

## COMMITTEE MEETING

**Thursday, August 14, 2014**  
**City Hall at 12:30 P.M.**

## AGENDA

- 1. Call to Order, Certification of Quorum.**
- 2. Public/Citizens Comments.**
- 3. Discuss and Approve minutes of July 10, 2014.**
- 4. Discuss and Consider application from Gonzales Come & Take it for funding up to \$5,000.00 for advertising.**
- 5. Discuss and Consider Contract for Advertising and Marketing Services from Rockin' S Marketing and Design.**
- 6. Discuss and Consider adjustments to 2014-2015 Marketing Plan.**
- 7. Discuss and Consider purchasing billboard for local business partnership opportunity.**
- 8. Discuss and Review committee appointments/reappointments to the Tourism Committee.**
- 9. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.**
- 10. Report on Upcoming Events.**
- 11. Financial Report.**
- 12. Report from Committee Members and Staff.**
- 13. Next regular meeting will be September 25, 2014 at 12:30 p.m.**
- 14. Adjourn.**

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at [www.cityofgonzales.org](http://www.cityofgonzales.org) the 8<sup>th</sup> day of August, 2014 at 3:30 a.m./p.m. and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed.

I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members.

*Barbara Friedrich*  
Barbara Friedrich, Main Street Administrator

# **GONZALES TOURISM ADVISORY COMMITTEE MEETING**

**Thursday, July 10, 2014  
City Hall at 12:30 P.M.**

## **M I N U T E S**

**1. Call to Order, Certification of Quorum.**

Chairman Richard Tiller called the meeting to order at 12:31 p.m. and certified a quorum with Ann Covert, Paul Frenzel, Barbara Crozier, Ken Morrow, Alison Guerra-Rodriguez, Richard Tiller, Barbara Friedrich, and Tim Patek. Meena Patel and Daisy Scheske were absent. Marketing consultant Loretta Shirley, Mayor Robert A. Logan, Doug Phelan, and James McMains were also present.

**2. Public/Citizens Comments.**  
**No Comments.**

**3. Discuss and Approve minutes of June 12, 2014.**

Following discussion, Ann Covert moved to approve the minutes of June 12, 2014. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

**4. Discuss and Consider Marketing Plan for FYE 2015.**

Loretta Shirley presented a draft copy of the Tourism Marketing Plan for FYE 2015. The plan included an amount of \$146,406.50 for Direct/Print/Online advertising and \$14,700.00 for Billboards. Budgeted amount for advertising was \$150,000.00 and \$50,000.00 for billboards. The committee asked if the advertising amount could be changed to \$165,000.00 to have an excess if other advertising opportunities came up during the year. Following discussion, Barbara Crozier moved to approve the Marketing Plan for FYE 2015 with an increase of \$15,000.00 for advertising at the San Antonio Rodeo, Day Tripper and other advertising opportunities. Ann Covert seconded the motion. The motion prevailed by unanimous vote.

**5. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.**  
**No report.**

**6. Report on Upcoming Events.**  
**PBR**

**7. Financial Report.**  
**Financials were reviewed**

**8. Report from Committee Members and Staff.**  
Ann Covert inquired about Glenda Gordon's request for funding that was tabled at the last meeting. It was reported that Glenda Gordon had rescinded her request.

**9. Next regular meeting will be August 14, 2014 at 12:30 p.m.**

**10. Adjourn.**

**No further matters were discussed. The meeting was adjourned by consensus.**

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**Barbara Friedrich, Recording Secretary**

Please Fax to  
City

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

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

- a. **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention facilities or visitor information centers, or both;
- b. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c. **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d. **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e. **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f. **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.
- g. **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
  1. the commercial center of the city;
  2. a convention center in the city;
  3. other hotels in or near the city; or
  4. tourist attractions in or near the city.

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

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

**City Policy:** The City of Gonzales accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application two weeks prior to the Tourism Committee Meeting which is held on the second Tuesday of the month. The application will be reviewed by the Gonzales Tourism Committee at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review. City Council will have final approval for any application requesting over \$2,500.00. The Gonzales Tourism Committee will make a recommendation to the City Council. The City Council will make the final decision on your request. You will be notified when City Council will address your request. Attendance is required.

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

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds;**
- c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event; and/or**
- d) **examples of marketing of the programs and activities that are likely to generate encourage overnight visitors to local lodging properties.**

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

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

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

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project

Submit to:

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

For Questions Contact:

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

# APPLICATION

Come & Take It Committee

Organization Information

Date: \_\_\_\_\_

Name of Organization: Come & Take It Committee

Address: 414 St. Lawrence

City, State, Zip: Gonzales, TX 78629

Contact Name: Carlos Camarillo - Chairman / Daisy Scheske

Contact Phone Number: 830.672.6532

Web Site Address for Event or Sponsoring Entity: WWW.GonzalesTexas.Com

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

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

Purpose of your organization: To commemorate the firing of the first shot for Texas Independence during the Battle of Gonzales.

Name of Event or Project: Come & Take It Celebration

Date of Event or Project: Oct 3, 4, 5 2014

Primary Location of Event or Project: Downtown Gonzales

Amount Requested: \$15,000

How will the funds be used? Funding will be used for advertising the festival + all activities included. These will be in the form of print, digital, + air time.

Primary Purpose of Funded Activity/Facility: To expand our reach to those ~~outside~~ attendees outside the Gonzales, TX Area

## Percentage of Hotel Tax Support of Related Costs

2% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0% Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy

Tax for \_\_\_\_\_ the Funded Event.

0% Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event.

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

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

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

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2. **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants:

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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;

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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? 20,000

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? \_\_\_\_\_

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?  
\_\_\_\_\_

**Questions for all Funding Requests:**

How many years have you held this Event or Project: 58

Expected Attendance: 10,000

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

How many nights will they stay? 2

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

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Gonzales	Oct 2013	\$15,000	450 - 550

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

Request information from hotel owners + track statistics via social media + website interaction

Please list other organization, government entities and grants that have offered financial support to your project: Sponsorships through SAWS, Kirchen Pride, Financial Institution, + private sponsors

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

Paid Advertising X Newspaper X Radio X TV \_\_\_\_\_

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

Other Social Media Campaigns

What areas does your advertising and promotion reach?

60+ miles outside the city limits

What number of individuals will your proposed marketing reach that are located in another city or county? 20,000 - 50,000

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

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



THE  
CHAMBER  
of  
COMMERCE  
& AGRICULTURE  
★ Gonzales Texas ★

*First shot fired for Texas independence, Oct. 2, 1835*

## COME & TAKE IT MARKETING & ADVERTISING

### Marketing/Advertising

KWED	\$300.00
Texas Music Magazine	\$1,200.00
Victoria Discover Maazine	\$1,500.00
Gonzales Inquirer	\$300.00
Come & Take It Posters	\$800.00
Come & Take It Brochures	\$1,800.00
Best in Texas 1/2 Page Color Ad	\$825.00
Festivals of Texas	\$485.00
Rita Ballou Website	\$350.00
Lone Star Music Magazine	\$750.00
The Cuero Record	\$325.00
Luling Newsboy & Signal	\$250.00
Yoakum Herald Times	\$250.00
Come & Take It Signage	\$450.00
Print Design	\$895.00
<hr/>	
Total:	\$10,480.00

# ROCKIN' S MARKETING & DESIGN

LORETTA SHIRLEY • 427 ST. GEORGE STREET, SUITE 200, GONZALES, TX 78629 • (830)263-2206

## **Contract for Advertising and Marketing Services, City of Gonzales**

This contract is for advertising and marketing services for The City of Gonzales to be provided by Loretta Shirley, dba Rockin' S Marketing & Design. The contract period is for twelve months, beginning September 3, 2014 and ending August 31, 2015.

