

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, February 11, 2016
Gonzales Municipal Building at 12:30 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 January 14, 2016 Minutes

ACTION ITEMS

2. Discuss and Consider application for funding from Gonzales Main Street
3. Discuss and Consider application for funding from DVS Productions
4. Discuss and Consider application for funding from Texas Independence Songwriter Festival
5. Discuss and Consider Bar-Z
6. Discuss and Consider Lunch and Learn
7. Discuss and Consider recommending that City Council approve referring to the Tourism Committee by its formal designation as the Gonzales Convention and Visitors Bureau
8. Discuss and Consider LED Billboard outside of Waco and contracts
9. Discuss and Consider Victoria College Billboard Artwork

REPORTS

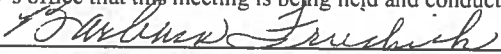
10. Report on membership and training
11. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website
12. Report from advisory members on Event Development
13. Report on Upcoming Events
 - a. The Dilworth Inn One-Year Anniversary – February 19, 2016 – 5:30 p.m. – 7:30 p.m.
 - b. Gonzales Livestock Show – March 3 – 5, 2016
 - c. Texas Independence Songwriter Festival – March 4, 5 & 6, 2016
 - d. The Wall that Heals – March 23 thru March 26, 2016
 - e. Gonzales Master Gardeners Spring Plant Sale – April 2, 2016
 - f. Texas Independence Relay – April 2, 2016
 - g. Bingo Bags and Badges – April 9, 2016
 - h. Paint your World Purple Color Run – April 9, 2016
 - i. Texas Freedom Road Fest – April 9, 2016
 - j. Norma's House 5K Run/Walk – April 16, 2016

- 14. Financial Report
- 15. Staff Report
- 16. Next regular meeting will be March 10, 2016

ADJOURN

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.cityofgonzales.org the 8th day of February, 2016 at 11:45 a.m./p.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

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



Barbara Friedrich, Main Street Administrator

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

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, January 14, 2016,
City Hall at, 820 St. Joseph
12:30 p.m.

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:30 p.m. The Chairman announced that the meeting would be recorded and asked when anyone makes motion that the mover be identified. A quorum was present.

Members present: Barbara Crozier, Ann Covert, Chris Kappmeyer, Alison Guerra Rodriguez, Dawn O'Donnell, Paul Frenzel, Ken Morrow. **Members absent:** Meena Patel. **Ex officio present:** Daisy Scheske, Chamber of Commerce, Barbara Friedrich of Main Street, Genora Young, GEDC; **Staff present:** Jesse Holt, Marketing Consultant ; **City Officials present:** Allen Barnes, City Manager, Tommy Schurig, City Councilman District # 2 ; **Guests:** Doug Phelan, Templin Saloon, Mike Stroup of Texas Independent Song Writers Association, Dustin Bosquez, Manager of Templin Saloon, Alexis Guerra, Manager, Holiday Inn.

Public Comments: Mike Stroup spoke to the Committee saying that he was here to make a request for \$2,500.00 to support the music show that was planned for March 4, 5, 6. Their budget is \$7,200. It is planned to be a big event with big name musicians and song writers. The intent is to bring tourist and overnighers to town. Chairman Crozier advised that this request could not be considered at this meeting since it is not on the agenda; however, an application will be made available to him.

Approval of Minutes: The minutes were corrected as follows: Item 3, replace word "against" with "for"; Item 5: replace word "table" with "set"; Item 8 where there was question as to whether the billboard is up - this was cleared up with Chairman saying that the sign on North side of I-30 on 183 is up. It has the new colorization and wording as we approved. It is 45 x 20 and is lighted . The Minutes were accepted as corrected.

Action Items:

2. **Discuss and consider application for funding from DVS Productions.** The Chairman noted that we have funded this organization since 2012. She also noted that since there was no representative present a motion would be in order to table this item. Ann Covert moved to

table the request and with a second from Paul Frenzel , the committee voted unanimously to table until such time a representative can be present to answer any questions.

3. **Discuss and Consider LED Billboard outside of Waco.** Marketing Consultant, Jesse, offered **Facts:** This billboard would be available to us at 1200.00 a month for 12 months. Jesse said that She could change the board electronically any time of the day...Jesse wanted direction as to what to do next. The Chairman said that there was money in the budget for this. Jesse was asked to define the location. Ann Covert noted that the local billboard at 90A & 183 is digital and seems very popular. Ann asked if we would be the sole owner and the answer is no. The board could give lighted exposure to up to 7 businesses. Allen Barnes said that some staff would be going to Dallas soon and they could check out the location and board. **No action.** This issue will be addressed in the next regular meeting of the Committee.
4. **Discuss and consider Victoria College Billboard Artwork.** Jesse offered **Facts:** The vinyl signs on the billboard east of Victoria College on 90A blew down in the last high wind. The sign has been offered to the Tourism Committee for use consideration. One side of the sign held notice of "Come and Take It" and one side advertised Victoria College. Chris Kappmeyer moved to discuss this issue, with a second from Ken Morrow, the committee unanimously voted to discuss the negotiation to sub lease the sign and artwork for the sign. Jesse negotiated a free canvas for now. It will take \$1,512.00 to change the art work. Several members discussed having an arrow on the sign or some directional information to downtown. Allen Barnes suggested that we include "turn at St. Joseph"; Jesse suggested that we use "Shop and Dine Downtown" and add the Visitor Center phone number..... There was discussion regarding who owned the sign/property. Allen Barnes said that the City owned the property. Ken asked if the board lent itself to space for the directional information. This to be discussed at next regular meeting.
5. **Discuss and consider sub-leasing one of the 2 billboards in Sealy to a Gonzales Business.** In the original contract with the sign Company, we chose to lease both upper and bottom boards on a billboard outside Sealey. Offer from local business Angles and Outlaws offers sub-leasing the bottom board for their sign. The upper sign rents for \$675. and the bottom board rents for \$425.00. a month. Ken Morrow moved to negotiate with Angels and Outlaws on their use of the bottom board; with a second by Dawn O'Donnell the vote was unanimous. Jesses was asked if she would be doing their art work and she was not sure. It was made known that we would like to work with them on the artwork. We want to approve their art work. Allison asked if "Gonzales" would be on their Board. Response was yes. She liked that. Jesse will bring art work to next meeting for our consideration.
6. **Discuss and consider Marketing Plan.** Chairman Crozier gave the floor to Genora Young, for enlightening the committee regarding this item. She asked us to review the document that was given to the committee title "Gonzales, Tx. Marketing Plan, October 2015-September 2-16." She asked that we start looking to see where our best investment is in where we have been marketing. The Economy is changing. Tourism is a driving force for Economic Development and the more heads in beds, the better. 2017 will be here before we know it. We need to think of

our budget and where we are going. Events are a business, There is a business plan. CTI wants to stand on its own and not depend on hotel motel tax where they have been doing. We have 530 rooms. She would like for us to expand that. We need also to look at what how much the visitor spends. Genora encourages a contract with the Buxton Company. This company is retail analytics. They have a contract with VISA. They can identify a person and their spending habits or can identify, with their system, how much a visitor spends in the downtown area. They take measurements of who stays the night, what they spend where.

The information would be most helpful to identify travelers to Gonzales from where. She cited an event that had a few years of great success, the sales tax jumped higher each year. They stopped advertising and the traffic fell off, the sales tax dropped and the success of the event was frail. Genora advised that this committee is the Visitor and Convention Bureau. We sense the need to stimulate tourism. We need to use our existing infrastructure. We need our brochure in every Travel Center, we need to make use of the possibilities with TTIA of which we are a member and we need to join the Texas Association of Convention and Visitors Bureau. Ann injected her experience of having preached all of this for 25 years.....that she feels it will take a lot education for the community and that it is very necessary for Gonzales. The Chairman commented that she feels this committee has a shared vision and a shared passion. Chris Kappmeyer posed the compliment of this Marketing Report being a great step and asked if we should expect more information. He asked that figures and more information be offered at the next meeting.

7. **Discuss and Consider expansion of existing events and creation of new events:** The Ghost Tour is work in progress for sometime in the spring. Lunch and Learn is scheduled for February 19 at Riverside. Jesse wanted to know if lunch was provided and the answer is yes. This can be arranged with a vendor in town. It was suggested that we reach out to the local service clubs to include them for help with events. We will make sure they are invited to the Lunch & Learn.
8. **Discuss and Consider Lunch and Learn:** Lunch and Learn is scheduled for February 19 at Riverside. Jesse wanted to know if lunch was provided and the answer is yes. This can be arranged with a vendor in town. It was suggested that we reach out to the local service clubs to include them for help with events. We will make sure they are invited to the Lunch & Learn.
9. **Report from City Manager Allen Barnes.** Allen reported on a new event. The City will sponsor the Traveling Viet Nam Wall. This year is the 50th Anniversary of the Viet Nam War. The Wall will visit Gonzales on March 23, 24, 25 and 26. The site of the display will be on St. Lawrence and Moore street. City Council approved a City Special Events Budget to include this event. Invitations have been extended to the Army Band of the North to perform on the 25th; Medal Honor Recipients; Governor Abbott and other elected officials. Plans are in the works and will be finalized soon. A marketing plan is in motion. Chairman Crozier suggested that the use of public service announcement would give good coverage. Barnes asked for our help in being volunteers and soliciting volunteers. The Wall be open 24 hours a day while it is here.

10. **Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.** Jesse said that she and Bar Z have a difference of opinion on what they have to offer us. She is negotiating with them on what our marketing needs are. They seem to want to add things that we do not need. Ken Morrow said that Bar Z may not fit our needs anymore, even though when we started with them they filled the need. Allen Barnes suggested that folks are moving away from APP as we have known it. The new Web Company will offer friendly website that may better serve our purpose.

11. **Report from Advisory members on Event Development.** Nothing further.

14. **Report on Upcoming events.** Ann asked about a calendar to include all that City Council has approved and others. A calendar is being developed and will come back to us at the next meeting. February 6, Mardi Gras, sponsored by Templin Saloon. April will include the Texas Relay.

Staff Reports. Daisy told of a wedding planned for the Amphitheater. This gives possibility of marketing the Museum as a wedding destination with other venues.

Genora Young, Ed. EDC commended Barbara Friedrich for the good work that she and the Mainstreet Board are doing. They have offered over 10,000 volunteer hours. She reported That \$20 million \$200. Has been reinvested in downtown since 2007.

Items on Agenda not included here but made a part of the Minutes.

1. Post Event Report from Authentic American History Production
2. Post Event Report from Rusted Gingham
3. Financial Report
4. Marketing Plan Report 1915-1916

Jesse Holt, Genoa Young and Brandy Egger will continue to work with people at the Alamo. The Kiosks report will be delayed until further details are determined. GVTC advertisement to include Gonzales still a work in progress.

There was no further business to come before the Committee. With a motion by Ann Covert and a second by Alison Rodriguez, the meeting adjourned at 2:10 p.m.

ANN COVERT, SECRETARY

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

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

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

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

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

City Policy: The City of Gonzales accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application two weeks prior to the Tourism Committee Meeting which is held on the second Thursday 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:

See Attached Proposed Marketing Plan for Funded Event
Main Street Concert Series, June 3, 10, 17, & 24, 2016 and Star Spangled Banner –July
4, 2016 Schedule of Activities or Events Relating to the Funded Project

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

For Questions Contact: Genora Young
President and CEO
Gonzales Economic Development Corporation
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

APPLICATION

Organization Information

Date: January 6, 2016
Name of Organization: Gonzales Main Street, Inc.
Address: P. O. Box 547
City, State, Zip: Gonzales, Texas 78629
Contact Name: Barbara Friedrich
Contact Phone Number: 830-672-2815
Web Site Address for Event or Sponsoring Entity: Cityofgonzales.org
Is your organization: Non-Profit 501c3 Private/For Profit
Tax ID #: 74-2501998 Entity's Creation Date: 1988
Purpose of your organization: Revilitazation and Restoration of the downtown area.

