

GONZALES TOURISM ADVISORY COMMITTEE MEETING

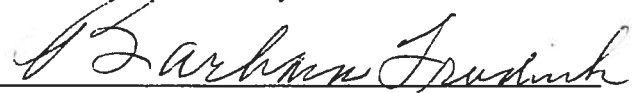
**Thursday, July 25, 2013
City Hall at 12:00 P.M.**

AGENDA

- 1. Call to Order, Certification of Quorum.**
- 2. Public/Citizens Comments.**
- 3. Discuss and Approve minutes of June 27, 2013.**
- 4. Discussion on procedures to place items on the agenda.**
- 5. Discussion & Consideration of Rockin' S Marketing & Design Contract.**
- 6. Discussion & Review of Marketing Plan for 10/1/2013 – 09/30/2014.**
- 7. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website.**
- 8. Report on Upcoming Events.**
- 9. Financial Report.**
- 10. Report from Committee Members and Staff.**
- 11. Next Regular Meeting will be August 22, 2013 at 12:00PM at City Hall.**
- 12. 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 11:00 AM, the 22nd day of July, 2013; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

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



Barbara Friedrich, 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.

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, June 27, 2013
City Hall at 12:00 P.M.**

MINUTES

- 1. Chair Richard Tiller called the meeting to order at 12:00 p.m. and certified a quorum with Ann Covert, Paul Frenzel, Barbara Crozier, Meena Patel, Richard Tiller, Alison Rodriguez, Ken Morrow, Barbara Friedrich, Tim Patek, and Barbara Hand present. Cindy Munson was absent. Also present were Sandra Wolff, Suzanne Sexton and marketing consultant Loretta Shirley.**
- 2. Public Comments – Barbara Friedrich thanked Barbara Hand for all the work she had done on the Tourism Committee throughout the years and wished her well. Barbara also welcomed Daisy Scheske to the committee**
- 3. Discuss and Approve minutes of May 23, 2013 – Barbara Crozier requested to amend the minutes to reflect that it was requested that Loretta Shirley's contract be placed on the June 27th agenda.
Following discussion, Ann Covert moved to approve the minutes of May 23, 2013 as amended. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.**
- 4. Discussion & Consideration of Rusted Gingham Funding Request for 2013 Event – Suzanne Sexton spoke on the benefits of the Rusted Gingham event to the community. Barbara Crozier asked if the advertisement would be beyond a 50 mile radius or more. Alison Rodriguez stated that about 50% of their bookings for this weekend last year were from this event. Richard Tiller stated that he had guest during the event. These guests booked a wedding, which all the attendees were from out of town. Ken Morrow asked if she could place the Tourism bar-code on her advertising.
Following discussion, Ken Morrow moved to recommend to City Council to approve funding up to \$3,500 from advertising line item of the budget to Rusted Gingham for the Barn Sale event. Ann Covert seconded the motion. The motion prevailed by unanimous vote.**
- 5. Discussion & Consideration of Gonzales County Jail Museum Request for Funding. – Sandra Wolff, Gonzales County Historical Commission, submitted an application for funding up to \$5,000.00 for an Interpretation Center of the Texas History Museum District in the Old Jail Museum.
Following discussion Ann Covert moved to recommend to City Council to approve funding up to \$5,000.00 from special project line item of the budget to the Gonzales County Historical Commission for an Interpretation Center at the**

Old Jail Museum. Alison Guerra-Rodriguez seconded the motion. The motion prevailed by unanimous vote.

6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website, and report by Ann Covert on signage.- Loretta Shirley presented the marketing report to the Tourism Committee. She spoke of benefits of becoming a member of the Texas Independence Trail; presented advertising opportunities; offering Gonzales Chamber members points of interest on the Smart Phone App.

Following discussion, Barbara Crozier moved to approve spending up to \$3,000 from advertising line item of the budget for Rockin S Marketing to offer 20 points of interest on the Smart Phone Application to the first 20 businesses to sign up. Meena Patel seconded the motion. The motion prevailed by unanimous vote.

Ann Covert reported on the Berma Signs; Cleaning of street signs; and Wayfinding signage.

7. Report on Upcoming Events: Summer Concerts, 4th of July Celebration, TYRA Rodeo Finals, Ranch Rodeo Finals, PBR, CPRA Rodeo, Crystal Theater Events

Reports were given about the Star Spangled Banner on July 4th and Crystal Theater event on July 11th.

8. Financial Report

Monthly financials were reviewed by the committee.

9. Next Regular Meeting will be June 27, 2013 at 12:00PM at City Hall

10. No further matters were discussed. Meeting was adjourned by motion by Barbara Crozier and seconded by Meena Patel.

Barbara Friedrich recording secretary

Alison Guerra-Rodriguez, Secretary

Richard Tiller, Chairman

ROCKIN' S MARKETING & DESIGN

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

Contract for Advertising and Marketing Services, City of Gonzales

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

Marketing Strategy and Planning

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

Creative Services and Production

- Creative

Services include all creative and art design for print ads, web ads, TV ads, brochures, presentations etc.
- Production

Services include production of materials needed for print ads, re-sizing, etc.

Media Services and Trafficking

- Media Services
 1. Services include negotiating pricing for scheduled advertisements, brochure printing costs, billboard costs, etc.
 2. Also includes tracking of placed advertising to determine return on investment and future buys.
- Trafficking

Services maintaining ad schedule and deadlines to make sure all scheduled ads are placed appropriately.

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

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

Cost of Services

- Based on 2012/13 actual hours
- 18 hours per week \$25.00 per hour = \$23,400
- Municipality discount of 15% = \$19,890 total
- To be paid monthly for twelve months at \$1,657.50 per month.

Loretta Shirley
427 St. George Street, Suite 204
Gonzales, TX 78629
830-262-2206

Date

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

Date

Marketing Plan

October 1, 2013 - September 30, 2014

MARKETING PLAN OVERVIEW

October 2013 - September 2014

Purpose:

To maximize hotel occupancy by promoting Gonzales as a preferred heritage tourism destination.

Texas Tourism Mission Statement:

- Tourism revenues provide significant economic benefits for the Texas Economy.
- The Office of the Governor, Economic Development and Tourism develops a marketing plan to meet the needs of the mission statement.
- Texas Tourism's mission is to enhance and extend local economic development efforts by marketing Texas as a tourist destination in out of state domestic and international markets, thereby generating non Texan travel to the state and ultimately creating revenue and jobs.