### **Marketing Strategy and Planning**

- Market Research and Defining Target Audience
  1. I will continue to provide market research in several different areas and some comparison to other markets that are similar to ours in size and budget.
  2. I will also continue to work to define what we have to offer and I will do research to define our target audience so that our advertising will continue reach the correct people.
  3. This research and comparisons will help us continue to develop a clear picture of our marketing strategy and how we can use it to get where we want to be.
- Marketing Plan
  1. I will create a complete marketing plan defining the marketing goals and objectives.
  2. The marketing plan will also include an outline of planned advertising expenditures based on the hotel motel tax budget for 2013-2014.
  3. All ad purchases, brochures, billboards, TV ads, etc. will be based on the complete marketing strategy and planning so that we will get maximum return on our investment.

### **Creative Services and Production**

- Creative
  - Services include all creative and art design for print ads, web ads, TV ads, brochures, presentations etc.
- Production
  - Services include production of materials needed for print ads, re-sizing, etc.

### **Media Services and Trafficking**

- Media Services
  1. Services include negotiating pricing for scheduled advertisements, brochure printing costs, billboard costs, etc.
  2. Services include negotiating and investigating added value media opportunities, press releases, potential editorial coverage, calendar listings, etc.
  3. Also includes tracking of placed advertising to determine return on investment and future buys.
- Trafficking
  - Services maintaining ad schedule and deadlines to make sure all scheduled ads are placed appropriately.

### **Website Maintenance and Design Services and Smart Phone App Maintenance and Design**

- Basic changes needed to websites - [tourgonzales.com](http://tourgonzales.com) and [cityofgonzales.org](http://cityofgonzales.org) and Tour Gonzales App
  1. Events, points of interest, lodging properties, general information updates, photos, etc.

### **Travel, Training, Membership and Participation with Travel Organizations**

- I will be involved and become a member of the TTIA, volunteer and assist with the TITR Board and other organizations that will benefit Gonzales Tourism.

### **Cost of Services**

- 18 hours per week \$25.00 per hour = \$23,400
- Municipality discount of 7% = \$21,762 total
- Down payment of \$3,529.50 to be paid on or before September 10, 2014.
- Remainder paid monthly for eleven months at \$1,657.50 per month.

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Loretta Shirley  
427 St. George Street, Suite 204  
Gonzales, TX 78629  
830-263-2206

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Date

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Representative  
City of Gonzales  
620 St. Joseph  
Gonzales, TX 78629  
830-672-2815

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Date

# Tourism Advisory Committee 2013 - 2014

NAME	ORGANIZATION or BUSINESS	ADDRESS	CITY	ST	ZIP	HOME/OFFICE PHONE	CELL PHONE	E-MAIL	TERM BEGIN	TERM END
Meena Patel	Best Western Gonzales	1811 E. Sarah DeWitt Dr.	Gonzales	TX	78628	830-672-5555	916-947-9769	texministorage@gmail.com	Appointed 4/12	2014
Richard Tiller	Belle Oaks Inn and Boothe House Bed & Breakfast	222 St. Peter Street	Gonzales	TX	78629	830-857-8613	830-822-1580	info@belleoaksinn.com	Appointed 4/07, 4/09, 5/11, 4/13	2015
Barbara Crozier	Laurel Ridge Antiques, Inn and Christmas Shoppe	827 St. Joseph Street	Gonzales	TX	78629	830-672-2484	512-217-6565	laurelridge@gvec.net barbaracrozier1@gmail.com	Appointed 4/08, 4/9, 5/11, 4/13	2015
Alison Guerra Rodriguez	Sleep Inn Gonzales & Holiday Inn Gonzales	3128 Water Street	Gonzales	TX	78629	830-672-1888	830-857-1830	guerraar@yahoo.com	Appointed 1/09, 3/10, 4/12	2014
Vacant										
Paul Frenzel	Historic Homes Association	623 St. Michael Street	Gonzales	TX	78629	830-672-3732	830-857-4103	PAVI@stx.rr.com	Appointed 5/11, 4/13	2015
Vacant										
Ken Morrow	Alliant Homes	370 PR 4811	Gonzales	TX	78629	830-437-5646	512-422-0811	KEN@ALLIANT-HR.COM	Appointed 5/11, 4/12	2014
Ann Covert	St. James Inn	723 St. James Street	Gonzales	TX	78630	830-672-7066		email@stjamesinn.com	Appointed 5/11, 4/12	2014
Daisy Scheske	Gonzales Chamber of Commerce & Agriculture	414 St. Lawrence Street	Gonzales	TX	78631	830-672-6532		cti@gonzalestexas.com		
Barbara Friedrich	City of Gonzales, Main Street	P.O. Box 547	Gonzales	TX	78629	672-2815	830-263-0118	mainstreet@cityofgonzaless.org		
Tim Patek	City of Gonzales, Parks & Rec. Director	P.O. Box 547	Gonzales	TX	78629	672-3192		tpatek@cityofgonzaless.org		
The 7 member Tourism Advisory Committee was established by City Council at the May 2, 2006 meeting.										
The committee was increased to 9 members at the May 10, 2011 City Council meeting. 5 members constitute a quorum.										
The committee includes, ex-officio, Chamber Director, Main Street Administrator and Parks Director.										
The committee members serve two-year staggered terms with a limit of 2 two-year terms.										
The Tourism Advisory Committee meets the 4th Thursday of the month at City Hall at 12:00pm. The meeting is subject to Open Meeting Act rules.										

## 1. Marketing Schedule –

TourTexas.com	Med Rectangle	1-Sep-14	\$495.00	Web
TourTexas.com Enewsletter	Exclusive Banner	15-Oct-14	\$700.00	Web
TourTexas.com Enewsletter	Featured Spot	15-Aug-14	\$1,250.00	Web
Texas Highways	Full Page	1-Sep-14	\$5,461.96	Print
Texas Highways Events Calendar	Full Page	Fall 2014	\$1,656.18	Print
AAA Texas Journey	1/3 Page	Sep/Oct 14	\$5,686.50	Print
AAA Texas Journey	1/3 Page	Nov/Dec 14	\$5,686.50	Print
Texas Monthly	Full Page	1-Sep-14	\$9,504.00	Print
Texas Monthly	Full Page	1-Nov-14	\$9,504.00	Print
TexasMonthly.com	Premium Box	1-Sep-14	\$892.50	Web
Google	Ad Words	1-Nov-13	\$627.41	Web
Southern Living	1/6 Page	1-Nov-14	\$4,151.00	Print

## 2. Marketing Update

- Facebook contest for September/October
- Need to order more Visitor Guides
- Begin work on flyer for clubs and organizations direct mail.
- TTLA Travel Summit, plan to attend.
- TITR Signs for Alamo
- TITR State Fair Booth
- Google Adwords Campaign for Winterfest
- Visitor Guides or Rack Cards Located in Texas State Travel Information Centers

## 3. Smart Phone App Update

- App updates in progress, waiting on our turn in BarZ line up for new launch.