Name of Event or Project: Main Street Concert Series and Star Spangled Spectacular
Date of Event or Project: June 3, 10, 17, 24, and July 4, 2016
Primary Location of Event or Project: Confederate Square, Gonzales, Texas
Amount Requested: \$10,000.00
How will the funds be used? Funds will be used for advertising the event outside of a 50 mile radius. Radio advertising will be at KOKE-FM, Thorndale; KAMX, Luling; KVET-FM, Austin, KTTX, Brenham; KNBT, New Braunfels; KBUK, La Grange; KULM-FM Columbus, KCYY, San Antonio; KSMG, Seguin, KIOX-FM, Edna; KCAF-FM, Kenedy; KNAL, Port Lavaca, KIXS, Victoria, KULP 1390AM, El Campo; KYKM, Majic Tejano in Victoria, KXTN Tejano 107.5 in San Antonio, and KKYX 680 AM, San Antonio. Funds will also be used for rack cards and posters.

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

Percentage of Hotel Tax Support of Related Costs

5% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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

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

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

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

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

5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

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

Sporting Related Event Funding:

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

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

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

Questions for all Funding Requests:

How many years have you held this Event or Project: 7th annual concert series

Expected Attendance: average of 1,000 per night

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

How many nights will they stay? 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: No

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

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

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

We will contact motel/bed and breakfast owners and track impact through social media. Observation during the concerts as well. The Main Street Board will be conducting a survey at each event.

Please list other organization, government entities and grants that have offered financial support to your project: Private and corporate sponsors.

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

Paid Advertising _____ Newspaper X Radio X TV _____

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

Other _____ Social media _____

What areas does your advertising and promotion reach?

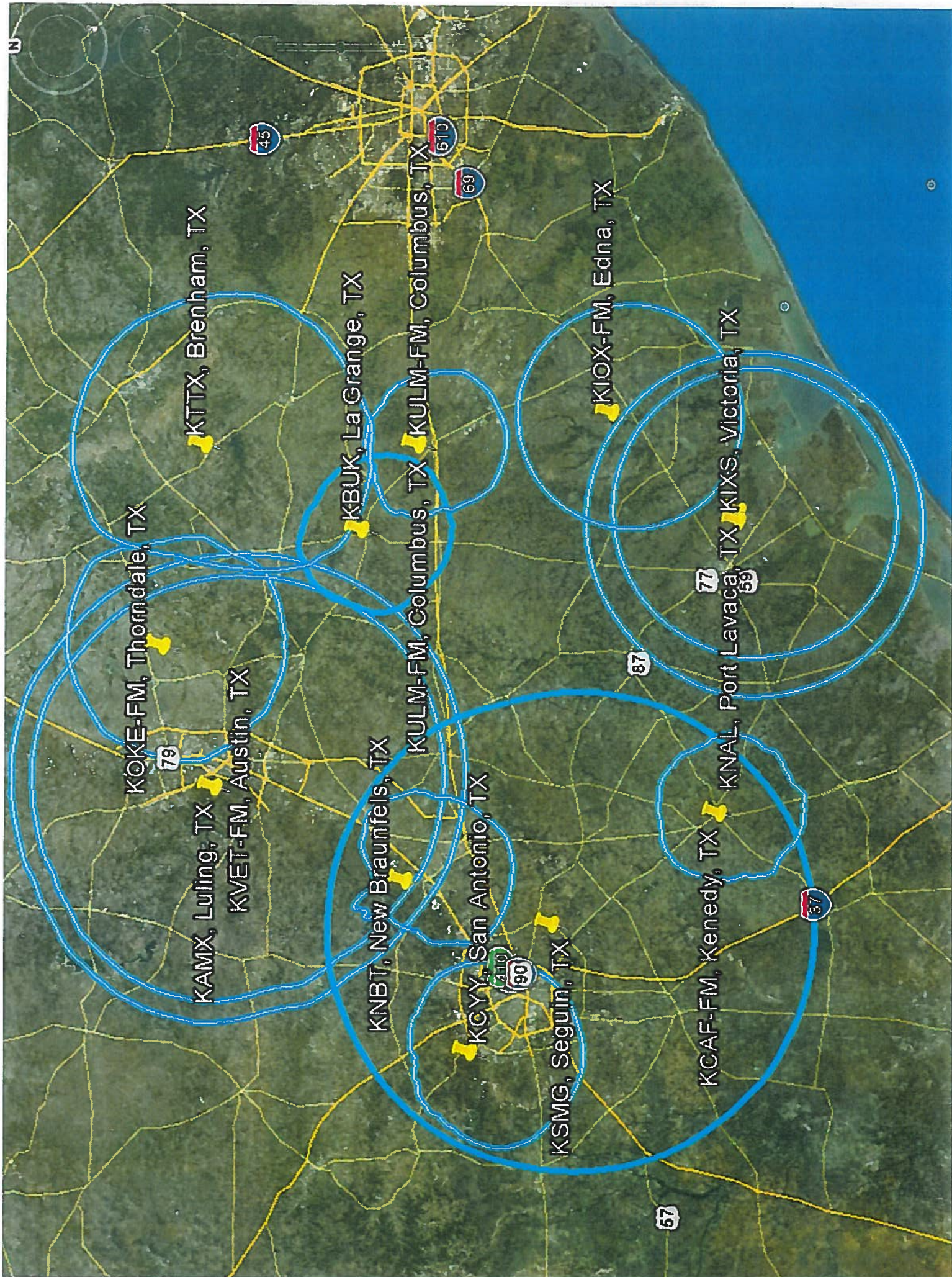
_____ People living and working within an 80 mile radius. _____

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

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

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

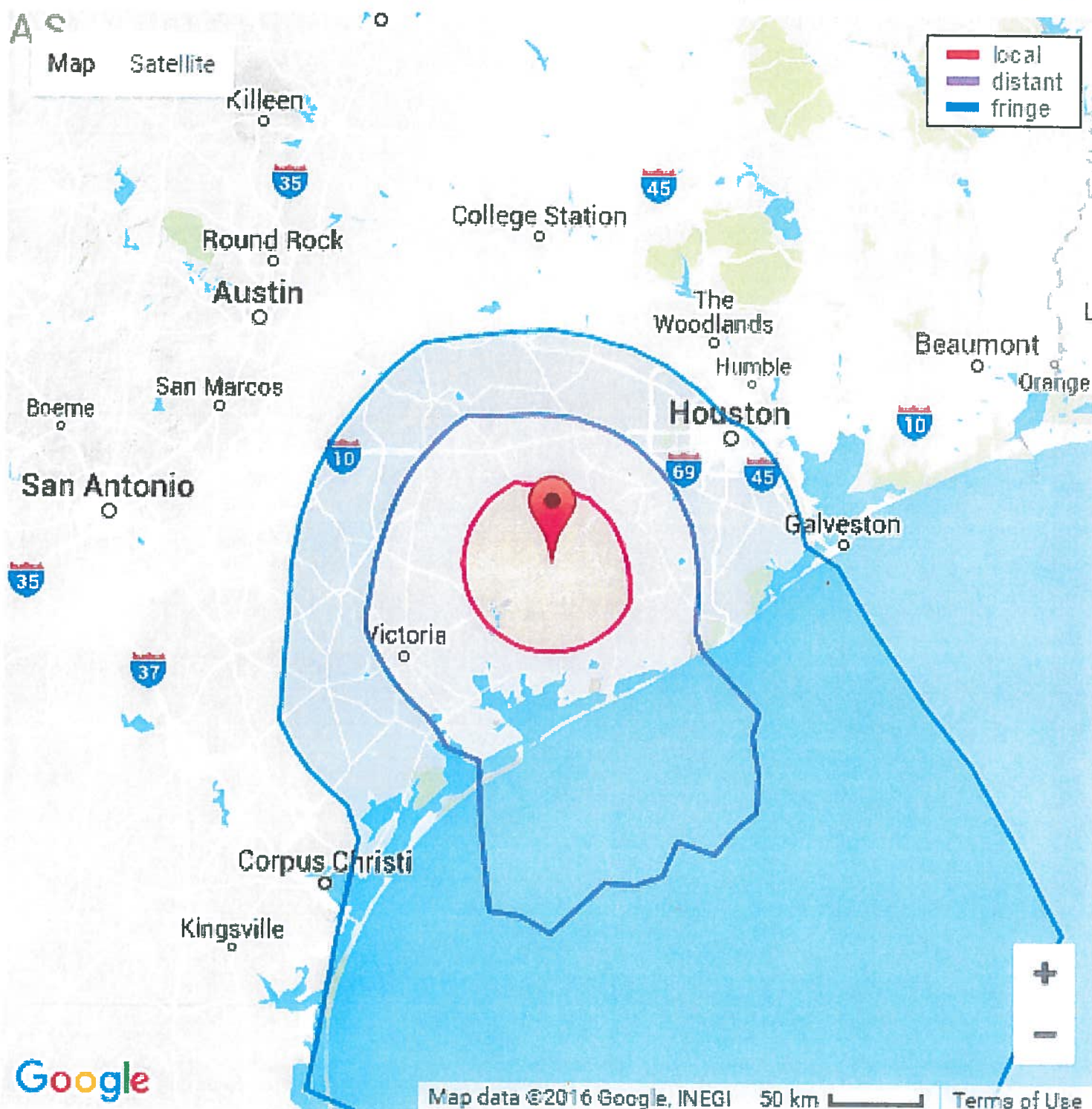
Note: A police officer who on duty during the Star Spangled Spectacular stated that he felt there were over 20,0000 people in town watching the fireworks show on July 4th.



Predicted Daytime Coverage Area for KKYX 680 AM, San Antonio, TX



Predicted Daytime Coverage Area for KULP 1390 AM, El Campo, TX



Gonzales Main Street Concert Series
Survey
June 3, 2016

Demographic Profile of Guests			
1	No. of persons in your group	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> or more <input type="checkbox"/>	No of Adults _____ No of Children _____
2	Do You live locally or out of the area	Locally <input type="checkbox"/>	Outside Area <input type="checkbox"/>
3	If out of the area, are you lodging in a hotel/motel	Yes <input type="checkbox"/> Total Costs of Lodging: ≤ \$75.00 <input type="checkbox"/> \$76.00 to \$100.00 <input type="checkbox"/> \$101.00 to \$125.00 <input type="checkbox"/> 125.00 to \$150.00 <input type="checkbox"/> ≥\$15.000 <input type="checkbox"/>	No <input type="checkbox"/>
4	Will/did you dine in City before or after tonight's event	Yes <input type="checkbox"/>	No <input type="checkbox"/>
5	Estimated spending	\$0 <input type="checkbox"/> ≤ \$15.00 <input type="checkbox"/> \$16.00 to \$30.00 <input type="checkbox"/> \$31.00 to \$55.00 <input type="checkbox"/> \$56.00 to \$75.00 <input type="checkbox"/> ≥\$76.00 <input type="checkbox"/>	
6	Would you like to be contacted about information on upcoming Gonzales events? If so, please provide e-mail address.	Yes <input type="checkbox"/>	E-mail address _____ _____

Mr. Trey Davis

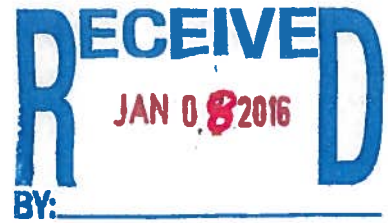
PLEASE FIND ENCLOSED A
COMPLETED HOT APPLICATION
REQUESTING MARKETING ASSISTANCE
FOR THE 2016 PBR GONZALES
EVENT TO BE HELD JULY 9TH, 2016

I WOULD LIKE TO EXPRESS MY
GRATITUDE FOR THE SUPPORT IN THE
PAST YEARS AND FOR THE CONTRIBUTION
IN 2016. THIS EVENT WOULD NOT
BE POSSIBLE WITHOUT THE SUPPORT!