Gonzales Marketing Overview:

- This plan is designed to entice visitors from a 150 mile radius to plan a trip to come tour Gonzales' heritage tourism assets and attend our events.
- Gonzales will also be promoted out of the state through marketing opportunities made available by the Office of the Governor, Economic Development and Tourism's marketing plan.



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience

Texas Tourism FAQ's

Q. What is the economic impact of tourism in Texas?

A. Preliminary estimates show that travel spending in Texas totaled more than \$ 65 billion in 2012, an increase of 6% over 2011. This directly supported 564,000 jobs and generated nearly \$ 4.4 billion in local and state taxes. Travel supports jobs across many industry sectors including leisure and hospitality, transportation, retail trade, services, finance, real estate, construction, insurance, government and others.

Q. How did the Texas hotel industry perform in 2012?

A. Texas hotels collected an estimated \$ 8.1 billion in revenues in 2012, an increase of 10% over the previous year. More than 90 million room-nights were sold across the state, with occupancy increasing 2.8 percentage points to 62.3%.

Q. How many domestic visitors travel to Texas?

A. Domestic visitation to Texas increased 6% over 2011 with an estimated 220 million domestic travelers having visited Texas destinations in 2012. More than 70% traveled in Texas for leisure, and 30% traveling for business. Texas had the 3rd largest share of domestic visitation in the U.S.

Q. What are the top origin states for domestic leisure visitors to Texas?

A. Visitors travel to Texas from every state in the country. Top markets include California, Louisiana, Oklahoma, Illinois, Florida, Arkansas, Missouri, Kansas, New Mexico and Indiana.

Q. How do these estimates compare to the previous year?

A. 2012 was a strong year for tourism in Texas with all indicators showing positive growth in visitation, economic impact and hotel performance. Final estimates for 2012 will be available in summer 2013.

Q. How many international travelers visit Texas?

A. Roughly 7.5 million international travelers visited Texas with direct travel spending of \$ 4.8 billion in 2011. Top origin markets include Mexico, Canada, the United Kingdom, Germany, Brazil, Japan and China.

Source: Travel Research Reports, Office of the Governor, Economic Development & Tourism, May 2013



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience Continued:

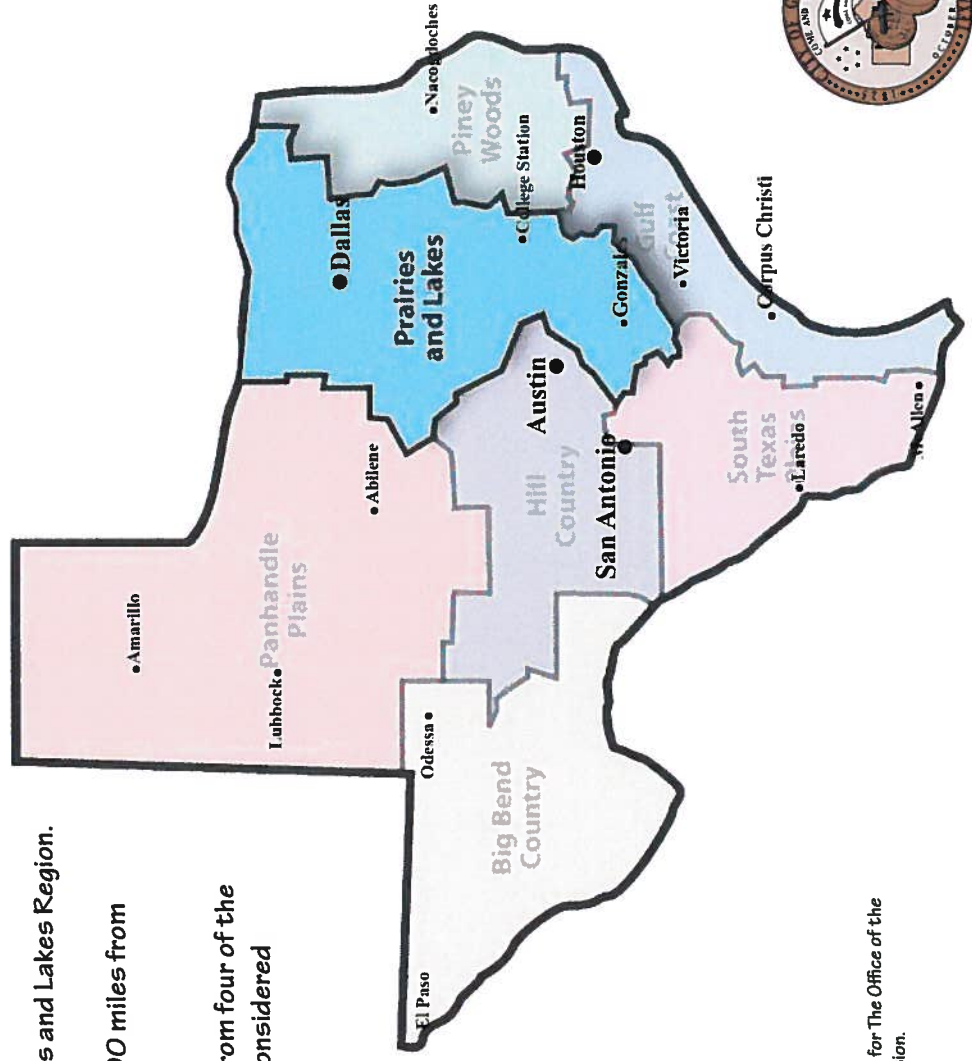
Physical Location

Texas is divided into seven tourism regions. The following data is presented to clarify travel patterns in the Gonzales area and help in determining the audience.

Gonzales is located in the Prairies and Lakes Region.

Gonzales is located less than 100 miles from three other regions.

Due to location travel patterns from four of the seven tourism regions must be considered in planning.



Map Source: Texas Destinations 2011 prepared for The Office of the Governor, Economic Development & Tourism Division.

GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience Continued:

Prairies and Lakes Region

- Texans generated 49.7% of Person-Days to the Prairies & Lakes Region; Non-Texans 50.3%
- Top 3 Texan origin DMAs - Dallas-Fort Worth, Houston, Austin; Non-Texan DMAs - Oklahoma City, Los Angeles, Chicago
- Leisure travel represented 68.1% of Person-Days to the Prairies & Lakes Region
- Business travel represented 31.9% of Person-Days to the Prairies & Lakes Region
- Activity categories: Touring 7.9%, Nature 7.9%, Culture 13.9%, Attractions 11.9%, Outdoor Sports 4.1%
- Average Party Size (Adults and Children) 1.86 persons
- Average length of Stay was 2.09 days (overnight and days); 3.31 nights (overnight only).
- Average distance traveled 508 miles
- Average Per Person Per Day Spending \$ 123.30
- Average Age 45.1 years
- Average Household Income \$ 87,104
- Employment: Employed 70.1%, Retired 10.6%, Not Employed 19.3%
- Marital Status: Married 69.3%, Never Married 18%, Divorced/Widowed 12.7%
- Children in Household: Yes 39.3%, No 59.8%

Hill Country Region

- Texans generated 71.5% of Person-Days to the Hill Country Region; Non-Texans 28.5%
- Top 3 Texan origin DMAs - Dallas-Fort Worth, Houston, San Antonio; Non-Texan DMAs - Atlanta, Los Angeles, Oklahoma City
- Leisure travel represented 70.9% of Person-Days to the Hill Country Region
- Business travel represented 29.1% of Person-Days to the Hill Country Region
- Activity categories: Touring 11.9%, Nature 17.3%, Culture 19% Attractions 13.6%, Outdoor Sports 8.7%
- Average Party Size (Adults and Children) 1.79 persons
- Average length of Stay was 2.00 days (overnight and days); 3.24 nights (overnight only).
- Average distance traveled 435 miles
- Average Per Person Per Day Spending \$ 118.80
- Average Age 44.8 years
- Average Household Income \$ 89,139
- Employment: Employed 69.6%, Retired 14.1%, Not Employed 16.3%
- Marital Status: Married 71%, Never Married 18.9%, Divorced/Widowed 10.1%
- Children in Household: Yes 31.9%, No 60.9%

Source: Texas Destinations 2011 prepared for The Office of the Governor, Economic Development & Tourism Division.



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience Continued:

South Plains Region

- Texans generated 65.7% of Person-Days to the South Texas Plains Region; Non-Texans 34.3%
- Top 3 Texan origin DMAs - Houston, San Antonio, Dallas-Fort Worth; Non-Texan DMAs - Los Angeles, Little Rock-Pine Bluff, Norfolk-Portsmouth-Newport News, VA
- Leisure travel represented 79.2% of Person-Days to the South Texas Plains Region
- Business travel represented 20.8% of Person-Days to the South Texas Plains Region
- Activity categories: Touring 13.8%, Nature 12.3%, Culture 22% Attractions 18.7%, Outdoor Sports 4.3%
- Average Party Size (Adults and Children) 2.15 persons
- Average length of Stay was 2.40 days (overnight and days); 3.55 nights (overnight only).
- Average distance traveled 502 miles
- Average Per Person Per Day Spending \$ 112.20
- Average Age 44.4 years
- Average Household Income \$ 87,203
- Employment: Employed 70.5%, Retired 11.9%, Not Employed 17.6%
- Marital Status: Married 75.1%, Never Married 13.8%, Divorced/Widowed 11.1%
- Children in Household: Yes 44.3%, No 55.7%

Gulf Coast Region

- Texans generated 63.8% of Person-Days to the Gulf Coast Region; Non-Texans 36.2%
- Top 3 Texan origin DMAs - Houston, Dallas-Fort Worth, San Antonio; Non-Texan DMAs - Los Angeles, Chicago, New Orleans
- Leisure travel represented 76.1% of Person-Days to the Gulf Coast Region
- Business travel represented 23.9% of Person-Days to the Gulf Coast Region
- Activity categories: Touring 11.9%, Nature 22.3%, Culture 16.9% Attractions 12.2%, Outdoor Sports 9.2%
- Average Party Size (Adults and Children) 2.01 persons
- Average length of Stay was 2.23 days (overnight and days); 3.38 nights (overnight only).
- Average distance traveled 487 miles
- Average Per Person Per Day Spending \$ 115
- Average Age 44.5 years
- Average Household Income \$ 84,649
- Employment: Employed 65.9%, Retired 10.4%, Not Employed 23.7%
- Marital Status: Married 72.4%, Never Married 18.2%, Divorced/Widowed 9.5%
- Children in Household: Yes 39.1%, No 60.9%

Source: Texas Destinations 2011 prepared for The Office of the Governor, Economic Development & Tourism Division.



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience Continued:

Gonzales Target Audience

- The following is based on information provided by the Texas Destinations 2011 report and Gonzales' physical location.
- 62.68% of potential visitors are from the state of Texas
- 37.32% of potential visitors are from outside the state of Texas
- Top 3 Texan origin DMAs - Dallas-Fort Worth, Houston, San Antonio
- Non-Texan DMAs - Los Angeles, Oklahoma City
- 73.58% of visitors travel for leisure
- 26.42% of visitors travel for business
- Visitors Travel for the following activities:
 - Touring 11.38%
 - Nature 29.9%
 - Culture 17.95%
 - Attractions 14.1%
 - Outdoor Sports 6.58%
 - Other 20.09%
- Average Party Size (Adults and Children) 1.95 persons
- Average length of overnight stays 3.37 nights
- Average distance willing to travel 483 miles
- Average Per Person Per Day Spending \$ 117.33
- Average Age 44.63 years
- Average Household Income \$ 87,024
- Employment:
 - Employed 65.9%
 - Retired 10.4%
 - Not Employed 23.7%
- Marital Status:
 - Married 68.83%
 - Never Married 17.2%
 - Divorced/Widowed 10.8%
- Children in Household: Yes 38.65%, No 61.35%



GONZALES MARKETING OVERVIEW CONTINUED:

Marketing Position and Target Audience Continued:

Gonzales Target Audience

- The following information is provided by the 2012 Texas Attractions Profile.

- Activity by Category - % of visitors.