#### 4. App Stats, Web and Social Media Update - May

**Tour Gonzales App Stats**

<b>New Downloads</b>	<b>65</b>
<b>Region</b>	<b>% of Users</b>
Austin	11.00%
Houston	30.00%
San Antonio	15.00%
DFW	15.00%
Corpus	22.00%

**Tour Gonzales Website**

<b>Pageviews</b>	<b>New Site</b>
<b>New Visitors</b>	<b>Setting Up Analytics</b>

**Tour Gonzales Facebook**

<b>Likes</b>	<b>136</b>
<b>People Saw Posts</b>	<b>250</b>

#### 5. Other Updates and Info

- a. July Direct leads/brochure requests from ads – 284
- b. Gonzales Memorial Museum June 2014 Visitors – 880
- c. Gonzales Memorial Museum 1<sup>st</sup> Week July 2014 - 302
- d. Gonzales County Jail Museum July 2014 Visitors – 743

**GONZALES TOURISM COMMITTEE  
SPECIAL PROJECTS  
APPROVED BY CITY COUNCIL  
10/01/2013 - 09/30/2014**

	APPROVED	FUNDED
Gonzales Chamber of Commerce & Agriculture Approved by City Council July 2, 2013	\$5,000.00	\$4,516.08
Old Jail Museum Visitor Center Approved by City Council August 6, 2013	\$5,000.00	\$4,731.92
Rusted Gingham Approved by City Council August 6, 2013	\$3,500.00	\$1,724.46
Historic Homes Association Approved by Committee August 26, 2013	\$1,000.00	\$963.59
Central Texas Independent Cattlemen's Association Approved by Committee September 26, 2013	\$2,500.00	\$2,500.00
DVS Productions Approved by Committee February 13, 2014 Approved by City Council March 3, 2014	\$6,000.00	5,675.00
McClure-Home Restoration and Repair Approved by Committee March 13, 2014	\$700.00	
Victoria College Gonzales Center Approved by City Council July 8, 2014	2,848.00	
<b>TOTAL</b>	<b>\$26,548.00</b>	<b>\$20,111.05</b>
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$26,548.00	\$20,111.05
<b>AVAILABLE FUNDS</b>	<b>(\$1,548.00)</b>	<b>\$4,888.95</b>

Available after payment to Braches House and Victoria College

**\$1,340.95**





## FINANCIAL STATEMENT

AS OF: JULY 31ST, 2014

## 500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>810-TEXAS CAPITAL FUNDS</u>						
4-810.100 TRANSFERS FROM GENERAL FUND	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
4-810.501 COURT SECURITY/TECHNOLOGY/CHI	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	419,250.00	91,846.37	596,737.87	142.33	0.00	( 177,487.87)
4-811.801 INTEREST INCOME	750.00	106.03	1,192.66	159.02	0.00	( 442.66)
TOTAL 811-HOTEL/MOTEL	420,000.00	91,952.40	597,930.53	142.36	0.00	( 177,930.53)
<u>813-FORFEITURES</u>						
4-813.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-813.508 FORFEITURE INCOME	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
<u>814-MUNICIPAL COURT</u>						
4-814.100 TRANSFERS FROM GENERAL FUND	9,000.00	0.00	8,804.96	97.83	0.00	195.04
4-814.501 MUNICIPAL COURT FEES	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 814-MUNICIPAL COURT	9,000.00	0.00	8,804.96	97.83	0.00	195.04
*** TOTAL REVENUES ***	429,000.00	91,952.40	606,735.49	141.43	0.00	( 177,735.49)



## FINANCIAL STATEMENT

AS OF: JULY 31ST, 2014

## 500-RESTRICTED USE FUNDS

## 811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	1,500.00	308.18	1,405.48	93.70	0.00	94.52
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	1,500.00	308.18	1,405.48	93.70	0.00	94.52
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	0.00	0.00	0.00	0.00	0.00	0.00
<u>4-CONTRACT/OPER SERVICES</u>						
7-811.401 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.407 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.408 MEMBERSHIP DUES	2,500.00	0.00	2,975.25	119.01	0.00	( 475.25)
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	0.00	0.00	898.00	0.00	0.00	( 898.00)
7-811.412 CHAMBER OF COMMERCE	45,000.00	3,750.00	40,082.82	89.07	0.00	4,917.18
7-811.413 PIONEER VILLAGE	10,000.00	0.00	1,637.50	16.38	0.00	8,362.50
7-811.414 JB WELLS PARK	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.415 MAIN STREET	10,000.00	0.00	9,661.91	96.62	0.00	338.09
7-811.416 CRYSTAL THEATRE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	5,000.00	6,216.98	28,969.27	579.39	0.00	( 23,969.27)
TOTAL 4-CONTRACT/OPER SERVICES	82,500.00	9,966.98	84,224.75	102.09	0.00	( 1,724.75)
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	140,000.00	1,250.00	100,076.75	71.93	625.00	39,298.25
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	1,363.61	0.00	0.00	( 1,363.61)
7-811.504 SIGNAGE & BANNERS	60,000.00	600.00	1,235.44	2.06	0.00	58,764.56
7-811.519 PROMOTIONAL ITEMS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.520 MARKETING AND PROMOTIONS	25,000.00	1,675.75	32,359.89	129.44	0.00	( 7,359.89)
7-811.521 SPECIAL PROJECTS	40,000.00	7,489.10	26,171.61	65.43	0.00	13,828.39
7-811.522 EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.524 GONZALES CO. JAIL MUSEUM	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	25,000.00	0.00	0.00	0.00	0.00	25,000.00
7-811.526 MEMORIAL MUSEUM	35,000.00	0.00	76,691.84	219.12	0.00	( 41,691.84)
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	80.81	1.62	0.00	4,919.19
7-811.528 JB WELLS HOUSE	10,000.00	1,361.42	7,836.05	78.36	0.00	2,163.95
7-811.529 RIVERSIDE MUSEUM	5,000.00	95.26	1,980.27	39.61	0.00	3,019.73
7-811.530 EXPO CENTER	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 5-SPECIAL CHARGES EXPENSE	345,000.00	12,471.53	247,796.27	72.01	625.00	96,578.73



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

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

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

0.00

12/27/13	12/27	B20197	Misc	121315	04006	ALLOCATE MONTHLY POSTAGE	JE# 011790		5.52	5.52
				=====	DECEMBER ACTIVITY	DB:	5.52	CR: 0.00	5.52	
1/29/14	2/24	A57434	CHK: 000000		11670	POSTAGE FEE, ZAPATA, TEX 2931	203		10.20	15.72
1/30/14	4/10	B21096			04256	MISCODED EXPENSE HOTEL/MOTEL	JE# 012159		397.22	412.94
				=====	JANUARY ACTIVITY	DB:	407.42	CR: 0.00	407.42	
3/31/14	3/31	B20990	Misc	031415	04227	TO ALLOCATE MONTHLY POSTAGE	JE# 012107		11.52	424.46
				=====	MARCH ACTIVITY	DB:	11.52	CR: 0.00	11.52	
4/17/14	4/17	A59148	CHK: 099653		11941	1ST QTR 2014 PAYMENT	0041	1ST QTR 2014	667.08	1,091.54
				=====	APRIL ACTIVITY	DB:	667.08	CR: 0.00	667.08	
6/30/14	7/01	B21749	Misc	061415	04405	TO ALLOCATE MONTHLY POSTAGE	JE# 012392		5.76	1,097.30
				=====	JUNE ACTIVITY	DB:	5.76	CR: 0.00	5.76	
7/23/14	7/24	A62788	CHK: 100680		12192	2ND QTR 2014	0041	2ND QTR 2014	308.18	1,405.48
				=====	JULY ACTIVITY	DB:	308.18	CR: 0.00	308.18	
				=====	ACCOUNT TOTAL	DB:	1,405.48	CR: 0.00		