Thank you

Bo-Davis

 REGAL PRINCESS®



APPLICATION

Organization Information

Date: January 7th , 2016
Name of Organization: DVS Productions
Address: PO Box 96
City, State, Zip: Gonzales, TX 78629
Contact Name: Bo Davis / Shelly Davis
Contact Phone Number: 512-921-0018 / 719-338-5169
Web Site Address for Event or Sponsoring Entity: www.pbrgonzales.com
Is your organization: Non-Profit _____ Private/For Profit X
Tax ID #: _____ Entity's Creation Date: 1994
Purpose of your organization: Produce professional bull riding / rodeo events.

Name of Event or Project: PBR Gonzales
Date of Event or Project: Saturday July 9, 2016
Primary Location of Event or Project: JB Wells Arena
Amount Requested: \$5000.00
How will the funds be used? Advertising and Marketing of event (see attached media plan)

Primary Purpose of Funded Activity/Facility: To promote a Professional Bull Riding event in the City of Gonzales

Percentage of Hotel Tax Support of Related Costs

8% 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

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

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

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:

5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

6. **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.**
100%

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate? 45 contestants / 60 Stock Contractors

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? 100%

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?
A majority of contestants will stay Saturday and Stock Contractors Fri & Sat

Questions for all Funding Requests:

How many years have you held this Event or Project: 6 yrs

Expected Attendance: 2000 - 3000

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 5%

How many nights will they stay? 1-2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Holiday Inn Ex / Sleep Inn , 20 rm nights

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	7 / 2012	\$3000	50 est
Gonzales	7/ 2013	\$3000	50 est
Gonzales	7 / 2015	\$5000	65 est

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

Host hotel sources

Please list other organization, government entities and grants that have offered financial support to your project: N/A

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

Paid Advertising \$8000 Newspaper X Radio X TV

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

Other PBR Gonzales Website / PBR Website / Social Media

What areas does your advertising and promotion reach?

Gonzales / Victoria / San Antonio / Austin / Yoakum / Shiner / Hallettsville

What number of individuals will your proposed marketing reach that are located in another city or county? 800K +

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

Expected Attendance Monthly/Annually: 2500 (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: 5%

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:

X	Proposed Marketing Plan for Funded Event
X	Schedule of Activities or Events Relating to the Funded Project



January 7 , 2016

**PBR Gonzales Bull Riding 2016
Media and Marketing Plan**

RE: H.O.T Funding

Our proposed Media and Marketing plan includes the media buy from sponsorship trades, and what we plan to use the HOT funding to budget for media buys and marketing materials to promote the PBR event in outer lying areas. Our Media Buy expenses for 2015 were well over \$7,000. We are planning to be in the same range this year.

The following is a Schedule of Activities that will take place during the weekend of the event and encourage people to stay for the duration of the weekend.

Fri. July 8th 7:30 p.m. - PBR Calcutta at Running M Bar & Grill
Benefitting Normas House

Sat. July 9th 9:00 a.m. "Riders Cup" Golf Tournament
Benefitting Gonzales County Meals on Wheels

Sat. July 9th 5:30 p.m. Doors Open 7:30 p.m. - PBR Gonzales Bull Riding

Sat. July 9th 10:00 p.m. Official PBR After Party

Thank You,

A handwritten signature in black ink, appearing to read 'Bo Davis', is written over the 'Thank You,' text.

Bo Davis
DVS Productions



PBR Gonzales Bull Riding 2015
Proposed Media and Marketing Plan

- Media Print: **\$6,000 in-kind sponsor – The Gonzales Cannon** (*sponsor trade*)
Victoria Advocate
Shiner Gazette
Yoakum
Hallettsville Herald
Molton Eagle
- Radio: **\$3,500 in-kind sponsor – KCTI** (*sponsor trade*)
Victoria and surrounding area – KIXS
Victoria and surrounding area - Tejano Station
San Antonio Y100
- Web: **www.pbrgonzales.com website**
Posted and linked on the PBR website pbr.com
Posted and linked on Gonzales Chamber website
- Social Media: **Facebook.com/pbrgonzales**
- Print: **300 Posters distributed**
2,000 Flyers distributed
Table tents in local restaurants and bars
- Promotions: **PA reads and signage at the PBR Bull Riding at Cowboys**
Dancehall in San Antonio
Magnets displayed on 20 vehicles
Decals on 27 Stewart Trucking semi's

Proposed Paid Media Buy: \$7,000

The Victoria Advocate

- "Our circulation: Monday, Tuesday, Thursday, Friday, Saturday, 31,927; Wednesday, 32,155; and Sunday, 33,368. We average 3 readers per copy daily and 3.1 on Sundays (avg. 90,000 readers per day) \$1,500

Shiner, Yoakum, Hallettsville and Molton - 2 weeks in each publication \$600

Victoria – KIXS/JACK – 160 - 30 sec spots reaching over 250,000 listeners in South TX
Costing approx. \$1,900

Univision - KXTN 40 sec spots \$1,500

San Antonio – Y100, Est. Costs \$1,500

POST EVENT REPORT FORM

Date: July 13, 2015

ORGANIZATION INFORMATION

Name of Organization: DVS Productions

Address: PO Box 96

City, State, Zip: Gonzales, TX 78629

Contact Name: Bo Davis / Shelly Davis

Contact Phone Number: 512-921-0018

PROJECT OR EVENT

Name of Event or Project: PBR Gonzales

Date of Event or Project: July 11, 2015

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

Primary Purpose of Funded Event/Project: PBR Sanctioned Event to bring fans & contestants to the Gonzales.

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

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

How Were the Funds Actually Used? Media buys and marketing objectives. Printing of posters, marketing banners and advertising in outer lying areas in San Antonio and Victoria

How many years have you held this Event or Project: 6 years

Event Funding Information

1. Actual percentage of funded Event costs covered by hotel occupancy tax: 5%
2. Actual percentage of Facility costs covered by hotel occupancy tax (if applicable): 0
3. Actual percentage of Staff costs covered by hotel occupancy tax (if applicable): 0
4. If staff costs were covered, estimate of actual hour's staff spent on funded Event: 0
5. Did the event charge admission? Was there a net profit from this event? If there was a Net profit, what was the amount and how is it being used?
Admission Ticket Fee of \$25 & \$10. Net Profit was approximately \$4,000 that will be used for planning and administration for next year's event.

Event Attendance Information

1. How many people did you predict would attend this Event? (number submitted in application for hotel occupancy tax funds): 2,300
2. What would you estimate was the actual attendance at the Event? 2,000
3. How many room nights were generated at Gonzales hotels, motels or bed & breakfasts by attendees of this Event or Project? Holiday Inn and Sleep Inn were sold out, Alcalade also booked several rooms. We don't have total room nights but had people in town for 2 nights with Calcutta and event.
4. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Gonzales hotels, motels, or bed & breakfasts by attendees of this Event or Project? **We do not get a report from the hotels**

Last Year 100 est.

Two Years Ago N/A

Three Years Ago N/A
5. What method did you use to determine the number of people who booked rooms at Gonzales hotels, motels, or bed & breakfasts (e.g.; room block usage . information, survey of hoteliers, etc.)? Estimated by staff, contractors, and contestants that stay overnight. We do not hold a room block, our Host Hotels give a PBR rate when people call to book room.
6. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? If the room block did not fill, how many rooms were picked up? NO

Event Promotion Information

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

Newspaper -	<u>\$ 3,500 (sponsorship trade)</u>
Radio -	<u>\$5,700 (paid and sponsorship trade)</u>
TV:	<u>\$ 0</u>
Press Release	<u>\$ 0</u>
Other	<u>\$2,699.30 (paid marketing and trade)</u>
2. Did you include a link to the Gonzales Visitor's Center or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? Yes
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
PBRGONZALES.COM website, pbr.com website. Social Media- Facebook, Twitter, Instagram
5. Please attach samples of documents showing how the City of Gonzales was recognized in your advertising/promotional campaign.

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

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 100
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 80
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel and motels within the city or its vicinity?

60% of the contestants and stock contractors were from outside of the City and 40% were from outside of Texas.

Additional Event Information

What Gonzales businesses did you utilize for food, supplies, materials, printing, etc?
Reeses Print Shop, Running M Bar & Grill, EBarr Feed, Independence Park Golf Course, Matamoris, Walmart, Tractor Supply, Gonzales Chamber of Commerce, Alcolade Hotel, Norma's House, EMT's, Gonzales Police, Ledbetter Cleaners, Gonzales Building Center, plus several restaurants were frequented and fuel purchased at convenience stores.

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

City of Gonzales
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

POST EVENT REPORT FORM

Date: July 13, 2015

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1. Actual percentage of funded Event costs covered by hotel occupancy tax: 5%
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4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
PBRGONZALES.COM website, pbr.com website. Social Media- Facebook, Twitter, Instagram
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1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 100
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 80
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel and motels within the city or its vicinity?

60% of the contestants and stock contractors were from outside of the City and 40% were from outside of Texas.

Additional Event Information

What Gonzales businesses did you utilize for food, supplies, materials, printing, etc?
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Matamoris, Walmart, Tractor Supply, Gonzales Chamber of Commerce, Alcolade Hotel, Norma's
House, EMT's, Gonzales Police, Ledbetter Cleaners, Gonzales Building Center, plus several
restaurants were frequented and fuel purchased at convenience stores.

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

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

For Questions Contact

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

APPLICATION

Organization Information

Date: 2-1-16

Name of Organization: TEXAS INDEPENDENCE SONGWRITER FESTIVAL

Address: 621 St. Paul St.

City, State, Zip: Gonzales, TX 78629

Contact Name: MIKE STRAIN, JAMES McMAINS

Contact Phone Number: 713-598-6331

Web Site Address for Event or Sponsoring Entity: FACEBOOK - TEXAS INDEPENDENCE SONGWRITER FESTIVAL

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

Tax ID #: _____ Entity's Creation Date: JANUARY, 2016

Purpose of your organization: TO PROMOTE TEXAS SONGWRITERS, LOCAL BUSINESS, AND INCREASE TOURISM IN THE CITY OF GONZALES.

Name of Event or Project: TEXAS INDEPENDENCE SONGWRITER FESTIVAL

Date of Event or Project: MARCH 4, 5, 6 2016

Primary Location of Event or Project: Downtown Gonzales - STAGES of RUNNING M +

Amount Requested: \$2499 TEMPLETON SALOON

How will the funds be used? FUNDING REQUEST TO BE USED FOR PAYMENT TO ARTISTS AND SOUND PRODUCTION.

Primary Purpose of Funded Activity/Facility: TO INCREASE TOURISM TO GONZALES, TX.

Percentage of Hotel Tax Support of Related Costs

35% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy

Tax for _____ the Funded Event.

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

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities NOT COVERED (STAFF COSTS)

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

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

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

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

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

5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

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

Sporting Related Event Funding:

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

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

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

Questions for all Funding Requests:

How many years have you held this Event or Project: THIS IS 1ST YEAR (2016)

Expected Attendance: 600

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 100

How many nights will they stay? 1-2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

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

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

POLL LOCAL BUSINESSES ON TOURISM TRAFFIC. DISTRIBUTE VISITOR INFORMATION SHEET TO HOTELS.

Please list other organization, government entities and grants that have offered financial support to your project: Sereniter Serenade, Templein SALOON, RUNNING M.

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

Paid Advertising \$800 Newspaper ☒ Radio ☒ TV MAGAZINES ☒

Press Release to Media ☒ Direct Mailing to out of town recipients _____

Other All Available SOCIAL MEDIA

What areas does your advertising and promotion reach?