Shopping.....	40%
Touring/Sightseeing	35%
Historic Sites.....	28%
State or Local Parks	30%
Museum / Art Exhibits.....	17%
Festivals / Fairs.....	11%

*Visitors participated in more than one activity.

- Destination Attraction Visited by Visitors - % of Visitors

Alamo.....	32.59%
Hill Country	15.05%
Galveston Island	13.54%
Six Flags Fiesta Texas	12.51%
Dallas Cowboy's Stadium	10.38%
San Marcos Outlet Mall	9.8%
Sea World of Texas	9.19%
Rangers Ball Park.....	7.83%
Six Flags Over Texas	7.57%
San Antonio Zoo	7.39%

- 45% made the decision to visit attractions more than two weeks in advance.

- 57% said the main purpose of the trip was to visit an attraction.

- Sources Used for Planning Trip

Friends/Family Recommendation	34%
Internet Search (Google, Yahoo, ect.)	19%
Attraction Website	16%
City/Destination Website	9%
TravelTex.com	7%
State Travel Guide	3%



GONZALES ADVERTISING SCHEDULE AND RECOMMENDATIONS:

The advertising campaign for Gonzales over the last two years has included heavy targeted focus in Austin, San Antonio and Texas state travel magazines. The prior campaigns were constructed using information provided from previous reports from the Office of the Governor, Economic Development and Tourism. As tourism in Texas increases new reports are published. Advertising schedules and recommendations have been adjusted accordingly.

The following recommended advertising schedule is designed to promote Gonzales as a premier heritage tourism destination to the defined target audience.

In addition to the recommended repeat advertising methods new opportunities have been included for discussion and consideration.



Recommended Repeat Ads

Publication	Ad Size	Pub Date	Cost	Type
TourTexas.com	Destination Pg	Annual	\$ 1,595.00	Web
TourTexas.com	Add PDF	Annual	\$ 250.00	Web
TourTexas.com	Add Video	Annual	\$ 250.00	Web
TourTexas.com	Med Rectangle	1-Oct-13	\$ 495.00	Web
TourTexas.com	Med Rectangle	1-Sep-14	\$ 495.00	Web
TourTexas.com	Sky Banner	1-May-14	\$ 375.00	Web
TourTexas.com	Sky Banner	1-Jun-14	\$ 375.00	Web
TourTexas.com Enewsletter	Featured Spot	15-Aug-14	\$ 1,250.00	Web
TourTexas.com Enewsletter	Exclusive Banner	15-Oct-14	\$ 700.00	Web
TourTexas.com Enewsletter	Stand Alone	15-May-14	\$ 2,850.00	Web
Texas Highways	Full Page	1-May-14	\$ 5,461.96	Print
Texas Highways	Full Page	1-Sep-14	\$ 5,461.96	Print
Texas Highways	Full Page	1-Nov-14	\$ 5,461.96	Print
Texas Highways Events Calendar	Full Page	Spring 14	\$ 1,656.18	Print
Texas Highways Events Calendar	Full Page	Fall 2014	\$ 1,656.18	Print
Texas State Travel Guide	1/2 Page	Annual	\$ 10,906.22	Print
AAA Texas Journey	1/3 Page	May/June 14	\$ 5,686.50	Print
AAA Texas Journey	1/3 Page	Sep/Oct 14	\$ 5,686.50	Print
AAA Texas Journey	1/3 Page	Nov/Dec 14	\$ 5,686.50	Print
Texas Monthly	2 Page Spread	1-May-13	\$ 11,880.00	Print
Texas Monthly	Full Page	1-Sep-14	\$ 9,504.00	Print
Texas Monthly	Full Page	1-Nov-14	\$ 9,504.00	Print
TexasMonthly.com	Premium Box	1-May-14	\$ 892.50	Web
TexasMonthly.com	Premium Box	1-Jun-14	\$ 892.50	Web
TexasMonthly.com	Premium Box	1-Sep-14	\$ 892.50	Web

Recommended Repeat Ads Continued

Publication	Ad Size	Pub Date	Cost	Type
Austin Insider	Full Page	Summer	\$ 4,905.00	Print
Austin Insider	Full Page	Winter	\$ 4,905.00	Print
AustinTexas.org	Banner	Annual	\$ 2,700.00	Web
REAL Magazine	Full Page	1-Jun-14	\$ 1,994.00	Print
REAL Magazine	Full Page	1-Sep-14	\$ 1,994.00	Print
REAL Magazine	Full Page	1-Nov-14	\$ 1,994.00	Print
San Antonio Magazine	Full Page	1-Jun-14	\$ 2,106.00	Print
San Antonio Magazine	Full Page	1-Sep-14	\$ 2,106.00	Print
San Antonio Magazine	Full Page	1-Nov-14	\$ 2,106.00	Print
Discover Gonzales	Multiple Ads	1-Mar-14	\$ 2,900.00	Print
Total			\$ 117,574.46	

Other Repeat Opportunities

Certified Folder Display

Certified Folder Display is the company that distributes 175,000 Gonzales rack cards to locations in San Antonio, Austin, Houston, I-10 Corridor and Corpus Christi. The cost of this contract will be approximately \$ 18,100. It is highly recommended that this contract be renewed in April of 2014.

Bar Z Adventures

Bar Z Adventures is the company that provides the software platform and hosting for the Tour Gonzales App. The cost of these services is \$ 7,500 per year. It is highly recommended that this contract be renewed in April of 2014.



Descriptions of Recommended Publications and Web Ads

TourTexas.com - State travel website. City listings divided into the 9 state travel regions. Generated 1,901 direct leads last year; video content viewed by 1,898 potential visitors, banner ads viewed by 25,000 visitors per month. Recently added downloadable version of our brochure.

TourTexas.com ENewsletter - Email delivered directly to 100,000 potential opt-in travelers.

Texas Highways Magazine - Official Travel Magazine of Texas

Texas Highways Events Calendar - Travelers pick up the Texas Highways Events Calendar at the 12 Texas Travel Information Centers and more than 100 area CVB visitor centers around the state. Additional distribution is by mail to those requesting individual copies or fulfillment packets with a Texas Highways Events Calendar included.