7-811.217 MISCELLANEOUS

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

0.00

7-811.304 OFFICE EQPT &amp; FURNITURE

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

0.00

7-811.401 TELEPHONE

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

0.00

7-811.402 UTILITIES

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

0.00

7-811.407 TELEPHONE

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

0.00

7-811.408 MEMBERSHIP DUES

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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## B E G I N N I N G B A L A N C E

0.00

1/16/14	1/31	A56678	CHK: 098917	11740	THLA MEMBERSHIP	0926	014-23202		2,665.25	2,665.25
			=====		JANUARY ACTIVITY DB:	2,665.25	CR:	0.00	2,665.25	
2/01/14	5/08	A59974	CHK: 099909	11993	MEMBERSHIP DUES	0954	11909		310.00	2,975.25
			=====		FEBRUARY ACTIVITY DB:	310.00	CR:	0.00	310.00	
			=====		ACCOUNT TOTAL DB:	2,975.25	CR:	0.00		

7-811.409

## SUBSCRIPTIONS

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

0.00

7-811.411

## SPECIAL CONTRACTS

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

0.00

4/04/14	4/10	A59016	CHK: 099600	11919	1ST QTR 2014	2899	1ST QTR 2014		1,093.90	1,093.90
4/04/14	7/17	B21871		04443	CRYSTAL THEATRE		JE# 012437		1,093.90CR	0.00
			=====		APRIL ACTIVITY DB:	1,093.90	CR:	1,093.90CR	0.00	
5/02/14	5/23	A60517	CHK: 100024	12031	CONSULTATIONS CONV/EVENT	2778	000000514107		898.00	898.00
			=====		MAY ACTIVITY DB:	898.00	CR:	0.00	898.00	
			=====		ACCOUNT TOTAL DB:	1,991.90	CR:	1,093.90CR		

7-811.412

## CHAMBER OF COMMERCE

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

0.00

1/14/14	1/24	A56338	CHK: 098833	11733	OPERATING EXPENSES	0041	4TH QTR 2013		3,750.00	3,750.00
1/14/14	1/24	A56338	CHK: 098833	11733	RENOVATIONS KITCHEN	0041	4TH QTR 2013		13,832.82	17,582.82
1/30/14	1/31	A56622	CHK: 098891	11740	REIMBURSEMENT FOR TOURIS	0041	REIMBURSE 1-30-14		397.22	17,980.04
1/30/14	4/10	B21096		04256	MISCODED EXPENSE HOTEL/MOTEL		JE# 012159		397.22CR	17,582.82
			=====		JANUARY ACTIVITY DB:	17,980.04	CR:	397.22CR	17,582.82	
4/17/14	4/17	A59148	CHK: 099653	11941	1ST QTR 2014 PAYMENT	0041	1ST QTR 2014		3,750.00	21,332.82
4/24/14	4/24	A59329	CHK: 099702	11956	REIMBURSEMENT FOR FLOAT	0041	FLOAT REIMBURSE		15,000.00	36,332.82
			=====		APRIL ACTIVITY DB:	18,750.00	CR:	0.00	18,750.00	
7/23/14	7/24	A62788	CHK: 100680	12192	2ND QTR 2014	0041	2ND QTR 2014		3,750.00	40,082.82
			=====		JULY ACTIVITY DB:	3,750.00	CR:	0.00	3,750.00	
			=====		ACCOUNT TOTAL DB:	40,480.04	CR:	397.22CR		

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.413 PIONEER VILLAGE

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

0.00

4/11/14	4/17	A59172	CHK: 099655	11941	1ST QTR 2014	1027	1ST QTR 2014		1,637.50	1,637.50
			=====	APRIL ACTIVITY	DB:	1,637.50	CR:	0.00	1,637.50	
			=====	ACCOUNT TOTAL	DB:	1,637.50	CR:	0.00		

7-811.414 JB WELLS PARK

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

0.00

7-811.415 MAIN STREET

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

0.00

10/17/13	10/31	A53820	CHK: 098017	11524	COLOR BANNER,GROMMET BAN 3081	1862			3,648.50	3,648.50
			=====	OCTOBER ACTIVITY	DB:	3,648.50	CR:	0.00	3,648.50	
11/20/13	11/27	A54745	CHK: 098214	11599	500 FT. C-9 SPOOL, MALE 3292	24954			196.18	3,844.68
			=====	NOVEMBER ACTIVITY	DB:	196.18	CR:	0.00	196.18	
12/15/13	1/03	A55693	CHK: 098614	11652	C9 CLEAR BULB, 130 VOLT, 0952	5876			206.84	4,051.52
12/15/13	1/03	A55694	CHK: 098614	11652	C9 WARM WHITE LED BULBS 0952	5877			610.39	4,661.91
			=====	DECEMBER ACTIVITY	DB:	817.23	CR:	0.00	817.23	
3/13/14	3/20	A58275	CHK: 099395	11853	MR. B FIREWORKS 07/04/14 2992	070114			5,000.00	9,661.91
			=====	MARCH ACTIVITY	DB:	5,000.00	CR:	0.00	5,000.00	
			=====	ACCOUNT TOTAL	DB:	9,661.91	CR:	0.00		

7-811.416 CRYSTAL THEATRE

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

0.00

7-811.417 INSURANCE

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

0.00

7-811.430 TRAVEL &amp; TRAINING

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

0.00

4/07/14	5/16	A60257	CHK: 099935	12008	VENU WORKS HAROLD HANSON 2428	4832			214.70	214.70
4/08/14	5/29	A60649	CHK: 000000	11897	LUNCH WITH VENUE WORKS 2931	000059			31.23	245.93
4/08/14	5/29	A60669	CHK: 000000	11897	DINNER FOR TOURISM EXPO 2931	040814			318.00	563.93
4/09/14	5/29	A60670	CHK: 000000	11897	LUNCH W/VENUE WORKS 2931	040914			12.54	576.47
4/16/14	5/29	A60680	CHK: 000000	11897	MEALS AT HEITMILLER STEA 2931	3051			47.00	623.47
4/17/14	4/24	A59480	CHK: 099676	11956	TE 4/16-4/17 2923	TE 4/17/14			269.65	893.12