HOUSTON, AUSTIN, VICTORIA and surrounding areas.

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

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

Expected Attendance Monthly/Annually: 600+ (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: 25%)



The Velvets (l-r): Tony Florus, Donnie Florus, James Forek, Abel Rodriguez, David Sumpter and Joe Woods.

Every first Saturday, they played in El Campo, and Moulton was the following Saturday. This schedule went on for years. This writer remembers frequent gigs at Cistern hall on Sunday nights during the school year.

In between standing Saturday dances were dates in Austin, Houston (Bill Mraz and Dancetown USA.) San Marcos, Wharton, Hallettsville, and Victoria; in addition to New Brelau, Freyburg, and Swiss Alp halls. Late during a gig after Christmas at Mraz's Ballroom, Rudy Mraz handed Florus a napkin written upon "2800 TICKETS SOLD BLOW IT OUT!" (the hall only held 2,000.)

After the Urban Cowboy phenomena burst upon the scene in 1980, things got really busy for this Flatonia band. Between Don Florus' fiddle and David's steel guitar, and the bands 15+ years of experience, they were the one of the best, and most sought after country bands. By then the KC's were building large capacity halls in Hallettsville and El Campo. The Velvets packed them all.

Their high visibility got them jobs opening up or backing touring acts such as Bobby Austin

(Apartment Number Nine), Tony Rooth (Keys in the Mailbox) and many others. The most well known star that they backed up was Bob Willis. During the 60's, Willis' time as a big band leader had passed and he was touring with just a guitar player, trusting the promoter to provide an adequate band. The Velvets backed him up in Moulton and later in Swiss Alp. David still remembers when it came time for a steel guitar solo and THE Bob Willis pouted his fiddle bow at David and said his famous, "Take it away." The reality of who was telling him to take it away hit home, and "I just played the best I could." After two decades of juggling the late hours and a day job, The Velvets finally slowed down and went into hibernation with frequent reunion shows.

STEEL FEVER

After playing thousands of one-night gigs, David took a year off, but when a friend started a band, and asked if he would be their steel player, he agreed and joined Country Fever. Several years later, David attended a wedding reception at which **Rhythm of the Road** was playing. He was impressed and asked if they needed a steel guitar player. ROR

was a sponsored band, meaning someone else paid the overhead of performing. ROR's popularity grew and they were soon having their gear hauled by an 18-wheeler with state of the art lighting and computer controlled sound systems. It was a long way from the sparseness of his first band playing at Corn Cub Hill with hardly a PA system. David said that he could have been a grandpa to the rest of the musicians, but they treated him well, and he was with

them for six years before the grind of the road wore him down as he was still working his day job at Kauper Wire Works in Shiner.

After he caught his breath, David was once again drafted into a friend's band that eventually became the Tim Hall Band and this lasted for several years. Presently he is giving goose bumps to folks in Charles and the Fabulous Four. So, check the TPN listings to see this great band. David said, "I would appreciate it."

Friday - March 4
7pm Open Mic, Templin Saloon
Live Music, Running M Bar & Grill

Saturday - March 5 (\$10 Day Pass)
Songwriter 40-minute shows
Beginning @ 1pm, Templin Saloon
Beginning @ 1:30pm, Running M

Sunday - March 6
12:30pm Gospel Music
Texas-Style Brunch, Templin Saloon

For more information:
713-598-6331

Confirmed artists include:
Mitch Jacobs
Emily Herring
Chuck Hawthorne
Bill Pekar

RUNNING M

Templin
SALOON



Contract #	27265
Date:	

Contract For Digital Outdoor Advertising

Contract by Advertiser or Agency on Behalf of Advertiser

Customer #:	000-1133-00
Agency Name:	
Client Name:	CITY OF GONZALES
Address:	PO BOX 547
City, State, Zip:	GONZALES, TX 78629
Contact Name:	

Board Location	Size	Term in Months	Avg. Daily Spots	Monthly Net Rate	Contract Total
Jarrell / I-35 / 1 mi S/O FM 487 / RH/SB	14X48	12	1,338	\$1,000.00	\$12,000.00
Board #: H11051. % of 1 Spot: 100%					
NOTE: Digital board includes a total of 8 spots.					

Contract includes 4 art changes per month.
Any additional art will be charged at \$250.00/change.
Special Instructions/ Additional Charges:
*ADS TO RUN CONSECUTIVELY

Space Amount	\$12,000.00
Additional Art Charges	
Total Contract Amount	\$12,000.00

Start Date:

End Date:

Agency/Advertiser hereby contracts for the outdoor advertising services described upon the terms set forth above and on PAGE 2 of 2 listed as Standard Terms. Contracts transmitted via electronic methods are to be treated as original contracts and are subject to the terms and conditions of this document. This contract is cancelable by SignAd with 15-days written notice if contract does not include a full spot, being shown 7-days per week. Contract signer agrees to pay to the order of SIGNAD, LTD in Houston, Harris County, Texas. Signer(s) accept full financial responsibility. Any advertising agency that executes this outdoor advertising contract understands and agrees that they are a principal to the contract and responsible for any and all payments. Payment terms are NET 10.

CLIENT: CITY OF GONZALES	
PRINTED NAME: _____	TITLE: _____
SIGNATURE: _____	DATE: _____

AGENCY:	
PRINTED NAME: _____	TITLE: _____
SIGNATURE _____	DATE: _____

SignAd, LTD.	AE: Ashley Burk
SIGNATURE: _____	DATE: _____

NOT VALID UNTIL APPROVED BY AN OFFICER OF SIGNAD

CONTRACT TERMS & CONDITIONS FOR OUTDOOR ADVERTISING

1.0 Relationship of Parties

1.1 Agency represents that it has the authority to act and is acting as agent for a disclosed principal, the advertiser named on the face hereof ("Advertiser").

(a) If Agency has signed, Agency will be liable for the payment of sums due hereunder and SIGNAD, LTD will look solely to Agency for the payment thereof, unless and until Agency becomes delinquent in its payments to SIGNAD, LTD, or insolvent, at which time, without relieving the Agency of liability until SIGNAD, LTD is paid in full, Advertiser will be liable jointly and severally to SIGNAD, LTD on all unpaid billings.

(b) Nothing herein contained relating to the payment of billings by Agency will be construed so as to relieve Advertiser of, or diminish Advertiser's liability for, breach of its obligations hereunder.

1.2 If this contract is with a media buying service, all references herein to "Agency" will apply to the media buying service. If this contract is made directly with Advertiser, reference herein to "Agency" will apply to Advertiser.

1.3 Agency may not assign this contract except to another Agency which succeeds to its business of representing Advertiser and provided the successor Agency assumes all Agency's obligations hereunder. Advertiser may, upon notice to SIGNAD, LTD, change its Agency. Advertiser may not assign this contract.

2.0 Delivery of Advertising and Production Materials

2.1 All advertising materials to be displayed on the Digital Bulletins ("Content") shall at all times meet the specifications guidelines provided by SIGNAD, LTD ("Specifications") and

shall comply with all applicable laws. All Content and materials furnished by Agency to SIGNAD, LTD (i) shall not be contrary to the public interest, (ii) shall conform to SIGNAD, LTD's then existing programming and operating policies and standards, and (iii) are subject to SIGNAD, LTD's prior approval and continuing right to reject or cause Agency to edit the Content. Neither SIGNAD, LTD nor any of its affiliates, partners, contractors or vendors will be liable for loss or damage to Agency's materials or Content. If Agency requests within thirty (30) days of the last display of the Content hereunder, SIGNAD, LTD will, at Agency's expense, return Agency's Content and materials to Agency. If Agency does not so request, SIGNAD, LTD has the right to dispose of all Agency's Content and materials at any time after ninety (90) days following the last display of Content hereunder.

2.2 Agency shall, in accordance with the Specifications and at its sole cost and expense, produce and deliver the Content to SIGNAD, LTD at least ten (10) days prior to the Start Date shown on the contract (exclusive of Saturdays, Sundays, and holidays). Subject to any Additional Charges specified on the Contract, SIGNAD, LTD shall, at its own cost, program and install the Content on the Digital Bulletin(s) on the Start Date. If the Content has not been delivered in a timely manner or if it does not conform to the Specifications, SIGNAD, LTD may, in its sole discretion, (i) install the content, (ii) display substitute content of any type and install the Content on the Digital Bulletin(s) at a later date if and when delivered by Agency to SIGNAD, LTD in conformity with the Specifications or (iii) terminate this contract. If this contract is terminated by SIGNAD, LTD, Agency will pay to SIGNAD, LTD an amount equal to 100% of the Total Contract Amount shown on the face of this contract as liquidated damages. Notwithstanding any failure on the part of Agency to comply with the requirements set forth in this Section 2.2, Agency shall timely make all payments set forth on the contract, commencing on the Start Date shown on the contract for the entire term hereof.

2.3 Agency acknowledges and agrees that SIGNAD, LTD has no right to control the materials, form or content of other bulletin, displays or advertising in the vicinity of a Digital Bulletin location and that SIGNAD, LTD shall, in its absolute discretion (but subject to any exclusivity otherwise granted herein to Agency), control the materials, form and content of all other advertising materials and content displays on the Digital Bulletins without Agency having any right of consent or approval with respect thereto. The Digital Bulletins shall at no time be deemed to be the property of Agency.

2.4 Proof of Performance. SIGNAD, LTD will provide Agency with a proof of performance report within ten (10) business days after the end of each campaign of this contract.

3.0 Obligations of SIGNAD, LTD

3.1 All approved advertising material or Content, namely the Advertiser's "spots" or "rotations" identified on this Contract, will be posted and maintained. SignAd Guarantees content will be displayed an average of 92.5% of the total time during the total contract period.

3.2 If the Digital Bulletins are part of a rotary plan, SIGNAD, LTD will notify Agency of the locations of each rotation upon request from Agency.

3.3 SIGNAD, LTD may reject any Content or other advertising material, art or copy, submitted by Agency for any reason. In addition, SIGNAD, LTD may require any content or other advertising material, art or copy to be removed at anytime once posted.

3.4 SIGNAD, LTD retains exclusive control of the maintenance and operation of the Digital Bulletins and the digital bulletin structures on which they are displayed.

4.0 General

4.1 Termination and Loss of Service.

(a) Any delay or failure by SIGNAD, LTD to perform hereunder as a result of force majeure, power interruptions, labor dispute, law, government action, warning or order, preventative maintenance, or similar causes beyond SIGNAD, LTD's reasonable control, will not constitute a breach of contract, but Agency will be notified immediately and will be entitled, at its election, to service having a value based on circulation reasonably equivalent to the lost service.

(b) When a Digital Bulletin specified in this contract is no longer available due to a loss of lease, obstruction of view, loss of the structure or the inability to use the structure for any reason, such event shall not breach or terminate this contract, but SIGNAD, LTD will offer

Agency a location of approximately equal advertising value, which location will be subject to the prompt, reasonable approval of Agency. In the event that Agency approves the location, the term of this contract will be extended after the expiration date of this contract for a period equal to the time during which the advertising material, art or copy was not on display. If Agency does not approve the location, then SIGNAD LTD may terminate this contract and will pay Agency a sum equal to the actual non-cancelable out-of-pocket costs necessarily incurred by Agency prior to the date of termination for production and delivery of the Content and advertising material, art or copy hereunder which was not displayed.