Texas State Travel Guide - The Texas State Travel Guide is the State's premier publication encouraging travel to and within Texas. Primary fulfillment publication for Texas Tourism. Backed by a \$24 million marketing budget targeting out-of-state domestic and international markets. Targeted Distribution—by direct request and through controlled distribution at high-traffic visitor centers. Digital version of the guide is on Texas Tourism website, www.TravelTex.com. More than 900,000 readers.

AAA Texas Journey Magazine - Delivered to the homes of all AAA members in Texas. Texas Journey magazine is published six times per year and features travel, automotive, and lifestyle editorial.



Descriptions of Recommended Publications and Web Ads

Texas Monthly - With a total readership of more than 2.5 million, Texas Monthly delivers the state's largest and most affluent print audience. Subscribers make up 90% of Texas Monthly audience and they are a loyal base: they spend 1.4 hours reading the magazine, a number much higher than the industry average. They also act on information they see in the magazine: 92% take action as a result of reading Texas Monthly.

Texas Monthly.com - Mirror of Texas Monthly magazine. Email newsletters delivered to over 25,000 opt-in subscribers.

Austin Insider - Austin Convention and Visitor Bureau Guide, over 150,000 guides are mailed to visitors who are planning their trips and need help making crucial decisions on where to eat, stay and play. Guide requests are made at:
• AustinTexas.org • Tour Texas • Direct calls to the ACVB • Texas Monthly • Texas Travel Industry Association

AustinTexas.org - Mirror of Austin Insider. Austin Convention and Visitor Bureau website. 1.3 unique visitors per year. Email newsletters sent to over 30,000 opt-in subscribers.

REAL Magazine - REAL magazine reaches more than 76,600 residents in the greater Austin area. It's distributed to more than 58,000 Austin American-Statesman subscribers in highly desirable ZIP codes and targeted growth areas. The average income is \$89,140.

San Antonio Magazine - San Antonio Magazine is the area's definitive city and regional magazine. Reaches more than 90,000 readers per issue, aggressively targets a readership of financially successful, well-educated, well-traveled professionals who are in the prime of their lives and at the peak of personal consumption.



NEW ADVERTISING OPPORTUNITIES TO CONSIDER

The following pages include new advertising venues to be considered.

It was requested that some additional opportunities be investigated to expand on the current ad campaign. Each new advertising venue should be considered with the target audience and advertising budget in mind.



Inside Texas

2013 RATES, CIRCULATION, CLOSING DATES

Southern Living

Proposed Ad Rate for Gonzales (Minimum of 3 Ads)

1/2 Page Inside Texas Edition \$ 8,024 per ad

1/6 Page Southwest Travel Directory (TX, OK, LA, MO) \$ 4,151 per ad



Our **Inside Texas** ad buy offers local and regional advertisers the far-reaching power of the *Southern Living* brand in an affordable, local advertising environment.

Target your ad message to **over 1.8 million** *Southern Living* readers in **TEXAS!**

Reach affluent homeowners who trust the magazine, read it cover to cover, and respond to it.

TOTAL PAID CIRCULATION: 360,000

Inside Texas is the Strongest Regional Print Vehicle

We deliver more total circulation in your market than any other local magazine.

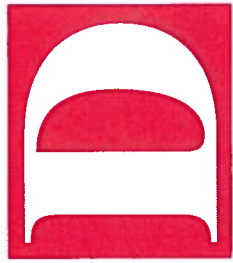
Circulation

CIRCULATION BY AREA

Full State	360,000
North (Dallas/Ft. Worth)	124,481
Central (Austin/San Antonio)	119,634
South (Houston/South Texas)	115,885

PUBLICATION	TOTAL CIRCULATION
Southern Living/Inside Texas	360,000
Texas Monthly (Texas Circulation)	276,722
D Magazine	72,841
D Home	20,344
San Antonio Magazine	9,725





D Magazine (Dallas)

2013 TRAVEL SECTIONS

Reach the Most Affluent Travelers in North Texas

D Magazine's more than 375,021* monthly readers love to travel and with an average household income of \$337,000, they can afford to travel often. Whether it's an extended stay at an exotic locale, a relaxing weekend escape, or a close-to-home getaway, the affluent audience who reads D will look to the travel sections to decide how to spend its travel dollars. The travel sections will be an advertorial on travel destinations (areas of interest are determined by who advertises) written by our special sections editor.

What you provide:

- Information on your travel destination and why D readers need to visit.
- 3 high res images—an image will be chosen by our special sections editor. (No logos)

Spring Getaways

San Antonio, Texas

Mount Lebanon's spectacular views of the city and surrounding hills are a sight to behold. The city is a beautiful blend of old and new, with a rich history and a vibrant culture. The city is a beautiful blend of old and new, with a rich history and a vibrant culture. The city is a beautiful blend of old and new, with a rich history and a vibrant culture.

The Hill Country, Texas

The Hill Country area is a beautiful blend of old and new, with a rich history and a vibrant culture. The city is a beautiful blend of old and new, with a rich history and a vibrant culture. The city is a beautiful blend of old and new, with a rich history and a vibrant culture.

Don't Miss These Attractions

LORAIN SPUR DOLLS

The Lorain Spur Dolls are a beautiful blend of old and new, with a rich history and a vibrant culture. The city is a beautiful blend of old and new, with a rich history and a vibrant culture. The city is a beautiful blend of old and new, with a rich history and a vibrant culture.

CONCESSIONS MONUMENT

The Concessions Monument is a beautiful blend of old and new, with a rich history and a vibrant culture. The city is a beautiful blend of old and new, with a rich history and a vibrant culture. The city is a beautiful blend of old and new, with a rich history and a vibrant culture.

PASADENA MONUMENT

The Pasadena Monument is a beautiful blend of old and new, with a rich history and a vibrant culture. The city is a beautiful blend of old and new, with a rich history and a vibrant culture. The city is a beautiful blend of old and new, with a rich history and a vibrant culture.

Net Rates (4-color)

SIZE	1X	2X	3X	4X	6-12X
Full Page	\$7,223	\$6,504	\$6,417	\$6,213	\$6,009
Two-Third Page	\$6,000	\$5,850	\$5,600	\$5,400	\$5,200
Half Page	\$4,168	\$3,750	\$3,382	\$3,331	\$3,133
Third Page	\$3,500	\$3,250	\$3,095	\$2,950	\$2,850
Quarter Page	\$2,285	\$2,077	\$1,898	\$1,852	\$1,800



Texas Co-Op Power

Statewide Rates

CIRCULATION

Texas Co-op Power's monthly circulation is 1.3 million. With an estimated 2.5 Texans per household reading each issue of Texas Co-op Power, our readership is more than 3 million.