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DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
4/17/14	5/29	A60650	CHK: 000000	11897	MEAL AT HUISACHE GRILL	2931	024624		60.00	953.12
4/21/14	4/24	A59479	CHK: 099676	11956	TE 4/21/2014 - 4/28/2014	2923	4/21/14		100.14	1,053.26
4/21/14	5/29	A60665	CHK: 000000	11897	GRAND HYATT ROOM FOR ALL	2931	04/23/14		278.52	1,331.78
4/28/14	5/29	A60673	CHK: 000000	11897	EXPO LUNCH	2931	042814		74.00	1,405.78
4/29/14	4/29	A59605	CHK: 099757	11978	TRAVEL EXPENSES 4/30-5/0	2923	TE 4/30-5/03		299.56	1,705.34
4/29/14	4/29	A59606	CHK: 099758	11978	TE 5/1-5/3 SPENCER IA	3350	TE 5/1/14		115.00	1,820.34
4/29/14	4/29	A59607	CHK: 099759	11978	TRIP TO ROBSTOWN & SPENC	0711	TE 5/1-5/3		115.00	1,935.34
4/30/14	5/29	A60674	CHK: 000000	11897	LUNCH/DINNER	2931	043014		73.00	2,008.34
=====				APRIL ACTIVITY	DB:	2,008.34	CR:	0.00	2,008.34	
5/01/14	6/26	A61675	CHK: 000000	11965	AVIATION FUEL	2931	1000054534A		754.80	2,763.14
5/02/14	6/26	A61677	CHK: 000000	11965	JET FUEL	2931	109984		889.80	3,652.94
5/03/14	6/26	A61676	CHK: 000000	11965	FUEL	2931	1000058295A		645.00	4,297.94
5/03/14	6/26	A61679	CHK: 000000	11965	AVIATION FUEL	2931	1391090022A		290.00	4,587.94
5/03/14	6/26	A61700	CHK: 000000	11965	AVIATION FUEL	2931	HYI-011830		1,027.94	5,615.88
5/05/14	5/08	A60025	CHK: 099856	11993	TRAVEL TO SAN MARCOS AND	2923	TE 5/1 & 5/3		45.98	5,661.86
5/09/14	6/26	A61664	CHK: 000000	11965	SOUTHWEST AIRLINES	2931	05/09/2014		1,040.00	6,701.86
5/09/14	8/01	A63101	CHK: 100776	12221	CONSULTING FEES FOR EXPO	3379	05-12387		6,923.87	13,625.73
5/12/14	5/16	A60281	CHK: 099934	12008	TE 5/14/14 & 5/21/14	2923	05/12/2014		182.94	13,808.67
5/12/14	6/26	A61701	CHK: 000000	11965	SOUTHWEST.COM	2931	MKFAMX		50.00	13,858.67
5/15/14	6/06	A61001	CHK: 100110	12064	ROOMS FOR VENUE WORKS	2428	05/15/2014		261.65	14,120.32
5/21/14	5/23	A60522	CHK: 100016	12031	ROUND TRIP TO WACO & TOL	2923	TE 5/21/2014		195.62	14,315.94
5/21/14	6/26	A61678	CHK: 000000	11965	CRACKER BARREL STORE #69	2931	1286247		45.27	14,361.21
5/27/14	6/26	A61686	CHK: 000000	11965	GONZALES ELKS LODGE #241	2931	31098		110.00	14,471.21
=====				MAY ACTIVITY	DB:	12,462.87	CR:	0.00	12,462.87	
6/05/14	6/19	A61524	CHK: 100340	12101	CONSULTING FEES FOR EXPO	3379	05-12433		8,281.08	22,752.29
=====				JUNE ACTIVITY	DB:	8,281.08	CR:	0.00	8,281.08	
7/09/14	7/11	A62362	CHK: 100517	12159	RT TO AUSTIN FOR MEETING	2923	TE 7/9/14		72.89	22,825.18
7/11/14	7/17	A62580	CHK: 100640	12168	VENUWORKS, INC.	3379	05-12479		5,700.00	28,525.18
7/22/14	7/22	A62682	CHK: 100653	12207	TRAVEL EXPENSE TO PORTLA	2923	TRAVEL EX. 7/25		279.09	28,804.27
7/22/14	7/22	A62683	CHK: 100654	12207	TRAVEL EXPENSE TO PORTLA	3350	TRAVEL EX. 7-18-14		165.00	28,969.27
=====				JULY ACTIVITY	DB:	6,216.98	CR:	0.00	6,216.98	
=====				ACCOUNT TOTAL	DB:	28,969.27	CR:	0.00		
-----										
7-811.502			ADVERTISING							
B E G I N N I N G B A L A N C E										0.00
10/01/13	10/11	A53117	CHK: 097807	11476	ADVERTISING	1044	4715070		1,363.61	1,363.61
10/11/13	10/22	A53550	CHK: 097940	11512	TEXAS IND. MEMBERSHIP FE	1748	10/12-08/13		1,000.00	2,363.61
10/18/13	10/31	A53806	CHK: 098041	11524	TEXAS MONTHLY NOV ISSUE	2714	TM64430		9,503.85	11,867.46
10/21/13	11/26	A54539	CHK: 000000	11446	3 OF SOUTHERN LIVING	2931	051841		16.21	11,883.67
10/30/13	11/21	A54396	CHK: 098181	11553	ADVERTISING	3287	1402088		4,151.00	16,034.67
=====				OCTOBER ACTIVITY	DB:	16,034.67	CR:	0.00	16,034.67	
11/01/13	11/08	A54036	CHK: 098106	11542	ADVERTISING	0668	237947		5,461.93	21,496.60