(c) SIGNAD, LTD may upon notice to Agency, terminate this contract at any time (i) upon material breach by Agency or (ii) if SIGNAD, LTD does not receive timely payment on billings. Upon such termination all unpaid, accrued charges hereunder will immediately become due and payable and Agency will pay, as liquidated damages, a sum equal to 100% of the Total Contract Amount shown on the face of this contract. Agency may, upon notice to SIGNAD, LTD, terminate this contract at any time upon material breach by SIGNAD, LTD. Upon such termination, SIGNAD, LTD will pay as liquidated damages a sum equal to the actual non-cancelable out-of-pocket cost necessarily incurred by Agency prior to the date of termination for production and delivery of the Content, advertising material, art or copy hereunder which was not displayed. Neither party will have any liability to the other, upon breach or termination, except as provided in this Paragraph 4.1(c), Paragraphs 2.1, 2.2, 4.1(b), 4.2, and 4.4. Agency may not seek specific performance or any other equitable remedy related to this contract.

4.2 Terms of Payment. SIGNAD, LTD will from time to time at intervals following commencement of service, bill Agency at the address on the face hereof. Agency will pay SIGNAD, LTD within ten (10) days after the date of invoice. Payments past due over sixty (60) days from the date of billing shall bear interest at one and one-half (1.5%) percent computed monthly on the 11th day of each month. The ANNUAL PERCENTAGE RATE is eighteen (18%) percent. Payments received shall be first applied to any such interest and then to the oldest invoices outstanding. Upon Agency's failure, neglect, or delay to pay as herein specified, SIGNAD, LTD may, at its option, declare the full consideration hereof due and payable and will be promptly reimbursed its collection costs, including reasonable attorneys' fees, plus a monthly service charge at the rate of

1.5% of the outstanding balance of the invoice to the extent permitted by applicable law. It is agreed that venue is proper in Harris County, Texas. Notice, protest, and demand on default are waived. In addition to the remedies specified herein, SIGNAD, LTD shall have the right to terminate the display and attempt to replace the display with that of another Agency or Advertiser, in which case the undersigned Agency shall still be liable for the period of time remaining under this contract if no replacement is secured plus any additional costs associated with securing such replacement display.

4.3 Taxes. SIGNAD, LTD will pay all personal property taxes attributable to the structures and Agency will be responsible for all other federal, state and local taxes in respect to this contract.

4.4 Indemnification. SIGNAD, LTD will hold Agency and Advertiser harmless against all liability (except for consequential damages, i.e., lost profits, revenue or advertising opportunity) but including claims, demands, debts, obligations or charges, together with reasonable attorneys' fees and disbursements, arising out of a breach by

SIGNAD, LTD of this contract. Agency and Advertiser will hold SIGNAD, LTD harmless against all liability, including, without limitation, claims, demands, debts, obligations or charges, together with reasonable attorney's fees and disbursements arising out of a breach by Agency and/or Advertiser of this contract or arising out of the Content, advertising material, art or copy furnished by Agency or Advertiser.

4.5 Compliance.

(a) SIGNAD, LTD's obligations hereunder are subject to and subordinate to the terms

and conditions of any applicable ground lease for digital bulletin structures and/or billboards, and other agreements, licenses and permits held by it, and to applicable

federal, state and local laws and regulations.

(b)

All Content, advertising material, art or copy furnished by Agency or Advertiser hereunder will at all times comply with all applicable federal, state and local laws and regulations.

4.6 Entire Agreement. This contract contains the entire understanding between the parties and cannot be changed or terminated orally. SIGNAD LTD shall not be bound by any stipulations, representations, or agreements not embodied in this contract. When there is any inconsistency between these standard conditions and a provision on the face

hereof, the latter will govern. Failure of any party to enforce any of the provisions hereof will not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder will be in writing, deemed given on the date of dispatch,

and addressed to Agency and SIGNAD, LTD at the addresses on the face hereof.

4.7 For the purposes of the contract, Notice Date is thirty (30) days prior to the

original expiration date as stated herein. SIGNAD LTD will guarantee Agency first right of refusal on renewal should such renewal be agreed upon prior to Notice Date. After Notice Date, no guarantee is expressed or implied as to Agency's right to renew. In the event written notice of cancellation is not received from Agency prior to Notice Date, SIGNAD LTD may, at its sole option, extend this contract on a monthly basis, subject to any applicable rate increases, after expiration and continue advertising until thirty (30) days after receipt of notice.

SIGNAD

OUTDOOR

LED ART CHANGE PREFERENCES

Customer: _____

Board Location: _____

The most significant advantage of advertising on a digital billboard is having the ability to change creative. By changing designs, advertisers are able to remain timely, relevant and flexible; thus making the experience that much more effective.

GENERAL INFORMATION

What specific products/services are needed to be advertised on an ongoing basis?

Please list Products/Services to be advertised:

_____ Would you like for these ads to rotate throughout the day; OR

_____ Would you like for these ads to advertise a different product/service each month?

CONTACT PREFERENCES

Would you like to be contacted by someone in our office to see if you would like to change your ad design(s)?

If so, how often would you like to be contacted? _____ Monthly _____ Bi-Monthly _____ Quarterly

Who would you like for our office to contact? _____

What is your contact of choice's email address? _____

HOLIDAYS

The following is a partial list of holidays that previous clients have recognized in ad designs:

Season	Month	Event	Interested	Season	Month	Event	Interested
Winter	Jan	New Year's Day	_____	Summer	Jun	Father's Day	_____
Winter	Feb	Martin Luther King, Jr	_____	Summer	Jul	Independence Day	_____
Spring	Mar	St Patrick's Day	_____	Summer	Aug	N/A	_____
		Valentine's Day	_____	Autumn	Sep	Labor Day	_____
		Presidents' Day	_____	Autumn	Oct	Columbus Day	_____
Spring	Apr	Tax Day	_____			Halloween	_____
		Easter	_____	Autumn	Nov	Veterans Day	_____
Spring	May	Mother's Day	_____	Winter	Dec	Thanksgiving	_____
		Memorial Day	_____			Christmas	_____

Please indicate which, if any, of the below events you are most interested in acknowledging in your design.

If interested in acknowledging any of the below holidays, is your preference to:

- 1 _____ Create your own design and send to the SignAd Graphics Department; OR
- 2 _____ Request the SignAd Graphics Department to create a design for your approval?
- 3 _____ Would you like to alter an existing ad for the events you are interested in above; OR
- 4 _____ Would you like a new design created specifically focusing on the events indicated above?
- 5 _____ When running the holiday ad, would you like to run it only on the day of the holiday ; OR
- 6 _____ When running the holiday ad, would you like to run it the week preceeding the holiday ?
- 7 _____ When running the holiday ad, would you like to run it in addition to the current ads scheduled; OR
- 8 _____ When running the holiday ad, would you like to run it as the only ad scheduled for the time period chosen below?



Contract #	27266
Date:	

Contract For Digital Outdoor Advertising

Contract by Advertiser or Agency on Behalf of Advertiser

Customer #:	000-1133-00
Agency Name:	
Client Name:	CITY OF GONZALES
Address:	PO BOX 547
City, State, Zip:	GONZALES, TX 78629
Contact Name:	

Board Location	Size	Term in Months	Avg. Daily Spots	Monthly Net Rate	Contract Total
Jarrell / I-35 / 1 mi S/O FM 487 / RH/SB	14X48	12	1,338	\$900.00	\$10,800.00
Board #: H11051.					
% of 1 Spot: 100%					
NOTE: Digital board includes a total of 8 spots.					

Contract includes 4 art changes per month.	Space Amount	\$10,800.00
Any additional art will be charged at \$250.00/change.	Additional Art Charges	
Special Instructions/ Additional Charges:	Total Contract Amount	\$10,800.00

*RATE IS BASED ON 2 SPOT PACKAGE & ADS TO RUN CONSECUTIVELY

Start Date:

End Date:

Agency/Advertiser hereby contracts for the outdoor advertising services described upon the terms set forth above and on PAGE 2 of 2 listed as Standard Terms. Contracts transmitted via electronic methods are to be treated as original contracts and are subject to the terms and conditions of this document. This contract is cancelable by SignAd with 15-days written notice if contract does not include a full spot, being shown 7-days per week. Contract signer agrees to pay to the order of SIGNAD, LTD in Houston, Harris County, Texas. Signer(s) accept full financial responsibility. Any advertising agency that executes this outdoor advertising contract understands and agrees that they are a principal to the contract and responsible for any and all payments. Payment terms are NET 10.

CLIENT:	CITY OF GONZALES	TITLE:	
PRINTED NAME:		DATE:	
SIGNATURE:			

AGENCY:		TITLE:	
PRINTED NAME:		DATE:	
SIGNATURE			

SignAd, LTD.	AE:	Ashley Burk
SIGNATURE:	DATE:	

NOT VALID UNTIL APPROVED BY AN OFFICER OF SIGNAD

CONTRACT TERMS & CONDITIONS FOR OUTDOOR ADVERTISING

1.0 Relationship of Parties

1.1 Agency represents that it has the authority to act and is acting as agent for a disclosed principal, the advertiser named on the face hereof ("Advertiser").

(a) If Agency has signed, Agency will be liable for the payment of sums due hereunder and SIGNAD, LTD will look solely to Agency for the payment thereof, unless and until Agency becomes delinquent in its payments to SIGNAD, LTD, or insolvent, at which time, without relieving the Agency of liability until SIGNAD, LTD is paid in full, Advertiser will be liable jointly and severally to SIGNAD, LTD on all unpaid billings.

(b) Nothing herein contained relating to the payment of billings by Agency will be construed so as to relieve Advertiser of, or diminish Advertiser's liability for, breach of its obligations hereunder.

1.2 If this contract is with a media buying service, all references herein to "Agency" will apply to the media buying service. If this contract is made directly with Advertiser, reference herein to "Agency" will apply to Advertiser.

1.3 Agency may not assign this contract except to another Agency which succeeds to its business of representing Advertiser and provided the successor Agency assumes all Agency's obligations hereunder. Advertiser may, upon notice to SIGNAD, LTD, change its Agency. Advertiser may not assign this contract.

2.0 Delivery of Advertising and Production Materials

2.1 All advertising materials to be displayed on the Digital Bulletins ("Content") shall at all times meet the specifications guidelines provided by SIGNAD, LTD ("Specifications") and

shall comply with all applicable laws. All Content and materials furnished by Agency to SIGNAD, LTD (i) shall not be contrary to the public interest, (ii) shall conform to SIGNAD, LTD's then existing programming and operating policies and standards, and (iii) are subject to SIGNAD, LTD's prior approval and continuing right to reject or cause Agency to edit the Content. Neither SIGNAD, LTD nor any of its affiliates, partners, contractors or vendors will be liable for loss or damage to Agency's materials or Content. If Agency requests within thirty (30) days of the last display of the Content hereunder, SIGNAD, LTD will, at Agency's expense, return Agency's Content and materials to Agency. If Agency does not so request, SIGNAD, LTD has the right to dispose of all Agency's Content and materials at any time after ninety (90) days following the last display of Content hereunder.

2.2 Agency shall, in accordance with the Specifications and at its sole cost and expense, produce and deliver the Content to SIGNAD, LTD at least ten (10) days prior to the Start Date shown on the contract (exclusive of Saturdays, Sundays, and holidays). Subject to any Additional Charges specified on the Contract, SIGNAD, LTD shall, at its own cost, program and install the Content on the Digital Bulletin(s) on the Start Date. If the Content has not been delivered in a timely manner or if it does not conform to the Specifications, SIGNAD, LTD may, in its sole discretion, (i) install the content, (ii) display substitute content of any type and install the Content on the Digital Bulletin(s) at a later date if and when delivered by Agency to SIGNAD, LTD in conformity with the Specifications or (iii) terminate this contract. If this contract is terminated by SIGNAD, LTD, Agency will pay to SIGNAD, LTD an amount equal to 100% of the Total Contract Amount shown on the face of this contract as liquidated damages. Notwithstanding any failure on the part of Agency to comply with the requirements set forth in this Section 2.2, Agency shall timely make all payments set forth on the contract, commencing on the Start Date shown on the contract for the entire term hereof.