BIG TEXAN DISCOUNT

Any company with a primary location in Texas, whose primary audience is within Texas, is eligible for a 20% Big Texan discount off the rates.

RATES	1x	3x	6x	12x
Full Page	\$27,240	\$26,440	\$25,645	\$24,875
Half Page	\$14,280	\$13,875	\$13,450	\$13,045
Third Page	\$9,780	\$9,430	\$9,215	\$8,940
Sixth Page	\$5,055	\$4,930	\$4,760	\$4,610
3 1/2 Inch	\$4,265	\$4,150	\$4,035	\$3,910
2 1/4 Inch	\$2,910	\$2,835	\$2,745	\$2,645
1 Inch	\$1,350	\$1,310	\$1,280	\$1,240

COLOR

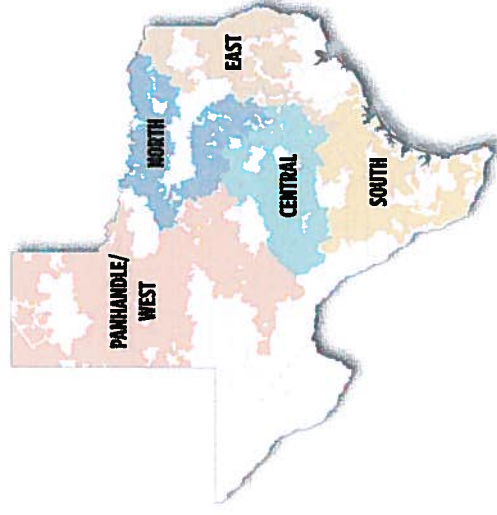
Black plus one color add \$750
Four-color add \$1,150

Regional Rates

RATES	1x	3x	6x	12x
PANHANDLE/WEST				
Full Page	\$2,925	\$2,595	\$2,470	\$2,340
Half Page	\$1,900	\$1,670	\$1,605	\$1,520
Third Page	\$1,285	\$1,140	\$1,085	\$1,025
Sixth Page	\$695	\$620	\$585	\$555
3 1/2 Inch	\$485	\$430	\$410	\$390
2 1/4 Inch	\$370	\$330	\$330	\$295
1 Inch	\$212	\$190	\$180	\$170
NORTH				
Full Page	\$8,060	\$7,165	\$6,810	\$6,450
Half Page	\$5,240	\$4,660	\$4,425	\$4,190
Third Page	\$3,540	\$3,145	\$2,990	\$2,830
Sixth Page	\$1,865	\$1,660	\$1,575	\$1,490
3 1/2 Inch	\$1,335	\$1,185	\$1,130	\$1,070
2 1/4 Inch	\$1,015	\$905	\$860	\$815
1 Inch	\$585	\$520	\$495	\$470
EAST				
Full Page	\$6,820	\$6,060	\$5,760	\$5,455
Half Page	\$4,430	\$3,940	\$3,740	\$3,545
Third Page	\$2,990	\$2,660	\$2,525	\$2,395
Sixth Page	\$1,620	\$1,440	\$1,370	\$1,300
3 1/2 Inch	\$1,130	\$1,005	\$954	\$905
2 1/4 Inch	\$860	\$765	\$725	\$690
1 Inch	\$495	\$440	\$415	\$395
CENTRAL				
Full Page	\$7,870	\$6,995	\$6,645	\$6,295
Half Page	\$5,115	\$4,545	\$4,320	\$4,090
Third Page	\$3,455	\$3,070	\$2,920	\$2,765
Sixth Page	\$1,820	\$1,615	\$1,535	\$1,455
3 1/2 Inch	\$1,305	\$1,160	\$1,100	\$1,040
2 1/4 Inch	\$990	\$880	\$840	\$795
1 Inch	\$570	\$510	\$480	\$455
SOUTH				
Full Page	\$5,930	\$5,275	\$5,010	\$4,745
Half Page	\$3,855	\$3,430	\$3,255	\$3,085
Third Page	\$2,605	\$2,315	\$2,200	\$2,085
Sixth Page	\$1,370	\$1,220	\$1,160	\$1,100
3 1/2 Inch	\$980	\$875	\$830	\$785
2 1/4 Inch	\$750	\$665	\$630	\$600
1 Inch	\$430	\$385	\$365	\$345

COLOR

Black plus one color add \$750
Four-color add \$1,150



Circulation by Region
Panhandle/West 86,600
North 341,200
East 288,000
Central 333,000
South 251,000



Guns and Ammo

Total Audience	8,335,000	97*
Male		3
Female		
Median Age	39.8	
Children in Household		20*
Married		71
Attended College		69
Professional/Management		40*
Craftsman/Tradesman		28
Military/Law Enforcement		11
Average Household Income	\$102,000	
Average Household Net Worth	\$687,000	

4-Color	1 x	3 x	6 x	9 x	12 x
Full Page	\$38,570	\$37,410	\$36,250	\$35,100	\$33,950
2/3 Page	31,630	30,700	29,750	28,790	27,830
1/2 Page	25,700	24,950	24,150	23,400	22,620
1/3 Page	21,740	21,090	20,440	19,790	19,140
1/4 Page	18,190	17,650	17,100	16,560	16,000
1/6 Page	15,230	14,760	14,310	13,860	13,370

2-Color	1 x	3 x	6 x	9 x	12 x
Full Page	\$29,460	\$28,580	\$27,690	\$26,810	\$25,910
2/3 Page	23,540	22,840	22,130	21,410	20,720
1/2 Page	18,720	18,160	17,590	17,040	16,480
1/3 Page	14,480	14,060	13,610	13,190	12,750
1/4 Page	12,080	11,700	11,350	10,970	10,630
1/6 Page	10,070	9,750	9,470	9,140	8,860

Shooting and the American Consumer

Contrary to the negative connotations sometimes associated with firearms owners and gun enthusiasts, these individuals represent every facet of our population – men as well as women, landed gentry and suburbanite, your next-door neighbor, doctor and mailman – and all of them enjoy the technical and social aspects of shooting.