FUND : 500-RESTRICTED USE FUNDS

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DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
11/01/13	11/08	A54102	CHK: 098107	11542	ADVERTISING NOV/DEC	3255	40007806		5,686.50	27,183.10
11/01/13	11/21	A54301	CHK: 098135	11553	ADVERTISING	1044	472871		1,363.61	28,546.71
11/27/13	12/06	A54946	CHK: 098468	11603	4 COLOR, FULL PAGE DISPL	3024	242203		1,656.18	30,202.89
11/30/13	12/20	A55403	CHK: 098583	11640	TEXAS MONTHLY	2714	IN65096		892.50	31,095.39
			=====		NOVEMBER ACTIVITY DB:	15,060.72	CR:	0.00	15,060.72	
12/01/13	12/06	A54886	CHK: 098419	11603	CC,HOUSTON,AUSTIN, SAT	1044	474014		1,363.61	32,459.00
12/07/13	1/27	A56578	CHK: 000000	11605	GOOGLE ADWORDS	2931	244-069-3222		350.00	32,809.00
12/19/13	12/20	A55239	CHK: 000000	11544	ADVERISTING	2931	4427-7562-8592		250.00	33,059.00
12/26/13	1/03	A55774	CHK: 098637	11652	GEDC & MAIN STREET ADVER	2729	122613-80		14.56	33,073.56
			=====		DECEMBER ACTIVITY DB:	1,978.17	CR:	0.00	1,978.17	
1/02/14	2/07	A56918	CHK: 098954	11764	ADVERTISE BOARD OPENINGS	2729	010214-77		14.56	33,088.12
1/31/14	2/24	A57429	CHK: 000000	11670	GOOGLE	2931	13114		27.41	33,115.53
			=====		JANUARY ACTIVITY DB:	41.97	CR:	0.00	41.97	
2/01/14	2/07	A56884	CHK: 098942	11764	ADVERTISING FOR FDR DIS	1044	476442		1,363.59	34,479.12
2/07/14	4/24	A59432	CHK: 099682	11956	CERTIFIED FOLDER DISPLAY	1044	13-0080609		15,413.17	49,892.29
2/28/14	3/20	A58176	CHK: 099374	11853	GONZALES INQUIRER	0071	022814		3,950.00	53,842.29
			=====		FEBRUARY ACTIVITY DB:	20,726.76	CR:	0.00	20,726.76	
3/18/14	3/20	A58268	CHK: 099361	11853	CENTRAL TEXAS ADVERTISIN	2719	031814		2,500.00	56,342.29
3/31/14	4/10	A59019	CHK: 099575	11919	WEB DISPLAY	3025	242193		2,850.00	59,192.29
3/31/14	4/10	B21095		04255	MISCODED EXPENSE HOTEL/MOTEL		JE# 012158		375.00	59,567.29
			=====		MARCH ACTIVITY DB:	5,725.00	CR:	0.00	5,725.00	
4/02/14	4/10	A59017	CHK: 099581	11919	MOBILE APP ADVERTISING	2944	20141681		7,500.00	67,067.29
4/04/14	4/10	A59023	CHK: 099595	11919	BILLBOARD ADVERTISING	3341	5483		1,200.00	68,267.29
4/10/14	4/24	A59406	CHK: 099741	11956	ADVERTISING	0668	242200		5,461.96	73,729.25
4/10/14	5/02	A59741	CHK: 099804	11967	BILLBOARDS ADVERTISING	2532	S-042014		1,250.00	74,979.25
4/18/14	5/02	A59742	CHK: 099838	11967	TEXAS MONTHLY	2714	TM66709		11,880.00	86,859.25
4/21/14	5/02	A59752	CHK: 099785	11967	FULL PAGE COLOR MAY ISSU	2867	757		375.00	87,234.25
4/24/14	5/29	A60691	CHK: 000000	11897	CHALLENGE COINS, LTD	2931	6120836450		606.00	87,840.25
			=====		APRIL ACTIVITY DB:	28,272.96	CR:	0.00	28,272.96	
5/01/14	5/02	A59764	CHK: 099837	11967	TEXAS JOURNEY	3255	40007946		5,686.50	93,526.75
5/01/14	5/08	A60033	CHK: 099875	11993	BILLBOARD ADVERTISING	3341	5519		600.00	94,126.75
5/09/14	5/16	A60255	CHK: 099995	12008	TOURTEXAS.COM	2404	242197		375.00	94,501.75
5/31/14	6/27	A61717	CHK: 100366	12123	ADVERTISING	0114	245102		480.00	94,981.75
			=====		MAY ACTIVITY DB:	7,141.50	CR:	0.00	7,141.50	
6/01/14	6/06	A61016	CHK: 100133	12064	ADVERTISING ON IH 10	3341	5560		600.00	95,581.75
6/05/14	6/27	A61812	CHK: 100392	12123	BILLBOARD ADVERTISING	2532	64979		625.00	96,206.75
6/18/14	6/27	A61809	CHK: 100417	12123	ADVERTISING	2404	245145		2,140.00	98,346.75
6/30/14	7/11	A62263	CHK: 100513	12159	ADVERTISING	0114	171865		480.00	98,826.75
			=====		JUNE ACTIVITY DB:	3,845.00	CR:	0.00	3,845.00	
7/01/14	7/11	A62340	CHK: 100564	12159	ADVERTISING	2404	242198		1,250.00	100,076.75
			=====		JULY ACTIVITY DB:	1,250.00	CR:	0.00	1,250.00	

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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.502      ADVERTISING      \* ( CONTINUED ) \*

8/01/14	8/01	A62994	CHK: 100745	12231 BILLBOARD	2532	64981		625.00	100,701.75
			=====	AUGUST ACTIVITY	DB:	625.00	CR: 0.00	625.00	
			=====	ACCOUNT TOTAL	DB:	100,701.75	CR: 0.00		

7-811.503      ELECTRICAL LINE EXPENSE

B E G I N N I N G      B A L A N C E      0.00

1/01/14	1/10	A56002	CHK: 098703	11681 CERTIFIED FOLDER DISPLAY 1044	475215			1,363.61	1,363.61
			=====	JANUARY ACTIVITY	DB:	1,363.61	CR: 0.00	1,363.61	
			=====	ACCOUNT TOTAL	DB:	1,363.61	CR: 0.00		

7-811.504      SIGNAGE & BANNERS

B E G I N N I N G      B A L A N C E      0.00

10/01/13	11/08	A53997	CHK: 098068	11542 FASTENERS, BOLTS, WASHER 0219	00640687			10.44	10.44
			=====	OCTOBER ACTIVITY	DB:	10.44	CR: 0.00	10.44	
3/31/14	4/10	A59007	CHK: 099632	11919 SKYSCRAPER BANNER	2404	242196		375.00	385.44
3/31/14	4/10	B21095		04255 MISCODED EXPENSE HOTEL/MOTEL	JE# 012158			375.00CR	10.44
			=====	MARCH ACTIVITY	DB:	375.00	CR: 375.00CR	0.00	
6/19/14	6/27	A61813	CHK: 100392	12123 BILLBOARD ADVERTISING	2532	64980		625.00	635.44
			=====	JUNE ACTIVITY	DB:	625.00	CR: 0.00	625.00	
7/01/14	7/11	A62372	CHK: 100529	12159 GILBREATH OUTDOOR ADVERT 3341	5596			600.00	1,235.44
			=====	JULY ACTIVITY	DB:	600.00	CR: 0.00	600.00	
			=====	ACCOUNT TOTAL	DB:	1,610.44	CR: 375.00CR		

7-811.519      PROMOTIONAL ITEMS

B E G I N N I N G      B A L A N C E      0.00

7-811.520      MARKETING AND PROMOTIONS

B E G I N N I N G      B A L A N C E      0.00

10/01/13	10/11	A53120	CHK: 097800	11476 9/27/13 MONTHLY BILLING 1071	09/27/13 BILL			37.00	37.00
10/08/13	10/11	A53146	CHK: 097831	11476 MARKETING SERVICES	2895	1073		1,657.50	1,694.50
10/27/13	11/21	A54302	CHK: 098129	11553 MONTHLY BILLING FOR CELL 1071	9/28/13-10/27/13			37.00	1,731.50
			=====	OCTOBER ACTIVITY	DB:	1,731.50	CR: 0.00	1,731.50	
11/04/13	11/08	A54089	CHK: 098093	11542 ENGRAVING CHARGE LEFT OF 2819	9887			125.00	1,856.50