2.3 Agency acknowledges and agrees that SIGNAD, LTD has no right to control the materials, form or content of other bulletin, displays or advertising in the vicinity of a Digital Bulletin location and that SIGNAD, LTD shall, in its absolute discretion (but subject to any exclusivity otherwise granted herein to Agency), control the materials, form and content of all other advertising materials and content displays on the Digital Bulletins without Agency having any right of consent or approval with respect thereto. The Digital Bulletins shall at no time be deemed to be the property of Agency.

2.4 Proof of Performance. SIGNAD, LTD will provide Agency with a proof of performance report within ten (10) business days after the end of each campaign of this contract.

3.0 Obligations of SIGNAD, LTD

3.1 All approved advertising material or Content, namely the Advertiser's "spots" or "rotations" identified on this Contract, will be posted and maintained. SignAd Guarantees content will be displayed an average of 92.5% of the total time during the total contract period.

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3.4 SIGNAD, LTD retains exclusive control of the maintenance and operation of the Digital Bulletins and the digital bulletin structures on which they are displayed.

4.0 General

4.1 Termination and Loss of Service.

(a) Any delay or failure by SIGNAD, LTD to perform hereunder as a result of force majeure, power interruptions, labor dispute, law, government action, warning or order, preventative maintenance, or similar causes beyond SIGNAD, LTD's reasonable control, will not constitute a breach of contract, but Agency will be notified immediately and will be entitled, at its election, to service having a value based on circulation reasonably equivalent to the lost service.

(b) When a Digital Bulletin specified in this contract is no longer available due to a loss of lease, obstruction of view, loss of the structure or the inability to use the structure for any reason, such event shall not breach or terminate this contract, but SIGNAD, LTD will offer

Agency a location of approximately equal advertising value, which location will be subject to the prompt, reasonable approval of Agency. In the event that Agency approves the location, the term of this contract will be extended after the expiration date of this contract for a period equal to the time during which the advertising material, art or copy was not on display. If Agency does not approve the location, then SIGNAD, LTD may terminate this contract and will pay Agency a sum equal to the actual non-cancelable out-of-pocket costs necessarily incurred by Agency prior to the date of termination for production and delivery of the Content and advertising material, art or copy hereunder which was not displayed.

(c) SIGNAD, LTD may upon notice to Agency, terminate this contract at any time (i) upon material breach by Agency or (ii) if SIGNAD, LTD does not receive timely payment on billings. Upon such termination all unpaid, accrued charges hereunder will immediately become due and payable and Agency will pay, as liquidated damages, a sum equal to 100% of the Total Contract Amount shown on the face of this contract. Agency may, upon notice to SIGNAD, LTD, terminate this contract at any time upon material breach by SIGNAD, LTD. Upon such termination, SIGNAD, LTD will pay as liquidated damages a sum equal to the actual non-cancelable out-of-pocket cost necessarily incurred by Agency prior to the date of termination for production and delivery of the Content, advertising material, art or copy hereunder which was not displayed. Neither party will have any liability to the other, upon breach or termination, except as provided in this Paragraph 4.1(c), Paragraphs 2.1, 2.2, 4.1(b), 4.2, and 4.4. Agency may not seek specific performance or any other equitable remedy related to this contract.

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1.5% of the outstanding balance of the invoice to the extent permitted by applicable law. It is agreed that venue is proper in Harris County, Texas. Notice, protest, and demand on default are waived. In addition to the remedies specified herein, SIGNAD, LTD shall have the right to terminate the display and attempt to replace the display with that of another Agency or Advertiser, in which case the undersigned Agency shall still be liable for the period of time remaining under this contract if no replacement is secured plus any additional costs associated with securing such replacement display.

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SIGNAD, LTD of this contract. Agency and Advertiser will hold SIGNAD, LTD harmless against all liability, including, without limitation, claims, demands, debts, obligations or charges, together with reasonable attorney's fees and disbursements arising out of a breach by Agency and/or Advertiser of this contract or arising out of the Content, advertising material, art or copy furnished by Agency or Advertiser.

4.5 Compliance.
(a) SIGNAD, LTD's obligations hereunder are subject to and subordinate to the terms

and conditions of any applicable ground lease for digital bulletin structures and/or billboards, and other agreements, licenses and permits held by it, and to applicable

federal, state and local laws and regulations. (b)
All Content, advertising material, art or copy furnished by Agency or Advertiser hereunder will at all times comply with all applicable federal, state and local laws and regulations.

4.6 Entire Agreement. This contract contains the entire understanding between the parties and cannot be changed or terminated orally. SIGNAD, LTD shall not be bound by any stipulations, representations, or agreements not embodied in this contract. When there is any inconsistency between these standard conditions and a provision on the face

hereof, the latter will govern. Failure of any party to enforce any of the provisions hereof will not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder will be in writing, deemed given on the date of dispatch, and addressed to Agency and SIGNAD, LTD at the addresses on the face hereof. 4.7 For the purposes of the contract, Notice Date is thirty (30) days prior to the

original expiration date as stated herein. SIGNAD, LTD will guarantee Agency first right of refusal on renewal should such renewal be agreed upon prior to Notice Date. After Notice Date, no guarantee is expressed or implied as to Agency's right to renew. In the event written notice of cancellation is not received from Agency prior to Notice Date, SIGNAD, LTD may, at its sole option, extend this contract on a monthly basis, subject to any applicable rate increases, after expiration and continue advertising until thirty (30) days after receipt of notice.

SIGNAD

OUTDOOR

LED ART CHANGE PREFERENCES

Customer: _____

Board Location: _____

The most significant advantage of advertising on a digital billboard is having the ability to change creative. By changing designs, advertisers are able to remain timely, relevant and flexible; thus making the experience that much more effective.

GENERAL INFORMATION

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Please list Products/Services to be advertised:

_____ Would you like for these ads to rotate throughout the day; OR

_____ Would you like for these ads to advertise a different product/service each month?

CONTACT PREFERENCES

Would you like to be contacted by someone in our office to see if you would like to change your ad design(s)?

If so, how often would you like to be contacted? _____ Monthly _____ Bi-Monthly _____ Quarterly

Who would you like for our office to contact? _____

What is your contact of choice's email address? _____

HOLIDAYS

The following is a partial list of holidays that previous clients have recognized in ad designs:

Season	Month	Event	Interested	Season	Month	Event	Interested
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Winter	Feb	Martin Luther King, Jr	_____	Summer	Jul	Independence Day	_____
Spring	Mar	St Patrick's Day	_____	Summer	Aug	N/A	_____
		Valentine's Day	_____	Autumn	Sep	Labor Day	_____
		Presidents' Day	_____	Autumn	Oct	Columbus Day	_____
Spring	Apr	Tax Day	_____			Halloween	_____
		Easter	_____	Autumn	Nov	Veterans Day	_____
Spring	May	Mother's Day	_____	Winter	Dec	Thanksgiving	_____
		Memorial Day	_____			Christmas	_____

Please indicate which, if any, of the below events you are most interested in acknowledging in your design.

If interested in acknowledging any of the below holidays, is your preference to:

- 1 _____ Create your own design and send to the SignAd Graphics Department; OR
- 2 _____ Request the SignAd Graphics Department to create a design for your approval?
- 3 _____ Would you like to alter an existing ad for the events you are interested in above; OR
- 4 _____ Would you like a new design created specifically focusing on the events indicated above?
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- 6 _____ When running the holiday ad, would you like to run it the week preceeding the holiday ?
- 7 _____ When running the holiday ad, would you like to run it in addition to the current ads scheduled; OR
- 8 _____ When running the holiday ad, would you like to run it as the only ad scheduled for the time period chosen below?

**GONZALES TOURISM COMMITTEE
SPECIAL PROJECTS
APPROVED BY CITY COUNCIL
10/01/2015 - 09/30/2016**

	APPROVED	FUNDED
"Come & Take It" Committee Approved by Committee 02/12/2015 Approved by City Council 03/03/2015	\$7,810.00	
"Come & Take It" Committee Approved by Committee 06/11/2015 Approved by City Council 07/07/2015	\$6,000.00	
Rusted Gingham Approved by Committee 09/10/2015	\$2,499.00	\$2,499.00
Central Texas Independent Cattlemen's Association Approved by Committee 10/22/2015	\$2,499.00	
Authentic American Productions, LLC Approved by Committee 05/21/2015 Approved by City Council 06/02/2015	\$25,000.00	\$25,000.00
"Come & Take It" Committee Approved by Committee 12/10/2015 Approved by City Council 01/05/2017	\$30,000.00	
TOTAL	\$73,808.00	\$27,499.00
PROPOSED BUDGET	\$45,000.00	\$45,000.00
Budget Amendment approved by City Council 1/5/2016	\$30,000.00	
APPROVED FUNDING	\$73,808.00	\$27,499.00
AVAILABLE FUNDS	\$1,192.00	\$17,501.00

Hotel/Motel Tax Revenues

FYE 2017

BUSINESS	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Apache Inn	83.87				83.87
Belle Oaks	1,133.65				1,133.65
Best Western/Regency Inn	4,748.38				4,748.38
Cabana Guesthouse	31.50				31.50
Quality Inn	2,797.01				2,797.01
Days Inn & Suites					
Dilworth Inn & Suites	1,310.06				1,310.06
Fauth Cottage					
The Gonzales Venue & Destination	402.50				402.50
Hotel Alcalde	2,606.33				2,606.33
Holiday Inn Express & Suites	14,599.16				14,599.16
La Quinta Inn and Suites	14,098.07				14,098.07
Lexington Motor Inn	430.39				430.39
Laurel Ridge Inn	0.00				0.00
Microtel	5,145.62				5,145.62
St. James Inn	166.25				166.25
Sleep Inns and Suites	8,470.96				8,470.96

The Texas Lodge	4,005.88	4,005.88			
Gonzales Wolff Lodge, LLC	192.00	192.00			
Oilfield Lodging.com					
Team Housings Solutions, Inc.	283.49	283.49			
West Wood Inn	4,824.26	4,824.26			
Total Hotel/Motel Tax Received	65,329.38	0.00	0.00	0.00	65,329.38

Hotel/Motel Tax Revenues

FYE 09-30-2016

BUSINESS	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Apache Inn	238.44	191.17	199.15	255.34	884.10
Belle Oaks	2,290.26	1,489.02	1,448.83	1,226.87	6,454.98
Best Western/Regency Inn	21,113.35	13,334.52	11,342.49	8,122.84	53,913.20
Cabana Guesthouse	195.75	486.50	397.53		1,079.78
Quality Inn	37,762.42	17,285.76	10,312.79	5,326.42	70,687.39
Days Inn & Suites	22,168.19	7,948.72	10,789.06		40,905.97
Dilworth Inn & Suites		897.50	665.48	1,309.83	2,872.81
Fauth Cottage	0.00	0.00	0.00	0.00	0.00
The Gonzales Venue & Destination	553.70	555.45	631.52	959.70	2,700.37
Hotel Alcalde	5,115.32	5,179.02	3,125.81	2,236.17	15,656.32

Holiday Inn Express & Suites	48,912.82	36,101.90	24,110.75	18,994.65	128,120.12
La Quinta Inn and Suites	1,833.35	28,828.50	20,956.49	12,081.46	63,699.80
Lexington Motor Inn	3,333.83	2,474.45	3,057.40	1,222.55	10,088.23
Laurel Ridge Inn	211.96	51.10	0.00	0.00	263.06
Microtel	19,486.04	7,459.34	10,114.93	11,977.21	49,037.52
St. James Inn	196.70	80.85	29.40	0.00	306.95
Sleep Inns and Suites	30,926.78	16,354.29	11,992.07	9,787.65	69,060.79
The Texas Lodge	18,508.40	6,904.84	9,685.95	7,378.67	42,477.86
Gonzales Wolff Lodge, LLC	502.25	342.86	110.60	79.66	1,035.37
Oilfield Lodging.com					0.00
Team Housings Solutions, Inc.		57.55	23.52		81.07
West Wood Inn		792.81	5858.1	5,872.04	792.81
Total Hotel/Motel Tax Received	213,349.56	146,816.15	124,851.87	86,831.06	646,949.56