While mainstream marketers often misperceive this group and the media that serves them, these consumers represent a powerful and deep cross-section of American consumers. Key facts you may not have known about this influential market include:

- 43% of U.S. households own firearms, representing over 200 million guns.
- 20 million individuals take part in competitive shooting in the United States – and the 2012 Summer Olympics featured 15 different shooting events for both men and women.
- Over 1.4 million Americans used firearms in their line of work – including law enforcement and military personnel.
- The U.S. firearms industry includes approximately 200 companies employing about 15,000 individuals with annual revenues in excess of \$2 billion.

Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Guns & Ammo Brand

Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer "purchase intent" is to rely media synergy to best drive results. Key revelations from 32 studies conducted from 2003 through 2007 include:

- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic – and that traffic increased considerably when URLs were included in advertising and marketing messages.



TravelTex.com

Option 1 – Sponsored Link Options On Interior Page (Item C. Sponsored Link in below spec sheet)

- City Page Sponsored Link (Ex: Dallas) - \$500/Month
- Cities & Regions interior page Sponsored Link (Ex: Prairies and Lakes) - \$600/Month
- Things to Do Page interior page Sponsored Link (Ex: Arts & Culture) - \$600/Month

Option 2 – Co-Op Banner Options on Interior Page (Item B. Co-Op Banner in below spec sheet)

- City Page Co-Op Banner (Ex: Dallas) - \$800/Month
- Cities & Regions interior page Co-Op Banner (Ex: Prairies and Lakes) - \$900/Month
- Things to Do Page interior page Co-Op Banner (Ex: Arts & Culture) - \$900/Month

Option 3 – Co-Op Banner Options on Home Page (Item B. Co-Op Banner in below spec sheet)

- Cities & Regions Co-Op Banner - \$1,000/Month
- Things to Do Co-Op Banner - \$1,000/Month
- Places to Stay Co-Op Banner - \$1,000/Month

Option 4 – Header on Interior Page (Item A. Page Header in below spec sheet)

- City Page Header (Ex: Dallas) - \$1,000/Month
- Cities & Regions interior page Header (Ex: Prairies and Lakes) - \$3,000/Month
- Things to Do Page interior page Header (Ex: Arts & Culture) - \$3,000/Month
- Places to Stay Page interior page Header (Ex: Hotels, Motels & Inns) - \$3,000/Month

Option 5 – Page Takeover (Sub-pages ONLY)

Cities & Regions (Home page not available for Page Takeover)

- Interior Page of Cities (Ex: Dallas Page) - \$1,250/Month
 - Header Placement, Sponsored Link Placement, Co-Op Banner Placement
- Interior Page of Regions (Ex: Hill Country Page) - \$3,500/Month
 - Header Placement, Sponsored Link Placement, Co-Op Banner Placement
- Interior Page of Things to Do (Ex: Beaches) - \$3,500/Month
 - Header Placement, Sponsored Link Placement, Co-Op Banner Placement



Digital Opportunities from Cox Communications

Focus:

- Increase downloads of the Tour Gonzales app.
- Increase attendance around events: Summer Concert Series, July 4, Come and Take It and Winterfest Celebration.
- Increase overall brand awareness of the City of Gonzales in Austin and San Antonio.

Search Engine Marketing/PPC

Increase web traffic to tourgonzales.com through pay-per-click campaign targeting relevant search keywords such as Texas History, Texas Travel, etc.

Targeted to Austin & San Antonio markets
\$ 750/month per market; \$ 1500 total

Behaviorally-targeted display ads targeting users engaging with Texas Travel

Advertise to qualified Texas travel audience on Austin360.com, Statesman.com, Yahoo and custom

Family Travel/Austin Travel / Texas History site networks

Targeted to Austin & San Antonio markets

300x250, 728x90 and 300x100 ad size units

150,000 targeted impressions/month

\$ 1500/month

Site and Keyword Retargeting

Serve ads to the most qualified audience for Gonzales in San Antonio & Austin DMA's. User will see ad approximately 20 times over the month long period and if they don't click on it, the ad will stop reaching that particular user.

Keyword Retargeting - serve ads to people actively searching keyword terms you've targeted such as "Texas festivals", "Texas Travel", etc.

Website Retargeting - serve ads to users that have already navigated to your site.

Geo-Fenced Mobile ads

Target consumers within a 5 mile radius of the Alamo and the State Capitol - Users click Gonzales ad and it directs them to download Tour

Gonzales App

240,000 impressions/month

\$ 2,400/month



Google Ad Words Campaign

With AdWords, you can reach new customers as they search on Google for words related to your business, or browse websites with related themes. Plus, you stay in control of your advertising costs.

- AdWords, Google's online advertising program, lets you reach new customers and grow your business.
- Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.
- There's no minimum spending commitment. You can pause or stop anytime.

Reach people at the precise moment they're searching for what you offer

Your ad is displayed to people who are already searching for the kinds of products and services you offer. So those people are more likely to take action.

You can choose where your ad appears -- on which specific websites and in which geographical areas (states, towns, or even neighborhoods).

The Google Display Network (GDN) alone reaches 80% of Internet users in the US.

Control your budget

With cost-per-click (CPC) bidding, you're charged only when someone clicks your ad, not when your ad appears. There are a variety of bidding options you can choose from.

You decide how much or little you want to spend monthly, and you'll never be charged more than that amount. There's no minimum spending commitment.

See exactly what's working in your ad, and build on it

View a report of how your ad is doing -- see how many new customers connect to your business from your ad, where they're coming from, and more.

Use AdWords tools to edit and improve your ad, and increase the number of potential customers who contact your business.



Houston Publications

Houstonia Magazine - Houstonia is the largest local magazine and the only paid circulation local magazine. The target readership is 273,000 readers per issue, and a circulation of 65,000. Houstonia is committed to distribution in the entire Houston area including the Woodlands and Sugar Land. Have requested rate information, waiting for a sales rep to make contact to discuss rates.

H Magazine - H Texas Magazine covers travel, dining, happenings, bridal, beauty, people and places in Houston Texas. Have requested rate information, waiting for a sales rep to make contact to discuss rates.

