Come and Take It which featured interviews with myself regarding Gonzales and what we have to do and see, Amanda Frederick with Chamber of Commerce, Brie Schauer owner of Sweet B's, Paul Frenzel, Pioneer Village, Laurel Ridge, and a guy who makes custom knives who I can't recall his name.

Headed up wine, arts and car show portion of the "Come and Taste It" Beer, Wine and Arts Festival and Classic Car Show

- Worked with Main Street, City Staff, EDC, CVB Board, Lynn Theater, Chris Eska, Gonzales Classic Cruisers and Gonzales Inquirer to develop and put on festival
- Estimated 500 attendees
- Profitable in inaugural year

Became active in the Texas Travel Industry Association

- Received Scholarship of \$450 for 2018 TTIA Travel and Tourism College scheduled for June 2018
- Attended annual conference

Created high quality brochure for JB Wells Expo Center to be used in marketing efforts

Worked with Historic Homes Association on the production and publication of "The Grandeur of Gonzales"

- High quality coffee-table styled book documenting the history and historic architectural infrastructure of Gonzales
- Fund raiser with proceeds to be reinvested back into the community

Worked with EDC to create a booth to promote Gonzales which has been used at:

- Houston Home and Garden Show
- San Antonio Christmas Jubilee Home and Garden Show
- To be used in Austin, Houston and San Antonio in Fall 2018

Worked with Saffire to:

- Link CVB calendar to City calendar to provide consistent information between entities
- Revise and enhance web site

Coordinated efforts between Chamber of Commerce and Historical Commission for the repair and illumination of the lights on the Old Jail Museum

Worked with Jay and Joy Hilsher and City staff to negotiate coordinate efforts for the Texas Independence Relay

Worked with Adam Libby to coordinate Shorty Gorham bull fight exhibition. Event is scheduled for May 19 at JB Wells Park.

Facilitated successful negotiation of Agreement by and between Get-A-Grip Softball Association and City for use of quadraplex at Independence Park. Plan is to host softball tournaments which will provide significant hotel/motel lodging once they are up and running

Regularly attend and participate in meetings of:

- Main Street Advisory Board
- JB Wells Advisory Committee
- Museum Advisory Board
- Historic Homes Association

Solicited and Secured the exhibition of the Vicki Bushong and Weldon Henson Collections

- Collection of 60 original documents from the Texas Revolution
- Largest private collection of documents from the Texas Revolution era in existence to be on display
- Valued at \$3 million
- To be exhibited in the Robert Lee Jr. Memorial Library in the Tinsley Texas Culture room
- Combined with the Dubose Collection will make the Library a significant tourist destination

Worked with EDC to help facilitate and negotiate a use agreement for a parcel of land along the Guadalupe river in Independence Park to be used by Lou's Canoes for a kayak and canoe rental business which will be a significant tourist attraction.



## Lodging Survey

Is your Stay in Gonzales for:

Business \_\_\_\_\_ Pleasure \_\_\_\_\_ Both \_\_\_\_\_

How Did you hear about Gonzales?

Internet \_\_\_\_\_ Friend/Family \_\_\_\_\_

Newspaper \_\_\_\_\_ Magazine \_\_\_\_\_

Other: \_\_\_\_\_

(Please Specify)

Your City \_\_\_\_\_ Zip Code \_\_\_\_\_



## Lodging Survey

Is your Stay in Gonzales for:

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Other: \_\_\_\_\_

(Please Specify)

Your City \_\_\_\_\_ Zip Code \_\_\_\_\_



## Lodging Survey

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Other: \_\_\_\_\_

(Please Specify)

Your City \_\_\_\_\_ Zip Code \_\_\_\_\_





## Lodging Survey

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Newspaper \_\_\_\_\_ Magazine \_\_\_\_\_

Other: \_\_\_\_\_

(Please Specify)

Your City \_\_\_\_\_ Zip Code \_\_\_\_\_

Would you like to be notified of upcoming events in Gonzales?

Email: \_\_\_\_\_



## Lodging Survey

Is your Stay in Gonzales for:

Business \_\_\_\_\_ Pleasure \_\_\_\_\_ Both \_\_\_\_\_

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Newspaper \_\_\_\_\_ Magazine \_\_\_\_\_

Other: \_\_\_\_\_

(Please Specify)

Your City \_\_\_\_\_ Zip Code \_\_\_\_\_

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Email: \_\_\_\_\_



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Other: \_\_\_\_\_

(Please Specify)

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## Lodging Survey

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Other: \_\_\_\_\_

(Please Specify)

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Email: \_\_\_\_\_