For Questions, Call (828) 673-4563
P.O. Box 1940
Gonzales, Texas 78629



000 00001 01
ACCOUNT:
DOCUMENTS:

PAGE: 1
2515350 01/29/2016
12

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

30
12
0

=====

PF INT BEARING ACCOUNT 2515350

=====

AVERAGE BALANCE	961,929.01	LAST STATEMENT 12/31/15	957,727.49
		13 CREDITS	29,206.72
		1 DEBITS	5,341.59
		THIS STATEMENT 01/29/16	981,592.62

- - - - - DEPOSITS - - - - -			
REF #	DATE	AMOUNT	REF #
01/07	1,133.65	01/19	192.00
01/14	83.87	01/19	8,754.26
01/14	402.50	01/20	3,884.22
01/15	1,310.06	01/20	4,001.09

REF #	DATE	AMOUNT
01/26	283.49	
01/26	430.39	
01/27	2,606.33	
01/28	5,819.10	

- - - - - OTHER CREDITS - - - - -		
DESCRIPTION	DATE	AMOUNT
EARNINGS CREDIT ACCT ANALYSIS DECEMBER 2015 ST	01/05	305.76

- - - - - OTHER DEBITS - - - - -		
DESCRIPTION	DATE	AMOUNT
112475224 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	01/04	5,341.59

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

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

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



For Questions, Call (830) 673-4545
P.O. Box 1840
Gonzales, Texas 78629



000 00001 01
ACCOUNT:
DOCUMENTS:

PAGE: 2
2515350 01/29/2016
12

CITY OF GONZALES

PF INT BEARING ACCOUNT 2515350

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

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

- - - - - DAILY BALANCE - - - - -

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
01/04	952,385.90	01/15	955,621.74	01/27	975,773.52
01/05	952,691.66	01/19	964,568.00	01/28	981,592.62
01/07	953,825.31	01/20	972,453.31		
01/14	954,311.68	01/26	973,167.19		

1-16-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/16/16	1133.65	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.SageCapitalBank.com

\$ 1133.65

⑆114913711⑆ ⑆02515350⑆ 009

\$1,133.65 1/7/2016

1-19-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/19/16	3884.22	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
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www.SageCapitalBank.com

\$ 3884.22

⑆114913711⑆ ⑆02515350⑆ 009

\$3,884.22 1/20/2016

1-13-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/13/16	83.87	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
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www.SageCapitalBank.com

\$ 83.87

⑆114913711⑆ ⑆02515350⑆ 009

\$83.87 1/14/2016

1-19-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/19/16	4001.09	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
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\$ 4001.09

⑆114913711⑆ ⑆02515350⑆ 009

\$4,001.09 1/20/2016

1-13-2016

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/13/16	402.50	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
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\$ 402.50

⑆114913711⑆ ⑆02515350⑆ 009

\$402.50 1/14/2016

1-20-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/20/16	283.49	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
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\$ 283.49

⑆114913711⑆ ⑆02515350⑆ 009

\$283.49 1/26/2016

1-14-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/14/16	1310.06	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
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\$ 1310.06

⑆114913711⑆ ⑆02515350⑆ 009

\$1,310.06 1/15/2016

1-26-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/26/16	430.39	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
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\$ 430.39

⑆114913711⑆ ⑆02515350⑆ 009

\$430.39 1/26/2016

1-14-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/14/16	192.00	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
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\$ 192.00

⑆114913711⑆ ⑆02515350⑆ 009

\$192.00 1/19/2016

1-20-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/20/16	2606.33	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
Financial Wisdom. Texas Roots.
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\$ 2606.33

⑆114913711⑆ ⑆02515350⑆ 009

\$2,606.33 1/27/2016

1-15-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/15/16	8754.26	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
Financial Wisdom. Texas Roots.
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\$ 8754.26

⑆114913711⑆ ⑆02515350⑆ 009

\$8,754.26 1/19/2016

1-27-16

DATE	AMOUNT	DEPOSIT TICKET TOTAL
1/27/16	5819.10	
TOTAL CASH		
TOTAL CHECKS		
TOTAL DEPOSITS		

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P.O. BOX 847
GONZALES, TX 78028

Sage Capital Bank
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\$ 5819.10

⑆114913711⑆ ⑆02515350⑆ 009

\$5,819.10 1/28/2016

CITY OF GONZALES
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2016

500-RESTRICTED USE FUNDS

	ANNUAL	CURRENT	Y-T-D	% OF	Y-T-D	BUDGET
	BUDGET	PERIOD	ACTUAL	BUDGET	ENCUMB.	BALANCE
REVENUE SUMMARY						
811-HOTEL/MOTEL	686,200.00	29,372.97	110,574.10	16.11	0.00	575,625.90
*** TOTAL REVENUES ***	686,200.00	29,372.97	110,574.10	16.11	0.00	575,625.90
EXPENDITURE SUMMARY						
811-HOTEL MOTEL	664,000.00	173.97	113,392.81	17.08	0.00	550,607.19
*** TOTAL EXPENDITURES ***	664,000.00	173.97	113,392.81	17.08	0.00	550,607.19
** REVENUES OVER (UNDER) EXPENDITURES **	22,200.00	29,199.00	(2,818.71)	12.70-	0.00	25,018.71
	=====	=====	=====	=====	=====	=====

FINANCIAL STATEMENT

AS OF: JANUARY 31ST, 2016

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<hr/>						
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	685,000.00	29,067.21	109,749.80	16.02	0.00	575,250.20
4-811.801 INTEREST INCOME	<u>1,200.00</u>	<u>305.76</u>	<u>824.30</u>	<u>68.69</u>	<u>0.00</u>	<u>375.70</u>
TOTAL 811-HOTEL/MOTEL	686,200.00	29,372.97	110,574.10	16.11	0.00	575,625.90
<hr/>						
*** TOTAL REVENUES ***	686,200.00	29,372.97	110,574.10	16.11	0.00	575,625.90

FINANCIAL STATEMENT

AS OF: JANUARY 31ST, 2016

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	5,000.00	0.00	9.32	0.19	0.00	4,990.68
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	5,000.00	0.00	9.32	0.19	0.00	4,990.68
<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	3,000.00	0.00	2,895.00	96.50	0.00	105.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	22,000.00	0.00	2,781.03	12.64	0.00	19,218.97
7-811.412 CHAMBER OF COMMERCE	25,000.00	0.00	4,407.09	17.63	0.00	20,592.91
7-811.413 PIONEER VILLAGE	25,000.00	0.00	11,314.91	45.26	0.00	13,685.09
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	20,000.00	0.00	8,500.00	42.50	0.00	11,500.00
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	0.00	0.00	0.00	0.00	5,000.00
TOTAL 4-CONTRACT/OPER SERVICES	110,000.00	0.00	29,898.03	27.18	0.00	80,101.97
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	(33.00)	44,668.88	27.07	0.00	120,331.12
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	60,000.00	0.00	2,850.00	4.75	0.00	57,150.00
7-811.519 PROMOTIONAL ITEMS	12,000.00	134.16	2,910.94	24.26	0.00	9,089.06
7-811.520 MARKETING AND PROMOTIONS	15,000.00	0.00	0.00	0.00	0.00	15,000.00
7-811.521 SPECIAL PROJECTS	45,000.00	0.00	27,544.00	61.21	0.00	17,456.00
7-811.522 INDEPENDENCE RELAY	7,000.00	0.00	0.00	0.00	0.00	7,000.00
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	50,000.00	0.00	0.00	0.00	0.00	50,000.00
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	0.00	0.00	0.00	5,000.00
7-811.528 JB WELLS HOUSE	10,000.00	0.00	774.00	7.74	0.00	9,226.00
7-811.529 RIVERSIDE MUSEUM	5,000.00	72.81	979.64	19.59	0.00	4,020.36
7-811.530 EXPO CENTER	125,000.00	0.00	8.00	0.01	0.00	124,992.00
7-811.531 CITY SPECIAL EVENTS	25,000.00	0.00	3,750.00	15.00	0.00	21,250.00
TOTAL 5-SPECIAL CHARGES EXPENSE	549,000.00	173.97	83,485.46	15.21	0.00	465,514.54

FINANCIAL STATEMENT

AS OF: JANUARY 31ST, 2016

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
<hr/>						
<u>6-CAPITAL OUTLAY EXPENSE</u>						
7-811.610 OFFICE FURNITURE & EQPT	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 6-CAPITAL OUTLAY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
<hr/>						
TOTAL 811-HOTEL MOTEL	664,000.00	173.97	113,392.81	17.08	0.00	550,607.19
	=====	=====	=====	=====	=====	=====
<hr/>						
*** TOTAL EXPENSES ***	664,000.00	173.97	113,392.81	17.08	0.00	550,607.19

*** END OF REPORT ***

2-02-2016 2:41 PM

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

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2015 THRU Sep-2016

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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

7-811.202			POSTAGE							
			B E G I N N I N G		B A L A N C E					0.00

10/30/15	11/02	B25561	Deposit 101515	05329	TO ALLOCATE MONTHLY POSTAGE		JE# 013421		1.64	1.64
			=====	OCTOBER ACTIVITY	DB:	1.64	CR:	0.00	1.64	

12/31/15	1/05	B25978	Deposit 121515	05436	TO ALLOCATE MONTHLY POSTAGE		JE# 013535		7.68	9.32
			=====	DECEMBER ACTIVITY	DB:	7.68	CR:	0.00	7.68	

			=====	ACCOUNT TOTAL	DB:	9.32	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 & FURNITURE							
			B E G I N N I N G		B A L A N C E					0.00

7-811.401			TELEPHONE							
			B E G I N N I N G		B A L A N C E					0.00

7-811.402			UTILITIES							
			B E G I N N I N G		B A L A N C E					0.00

7-811.407			TELEPHONE							
			B E G I N N I N G		B A L A N C E					0.00

7-811.408			MEMBERSHIP DUES							
			B E G I N N I N G		B A L A N C E					0.00

11/04/15	11/04	A77750	CHK: 000000	13327	TEXAS TRAVEL INDUSTRIES	2931	110415		395.00	395.00
			=====	NOVEMBER ACTIVITY	DB:	395.00	CR:	0.00	395.00	

12/15/15	12/18	A79366	CHK: 105654	13596	TEXAN BENEFITS MEMBERSHI	1748	193		2,500.00	2,895.00
			=====	DECEMBER ACTIVITY	DB:	2,500.00	CR:	0.00	2,500.00	

			=====	ACCOUNT TOTAL	DB:	2,895.00	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

2-02-2016 2:41 PM

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

PAGE: 2

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2015 THRU Sep-2016

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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

7-811.411

SPECIAL CONTRACTS

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

0.00

10/01/15	11/06	A77868	CHK: 105076	13493	CONDUIT PVC, COUPLING	0219	00680866		9.74	9.74
10/02/15	11/06	A77834	CHK: 105134	13493	TEXAS BLUEBONNET, ROSE S	0148	16-6282		48.00	57.74
10/02/15	12/18	A79238	CHK: 105616	13596	ALL CLEANING WIPES & POL	0202	491066		10.78	68.52
=====				OCTOBER ACTIVITY	DB:	68.52	CR:	0.00	68.52	
11/10/15	1/12	B26061		05471	MARKETING CONSULTANT		JE# 013579		2,712.00	2,780.52
11/30/15	12/18	A79237	CHK: 105616	13596	LATE CHARGE ON INV. 4910	0202	113015		0.51	2,781.03
=====				NOVEMBER ACTIVITY	DB:	2,712.51	CR:	0.00	2,712.51	
=====				ACCOUNT TOTAL	DB:	2,781.03	CR:	0.00		