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

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
11/11/13	11/21	A54382	CHK: 098179	11553	MARKETING SERVICES	2895	1075		1,657.50	3,514.00
			=====	NOVEMBER ACTIVITY	DB:	1,782.50	CR:	0.00	1,782.50	
12/06/13	12/06	A54941	CHK: 098459	11603	MARKETING SERVICES	2895	1078		1,657.50	5,171.50
			=====	DECEMBER ACTIVITY	DB:	1,657.50	CR:	0.00	1,657.50	
1/07/14	1/10	A56022	CHK: 098726	11681	MARKETING SERVICES	2895	1082		1,657.50	6,829.00
1/24/14	1/31	A56722	CHK: 098899	11740	TEXAS INDEPENDENCE RELAY	3275	01/24/14		2,500.00	9,329.00
			=====	JANUARY ACTIVITY	DB:	4,157.50	CR:	0.00	4,157.50	
2/06/14	2/07	A56937	CHK: 098983	11764	ROCKIN' S MARKETING & D	2895	1084		1,657.50	10,986.50
2/06/14	3/07	A57814	CHK: 099266	11820	TENT FOR TX INDEP RELAY	1726	020614		2,892.00	13,878.50
2/14/14	3/20	A58271	CHK: 099400	11853	TOUR GONZALES BROCHURES	2819	10162		2,299.50	16,178.00
			=====	FEBRUARY ACTIVITY	DB:	6,849.00	CR:	0.00	6,849.00	
3/03/14	3/07	A57849	CHK: 099280	11820	ROCKIN' S MARKETING & D	2895	1086		1,657.50	17,835.50
			=====	MARCH ACTIVITY	DB:	1,657.50	CR:	0.00	1,657.50	
4/07/14	4/10	A59015	CHK: 099619	11919	MARKETING SERVICES	2895	1091		1,657.50	19,493.00
4/16/14	4/24	A59390	CHK: 099736	11956	BROCHURE DRIVING/WALKING	0230	126261A		521.60	20,014.60
4/23/14	5/02	A59749	CHK: 099818	11967	COME & TAKE IT PINS	2819	10409		3,839.08	23,853.68
			=====	APRIL ACTIVITY	DB:	6,018.18	CR:	0.00	6,018.18	
5/08/14	5/16	A60279	CHK: 099985	12008	MARKETING & PROMOTIONS	2895	1094		1,657.50	25,511.18
5/15/14	5/23	A60519	CHK: 100048	12031	FOAM CORE FULL COLOR	2819	10499		60.00	25,571.18
5/27/14	6/06	A61005	CHK: 100175	12064	3 TIER COUNTER TOP LIT.	2819	10545		183.67	25,754.85
5/27/14	6/26	A61705	CHK: 000000	11965	APPLE STORE	2931	W488746524		107.17	25,862.02
			=====	MAY ACTIVITY	DB:	2,008.34	CR:	0.00	2,008.34	
6/02/14	6/06	A61008	CHK: 100182	12064	MARKETING SERVICES	2895	1096		1,657.50	27,519.52
6/15/14	7/03	A62015	CHK: 100477	12132	BROCHURE WALKING TOUR	0230	127582A		140.00	27,659.52
6/16/14	6/19	A61505	CHK: 100328	12101	GONZALES PADDING MAPS	2819	10611		1,071.75	28,731.27
6/16/14	6/19	A61506	CHK: 100328	12101	VISTOR GUIDE	2819	10612		1,952.87	30,684.14
			=====	JUNE ACTIVITY	DB:	4,822.12	CR:	0.00	4,822.12	
7/07/14	7/11	A62359	CHK: 100557	12159	MARKETING SERVICES	2895	1101		1,657.00	32,341.14
7/11/14	7/17	A62565	CHK: 100621	12168	DECALS	2819	10703		18.75	32,359.89
			=====	JULY ACTIVITY	DB:	1,675.75	CR:	0.00	1,675.75	
8/11/14	8/01	A63091	CHK: 100760	12221	MARKETING SERVICES	2895	1103		1,657.50	34,017.39
			=====	AUGUST ACTIVITY	DB:	1,657.50	CR:	0.00	1,657.50	
			=====	ACCOUNT TOTAL	DB:	34,017.39	CR:	0.00		
-----										
7-811.521					SPECIAL PROJECTS					
					B E G I N N I N G					0.00
					B A L A N C E					
10/29/13	10/31	A53813	CHK: 098002	11524	BROCHURES	2956	9721		963.59	963.59
			=====	OCTOBER ACTIVITY	DB:	963.59	CR:	0.00	963.59	