7-811.412

CHAMBER OF COMMERCE

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

0.00

10/01/15	10/02	A76684	CHK: 104717	13392	QTRLY REIMBURSEMENT	0041	093015		4,407.09	4,407.09
=====				OCTOBER ACTIVITY	DB:	4,407.09	CR:	0.00	4,407.09	
=====				ACCOUNT TOTAL	DB:	4,407.09	CR:	0.00		

7-811.413

PIONEER VILLAGE

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

0.00

12/01/15	12/18	A79328	CHK: 105604	13596	NOVEMBER EXPENSES	1027	12/01/2015		4,361.69	4,361.69
12/02/15	12/02	A78569	CHK: 105265	13566	QUARTERLY PAYMENT	1027	11/2/2015		6,953.22	11,314.91
=====				DECEMBER ACTIVITY	DB:	11,314.91	CR:	0.00	11,314.91	
=====				ACCOUNT TOTAL	DB:	11,314.91	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

10/01/15	10/30	A77633	CHK: 104968	13438	GIANT SLEIGH	3508	15-3942		5,000.00	5,000.00
10/17/15	11/20	A78403	CHK: 105239	13526	OWENS ENTERTAINMENT	6/24 3608	06/24/2016		3,500.00	8,500.00
=====				OCTOBER ACTIVITY	DB:	8,500.00	CR:	0.00	8,500.00	
=====				ACCOUNT TOTAL	DB:	8,500.00	CR:	0.00		

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2015 THRU Sep-2016

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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

7-811.416			CRYSTAL THEATRE							
			B E G I N N I N G		B A L A N C E					0.00

7-811.417			INSURANCE							
			B E G I N N I N G		B A L A N C E					0.00

7-811.430			TRAVEL & TRAINING							
			B E G I N N I N G		B A L A N C E					0.00

7-811.502			ADVERTISING							
			B E G I N N I N G		B A L A N C E					0.00
10/01/15	10/30	A77600	CHK: 105034	13438	4 COLOR, WEB DISPLAY	2404	244978		495.00	495.00
10/01/15	10/30	A77636	CHK: 105030	13438	4 COLOR, 1/2 PAGE DISPLA	3583	249901		10,848.92	11,343.92
10/15/15	11/06	A78016	CHK: 105123	13493	4 COLOR, FULL PAGE, DISP	3024	245959		5,461.96	16,805.88
10/18/15	11/06	A78001	CHK: 105125	13493	TEXAS MONTHLY	2714	TM73071		9,504.00	26,309.88
10/22/15	11/13	A78206	CHK: 105160	13508	BILLBOARD ADVERTISING	2532	69719		650.00	26,959.88
10/23/15	11/06	A78035	CHK: 105088	13493	1/2 PAGE AD	3597	41730		750.00	27,709.88
			=====		OCTOBER ACTIVITY DB:	27,709.88	CR:	0.00	27,709.88	
11/01/15	11/06	A78022	CHK: 105124	13493	1/2 HORIZONTAL ADVERTISI	3255	40008431		6,980.00	34,689.88
11/01/15	11/06	A78032	CHK: 105117	13493	BULLETIN ADVERTISING	3587	194853		500.00	35,189.88
11/01/15	12/11	A79012	CHK: 105513	13577	ADVERTISEMENT BILLBOARD	3341	6528		675.00	35,864.88
11/01/15	12/11	A79013	CHK: 105513	13577	ADVERTISEMENT ON BILLBOA	3341	6529		425.00	36,289.88
11/06/15	11/18	A78278	VOID: 105117	13532	REVERSE VOIDED CHECK	3587	194853		500.00CR	35,789.88
11/12/15	12/18	A79400	CHK: 105589	13596	CITY OF GONZALES AD, GUI	3618	16059		90.00	35,879.88
11/13/15	11/13	A78223	CHK: 105162	13508	KEYE COMMERCIAL PACKAGE	3457	DECEMBER PARTNERSH		2,500.00	38,379.88
11/16/15	12/30	A79606	CHK: 000000	13509	KXTS-TV	2931	16-40408		2,497.00	40,876.88
11/17/15	11/20	A78390	CHK: 105233	13526	AUSTIN WEB	3028	MM100522		775.00	41,651.88
11/19/15	12/11	A79001	CHK: 105525	13577	BILLBOARD ADVERTISING	2532	69720		650.00	42,301.88
			=====		NOVEMBER ACTIVITY DB:	15,092.00	CR:	500.00CR	14,592.00	
12/01/15	12/11	A79014	CHK: 105513	13577	ADVERTISEMENT ON BILLBOA	3341	6602		675.00	42,976.88
12/01/15	12/11	A79015	CHK: 105513	13577	ADVERTISEMENT ON BILLBOA	3341	6603		425.00	43,401.88
12/01/15	12/11	A79033	CHK: 105548	13577	BULLETIN ADVERTISING	3587	195897		500.00	43,901.88
12/15/15	1/08	A79919	CHK: 105726	13615	ONLINE ADVERTISING	3028	MM104416		300.00	44,201.88
12/30/15	1/08	A79949	CHK: 105741	13615	BULLETIN ADVERTISING	3587	196946		500.00	44,701.88
			=====		DECEMBER ACTIVITY DB:	2,400.00	CR:	0.00	2,400.00	
1/29/16	1/29	C26179	RCPT 00770264	08075	REFUND FOR KXTS-TV B.F.				33.00CR	44,668.88
			=====		JANUARY ACTIVITY DB:	0.00	CR:	33.00CR	33.00CR	
			=====		ACCOUNT TOTAL DB:	45,201.88	CR:	533.00CR		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2015 THRU Sep-2016

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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

7-811.503 ELECTRICAL LINE EXPENSE
B E G I N N I N G B A L A N C E 0.00

7-811.504 SIGNAGE & BANNERS
B E G I N N I N G B A L A N C E 0.00

10/01/15 10/30 A77626 CHK: 104986 13438 ADVERTISING IN SEALY 3341 6451 675.00 675.00
10/01/15 10/30 A77627 CHK: 104986 13438 ADVERTISING IN SEALY TEX 3341 6452 425.00 1,100.00
===== OCTOBER ACTIVITY DB: 1,100.00 CR: 0.00 1,100.00

12/18/15 1/14 A80152 CHK: 105789 13663 BILLBOARD ADVERTISING 2532 69721 650.00 1,750.00
12/30/15 1/08 A79941 CHK: 105700 13615 ADVERTISING BILLBOARD 3341 6677 675.00 2,425.00
12/30/15 1/08 A79942 CHK: 105700 13615 ADVERTISING ON BILLBOARD 3341 6678 425.00 2,850.00
===== DECEMBER ACTIVITY DB: 1,750.00 CR: 0.00 1,750.00
===== ACCOUNT TOTAL DB: 2,850.00 CR: 0.00

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

11/04/15 12/30 A79613 CHK: 000000 13509 EPROMOS.COM 2931 340663 312.83 312.83
11/23/15 12/30 A79619 CHK: 000000 13509 WHOLESALE HATS 2931 7203 594.58 907.41
11/23/15 12/30 A79624 CHK: 000000 13509 DISCOUNTMUGS.COM 2931 DM2059611 1,869.37 2,776.78
===== NOVEMBER ACTIVITY DB: 2,776.78 CR: 0.00 2,776.78

1/11/16 1/14 A80157 CHK: 105795 13663 1000 - 31 OVAL LABELS 2819 12988 134.16 2,910.94
===== JANUARY ACTIVITY DB: 134.16 CR: 0.00 134.16
===== ACCOUNT TOTAL DB: 2,910.94 CR: 0.00

7-811.520 MARKETING AND PROMOTIONS
B E G I N N I N G B A L A N C E 0.00

11/10/15 11/13 A78227 CHK: 105150 13508 MARKETING CONSULTING HOU 3603 15-OCT 2,712.00 2,712.00
11/10/15 1/12 B26061 05471 MISCODED GL LINE ITEM JE# 013579 2,712.00CR 0.00
===== NOVEMBER ACTIVITY DB: 2,712.00 CR: 2,712.00CR 0.00
===== ACCOUNT TOTAL DB: 2,712.00 CR: 2,712.00CR

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

10/06/15 10/16 A77184 CHK: 104839 13424 REIMBURSEMENT FOR TICKET 2956 10/06/2015 45.00 45.00
===== OCTOBER ACTIVITY DB: 45.00 CR: 0.00 45.00

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2015 THRU Sep-2016

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
12/08/15	12/11	A79035	CHK: 105498	13577	REIMBURSE FOR TOURISM VI	3616	12/11/2015		25,000.00	25,045.00
12/10/15	1/08	A79951	CHK: 105736	13615	REIMBURSE FOR ADVERTISIN	3621	REIMBURSE 12/2015		2,499.00	27,544.00
			=====	DECEMBER ACTIVITY	DB:	27,499.00	CR:	0.00	27,499.00	
			=====	ACCOUNT TOTAL	DB:	27,544.00	CR:	0.00		

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

7-811.524			GONZALES CO. JAIL MUSEUM							
			B E G I N N I N G		B A L A N C E					0.00

7-811.525			HISTORIC PRESERVATION							
			B E G I N N I N G		B A L A N C E					0.00

7-811.526			MEMORIAL MUSEUM							
			B E G I N N I N G		B A L A N C E					0.00

7-811.527			EGGLESTON HOUSE							
			B E G I N N I N G		B A L A N C E					0.00

7-811.528			JB WELLS HOUSE							
			B E G I N N I N G		B A L A N C E					0.00

12/31/15	1/14	A80124	CHK: 105779	13663	4TH QTR 2015	1130	4TH QTR 2015		774.00	774.00
			=====	DECEMBER ACTIVITY	DB:	774.00	CR:	0.00	774.00	
			=====	ACCOUNT TOTAL	DB:	774.00	CR:	0.00		

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

10/11/15	10/30	A77573	CHK: 104997	13438	RIVERSIDE BILLING	1816	10/11/15 RIVERSIDE		72.81	72.81
10/12/15	12/11	A79034	CHK: 105490	13577	REPLACED FIRE ALAMS AT R	3606	126834		665.12	737.93
			=====	OCTOBER ACTIVITY	DB:	737.93	CR:	0.00	737.93	
11/11/15	11/25	A78514	CHK: 105256	13555	RIVERSIDE CHARGES	1816	11/11/15 RIVERSIDE		67.81	805.74
11/11/15	12/30	A79639	CHK: 105665	13638	RIVERSIDE BILLING	1816	12/11/15 RIVERSIDE		67.81	873.55
			=====	NOVEMBER ACTIVITY	DB:	135.62	CR:	0.00	135.62	
12/08/15	12/18	A79355	CHK: 105644	13596	RIVERSIDE MUSEU ANNUAL I	1729	013887		3.50	877.05
12/16/15	12/18	A79294	CHK: 105627	13596	HALOGEN FLOODLIGHT	0294	5828177		29.78	906.83
			=====	DECEMBER ACTIVITY	DB:	33.28	CR:	0.00	33.28	

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2015 THRU Sep-2016

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
1/11/16	1/29	A80443	CHK: 105860	13670 RIVERSIDE CHARGES	1816	01/11/16 RIVERSIDE		72.81	979.64
			=====	JANUARY ACTIVITY DB:	72.81	CR:	0.00	72.81	
			=====	ACCOUNT TOTAL DB:	979.64	CR:	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:	112,879.81	3,245.00CR
ENDING BALANCES:	112,879.81	3,245.00CR
TOTAL FUND ENDING BALANCE:	109,634.81	