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
12/03/13	12/06	A54949	CHK: 098463	11603	ADVERTISEMENT FOR BARN S 3043		12/03/2013		1,694.49	2,658.08
12/12/13	12/20	A55262	CHK: 098543	11640	ADVERTISING EXPENSES	0041	12/12/13		4,516.08	7,174.16
12/12/13	12/20	A55431	CHK: 098578	11640	ADVERTISEMENT FOR BARN S 3043		12/12/13		29.97	7,204.13
12/18/13	1/03	A55698	CHK: 098641	11652	RESTORATION/ADVERTISING	1027	121813		2,349.06	9,553.19
			=====	DECEMBER ACTIVITY	DB:	8,589.60	CR:	0.00	8,589.60	
1/14/14	1/24	A56491	CHK: 098835	11733	APPROVED EXPENSES	3310	4TH QTR 2013		4,731.92	14,285.11
1/14/14	1/24	A56492	CHK: 098821	11733	4TH QTR 2013 REIMBURSEME	2899	4TH QTR 2013		3,303.50	17,588.61
			=====	JANUARY ACTIVITY	DB:	8,035.42	CR:	0.00	8,035.42	
4/04/14	7/17	B21871		04443	CRYSTAL THEATRE		JE# 012437		1,093.90	18,682.51
			=====	APRIL ACTIVITY	DB:	1,093.90	CR:	0.00	1,093.90	
7/01/14	7/11	A62360	CHK: 100534	12159	2ND QTR 2014	2899	2ND QTR 2014		1,814.10	20,496.61
7/05/14	7/11	A62343	CHK: 100526	12159	ADVERTISING	2679	071014		5,675.00	26,171.61
			=====	JULY ACTIVITY	DB:	7,489.10	CR:	0.00	7,489.10	
			=====	ACCOUNT TOTAL	DB:	26,171.61	CR:	0.00		
-----										
7-811.522	EVENTS									
	B E G I N N I N G B A L A N C E									0.00
-----										
7-811.524	GONZALES CO. JAIL MUSEUM									
	B E G I N N I N G B A L A N C E									0.00
-----										
7-811.525	HISTORIC PRESERVATION									
	B E G I N N I N G B A L A N C E									0.00
-----										
7-811.526	MEMORIAL MUSEUM									
	B E G I N N I N G B A L A N C E									0.00
10/09/13	10/17	A53365	CHK: 097909	11484	ARCHITECTURAL/ENGR SERV	1103	10-0501-5		522.50	522.50
			=====	OCTOBER ACTIVITY	DB:	522.50	CR:	0.00	522.50	
11/21/13	1/17	A56168	CHK: 098794	11715	MUSEUM RESTORATION	1103	10-0501-5-A		6,380.00	6,902.50
			=====	NOVEMBER ACTIVITY	DB:	6,380.00	CR:	0.00	6,380.00	
1/13/14	1/24	A56446	CHK: 098859	11733	MUSEUM RESTORATION	1103	10-0501-7		2,090.00	8,992.50
1/28/14	1/31	A56680	CHK: 098923	11740	CONCRETE WORK AT MUSEUM	1046	013014		19,327.50	28,320.00
			=====	JANUARY ACTIVITY	DB:	21,417.50	CR:	0.00	21,417.50	
2/05/14	2/13	A57156	CHK: 099091	11774	CLEANING OUTSIDE OF MUSE	3315	541451309		41,800.00	70,120.00
			=====	FEBRUARY ACTIVITY	DB:	41,800.00	CR:	0.00	41,800.00	
3/18/14	4/03	A58796	CHK: 099536	11896	MID-CONTINENTAL RESTORAT	3315	541451309-B		2,200.00	72,320.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
3/28/14	4/10	A58981	CHK: 099633	11919	GONZ. MUSEUM RESTORATION	1103	10-0501-8		1,800.00	74,120.00
			=====		MARCH ACTIVITY	DB:	4,000.00	CR: 0.00	4,000.00	
4/09/14	5/02	A59670	CHK: 099811	11967	SUPPLIES FOR LITES IN CA	0294	5806054		17.99	74,137.99
4/09/14	5/02	A59671	CHK: 099811	11967	SUPPLIES FOR LITES IN CA	0294	5806056		13.19	74,151.18
4/11/14	5/02	A59773	CHK: 099778	11967	LIGHTS FOR MUSEUM	3352	2824459-01		252.72	74,403.90
4/14/14	5/02	A59771	CHK: 099778	11967	LIGHTS FOR MUSEUM	3352	2824437-00		825.00	75,228.90
4/14/14	5/02	A59772	CHK: 099778	11967	LIGHTS FOR MUSEUM	3352	2824459-00		489.73	75,718.63
4/16/14	5/02	A59653	CHK: 099788	11967	CONDUIT PVC, SWEEP EL	0219	00651219		7.50	75,726.13
4/17/14	5/02	A59655	CHK: 099788	11967	EMT STRAP,BUSHING	0219	00651291		23.30	75,749.43
4/17/14	5/02	A59656	CHK: 099788	11967	LIQUID TITE CONNECTOR	0219	00651338		11.16	75,760.59
4/30/14	6/06	A60990	CHK: 100152	12064	FIXED SPRINKLER SYSTEM	1987	25		931.25	76,691.84
			=====		APRIL ACTIVITY	DB:	2,571.84	CR: 0.00	2,571.84	
			=====		ACCOUNT TOTAL	DB:	76,691.84	CR: 0.00		
-----										
7-811.527			EGGLESTON HOUSE							
			B E G I N N I N G B A L A N C E							
			0.00							
3/21/14	4/03	A58655	CHK: 099506	11896	ROOF SEALANT CLEAR	0219	00649666		20.97	20.97
			=====		MARCH ACTIVITY	DB:	20.97	CR: 0.00	20.97	
6/19/14	6/27	A61724	CHK: 100411	12123	TIMER	0190	00057213		59.84	80.81
			=====		JUNE ACTIVITY	DB:	59.84	CR: 0.00	59.84	
			=====		ACCOUNT TOTAL	DB:	80.81	CR: 0.00		
-----										
7-811.528			JB WELLS HOUSE							
			B E G I N N I N G B A L A N C E							
			0.00							
10/02/13	10/11	A53121	CHK: 097816	11476	RECEIPTS FROM 4TH QTR	1130	100313		2,500.00	2,500.00
			=====		OCTOBER ACTIVITY	DB:	2,500.00	CR: 0.00	2,500.00	
1/10/14	1/17	A56189	CHK: 098750	11715	THE DRT --- ALAMO FUND	2793	011014		1,027.03	3,527.03
1/10/14	1/24	A56447	CHK: 098834	11733	DRT EXPENSES 011104	1130	01/10/14		1,027.03	4,554.06
1/17/14	1/22	A56316	VOID: 098750	11734	REVERSE VOIDED CHECK	2793	011014		1,027.03CR	3,527.03
			=====		JANUARY ACTIVITY	DB:	2,054.06	CR: 1,027.03CR	1,027.03	
4/04/14	4/10	A58982	CHK: 099598	11919	REPAIRS	1130	040414		2,947.60	6,474.63
			=====		APRIL ACTIVITY	DB:	2,947.60	CR: 0.00	2,947.60	
7/05/14	7/11	A62323	CHK: 100532	12159	2ND QTR 2014	1130	2ND QTR 2014		1,361.42	7,836.05
			=====		JULY ACTIVITY	DB:	1,361.42	CR: 0.00	1,361.42	
			=====		ACCOUNT TOTAL	DB:	8,863.08	CR: 1,027.03CR		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
-----										
7-811.529 RIVERSIDE MUSEUM										
B E G I N N I N G B A L A N C E										0.00
10/10/13	10/11	A53118	CHK: 097842	11476	21 CURB STOPPERS	1046	1478		735.00	735.00
10/11/13	10/22	A53561	CHK: 097922	11512	RIVERSIDE DEPT. 10/11/13	1816	RIVERSIDE 10/11/13		69.23	804.23
10/18/13	11/26	A54579	CHK: 000000	11446	LIGHT FIXTURE, EXIT LIGH	2931	80118165		69.96	874.19
			=====		OCTOBER ACTIVITY DB:	874.19	CR:	0.00	874.19	
11/11/13	11/21	A54324	CHK: 098157	11553	RIVERSIDE INTERNET & PHO	1816	RIVERSIDE 11/11/13		69.21	943.40
11/22/13	11/27	A54702	CHK: 098247	11599	ANNUAL INSPECTION	1729	011231		30.00	973.40
			=====		NOVEMBER ACTIVITY DB:	99.21	CR:	0.00	99.21	
12/06/13	12/20	A55317	CHK: 098538	11640	NAILS, FLOORING	0219	00644263		17.99	991.39
12/06/13	12/20	A55318	CHK: 098538	11640	FLOORING WOOD FILLER	0219	00644275		15.98	1,007.37
12/12/13	12/20	A55373	CHK: 098548	11640	RIVERSIDE PHONE & INTERN	1816	RIVERSIDE 12/12/13		69.17	1,076.54
			=====		DECEMBER ACTIVITY DB:	103.14	CR:	0.00	103.14	
1/11/14	1/24	A56461	CHK: 098840	11733	RIVERSIDE PHONE & INTERN	1816	1/11/14 RIVERSIDE		69.24	1,145.78
			=====		JANUARY ACTIVITY DB:	69.24	CR:	0.00	69.24	
2/11/14	2/27	A57579	CHK: 099188	11807	WATER DEPT. TV & RIVERSI	1816	2/11/14 RIVERSIDE		69.24	1,215.02
2/23/14	2/13	A57103	CHK: 099100	11774	TERMINIX RIVERSIDE	0565	4299148		308.00	1,523.02
			=====		FEBRUARY ACTIVITY DB:	377.24	CR:	0.00	377.24	
3/11/14	3/20	A58253	CHK: 099376	11853	INTERNET AND PHONE	1816	3/11/14 RIVERSIDE		69.26	1,592.28
3/20/14	5/02	A59652	CHK: 099788	11967	FLOURESCENT BULB	0219	00649598		13.50	1,605.78
			=====		MARCH ACTIVITY DB:	82.76	CR:	0.00	82.76	
4/04/14	4/10	A58960	CHK: 099596	11919	BASSAST FOR LIGHT FIXTUR	0219	00650578		75.98	1,681.76
4/11/14	5/02	A59714	CHK: 099799	11967	RIVERSIDE PHONE & INTERN	1816	4/11/14		67.73	1,749.49
			=====		APRIL ACTIVITY DB:	143.71	CR:	0.00	143.71	
5/11/14	5/23	A60497	CHK: 100037	12031	RIVERSIDE BILLING	1816	05/11/14 RIVERSIDE		67.79	1,817.28
			=====		MAY ACTIVITY DB:	67.79	CR:	0.00	67.79	
6/11/14	6/19	A61490	CHK: 100311	12101	RIVERSIDE MONTHLY BILLIN	1816	06/11/14 RIVERSIDE		67.73	1,885.01
			=====		JUNE ACTIVITY DB:	67.73	CR:	0.00	67.73	
7/11/14	7/24	A62869	CHK: 100683	12192	RIVERSIDE PHONE & INTERN	1816	RIVERSIDE 7/11/14		67.76	1,952.77
7/21/14	7/24	A62840	CHK: 100675	12192	BATTERIES FOR FIRE ALARM	0222	231535		27.50	1,980.27
			=====		JULY ACTIVITY DB:	95.26	CR:	0.00	95.26	
			=====		ACCOUNT TOTAL DB:	1,980.27	CR:	0.00		
-----										
7-811.530 EXPO CENTER										

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DETAIL LISTING

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

BEGINNING BALANCE 0.00

7-811.610 OFFICE FURNITURE & EQPT

BEGINNING BALANCE 0.00

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000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	338,602.15	2,893.15CR
ENDING BALANCES:	338,602.15	2,893.15CR