Houston Family Magazine - For over 20 years, Houston Family Magazine has been a trusted resource of information for local parents. Focusing on content that speaks to the concerns of today's issues, the magazine has earned the 'go-to resource' nickname earnestly. With monthly editorial that features comprehensive calendar of events, inspiring real life stories of local parents, expert opinions, categorized resources of information and product guides, covers a little bit of everything on parent's minds. Have requested rate information, waiting for a sales rep to make contact to discuss rates.



Other Types of Opportunities

Texas Tourism Co-Op Program

In September of 2014 the new Texas Tourism Co-Op program should be introduced. Through this program there will be opportunities to purchase at a variety of price points that will add value and increase marketing impact. Domestic and international and print and web options will be available.

Texas Independence Trails and Texas Historic Commission

The Texas Historic Commission promotes the ten Texas Heritage Trails Regions of which Texas Independence Trails is a part.

As a participating member of the Texas Independence Trails Region there are many opportunities to benefit from these marketing efforts. Include print, web, and trade shows. Recommended become Texas Independence Trail Region Member at \$500 or \$1,000 level.

Texas Travel Industry Association Travel Summit

The 2013 Texas Travel Summit conference is scheduled on September 22-24 in Corpus Christi. The conference is the only statewide event in Texas that provides the opportunity for the entire Texas travel and tourism industry to network with other industry leaders and learn about a vast array of industry topics including travel trends, marketing and promotions, best practices, new products and services, and advocacy to help the industry grow and prosper. The conference is designed to EDUCATE, INNOVATE, and COMMUNICATE. Cost for first attendee is \$335, each additional attendee \$280 before August 23.

Organize a FAM Tour

FAM stands for "familiarization" tour. It is bringing people (in this case travel media) to Gonzales to experience what the state has to offer first-hand. The purpose of hosting a media FAM tour is to garner positive editorial publicity about a destination and/or organization. This is different than paid advertising in that publicity generated through media relations efforts is the editorial opinion of the writer, which is often considered more valuable than paid advertising.



GONZALES MARKETING REVENUE:

- Revenues to promote Gonzales are provided through the local hotel occupancy tax.

Use of Local Hotel Occupancy Tax Revenues

Criteria #1: First, every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry.

Criteria #2: Every expenditure of the hotel occupancy tax must clearly fit into one of nine statutorily provided categories for expenditure of local hotel occupancy tax revenues.

- 1) Funding the establishment, improvement, or maintenance of a convention center or visitor information center. Texas law specifies that for a facility to be funded as a convention center, it must be a facility primarily used to host conventions and meetings. In other words, holding local resident meetings in a facility would not count toward qualifying the facility as a convention center, but meetings of individuals from out-of-town who in part stay at hotels would qualify.
- 2) Paying the administrative costs for facilitating convention registration.
- 3) Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity.
- 4) Expenditures that promote the arts. There are many success stories of cities that have partnered with the arts entities to turn one day arts events into multi-day events that can substantially increase tourism and hotel activity.
- 5) Funding historical restoration or preservation programs.
- 6) Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million. To qualify under this authorization, the sporting event must be one that would "substantially increase economic activity at hotels and motels within the city or its vicinity." The statutory authorization also requires that a majority of the participants in the sporting event also be tourists to the area.
- 7) Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities. Texas law further requires that before local hotel tax to be used for this purpose, the sports facilities and fields must have been used a combined total of more than 10 times for district, state, regional, or national sports tournaments in the preceding calendar year.
- 8) Funding transportation systems for tourists.
- 9) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

*It is important to note that Texas law also provides that the hotel occupancy tax may not be used for general revenue purposes or general governmental operations of a municipality. It also may not be used to pay for governmental expenses that are not directly related to increasing tourism and hotel and convention activity. For example, consider a request to use the hotel occupancy tax to pay for construction of additional lighting, restrooms, roads, sidewalks, or landscaping in a downtown area. These are expenditures for which the city would traditionally use its general revenues. Therefore, such an expenditure would violate the prohibition against using the hotel tax for "general governmental operations of a municipality." It is difficult to argue that such improvements to a non-tourism facility would "directly" promote tourism and hotel activity. At best, one could argue the improvements would "indirectly" enhance tourism and hotel activity—which is not sufficient under the clear language of the Tax Code to qualify for funding from the hotel occupancy tax.

*Resource - Texas Hotel Lodging Association, What Cities Need to Know to Administer Municipal Hotel Occupancy Taxes - Abridged Version, Fall 2011



1. Marketing Schedule – September 2013

AAA Texas Journey	1/6 Page	September	\$3,260.00
Austin Monthly	Full Page	September	\$2,106.00
AustinTexas.org	Banner	September	\$227.00
REAL Magazine	Full Page	September	\$2,345.00
REAL Magazine.com	Featured Event	September	\$300.00
San Antonio Magazine	Full Page	September	\$2,106.00
Texas Highways	Full Page	September	\$5,461.93
Texas Monthly	Full Page	September	\$9,504.00
Texas Monthly.com	Box	September	\$892.50
Tour Texas	Rectangle Banner	September	\$495.00
Total			\$33,306.43

2. Marketing Update

- a. Working on Oct 1 ad schedule and marketing plan.

3. Smart Phone App Update

- a. Continuing to work on adding historic homes and taking new photos.

4. Web and Social Media Update

Tour Gonzales App Stats

July 2013 New Downloads	120
Region	% of Users
Austin	32.00%
Houston	20.00%
San Antonio	24.00%
DFW	5.00%
Corpus	19.00%

Tour Gonzales Website

July, 2013

Pageviews	6,418
New Visitors	81%

Tour Gonzales Facebook

Likes	57
# People Reached	6,368

FINANCIAL STATEMENT

AS OF: JUNE 30TH, 2013

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>810-TEXAS CAPITAL FUNDS</u>						
4-810.110 TEXAS CAPITAL GRANT FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	164,600.00	31,054.77	147,201.38	89.43	0.00	17,398.62
4-811.801 INTEREST INCOME	200.00	131.35	379.53	189.77	0.00	(179.53)
TOTAL 811-HOTEL/MOTEL	164,800.00	31,186.12	147,580.91	89.55	0.00	17,219.09
<u>813-FORFEITURES</u>						
4-813.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-813.508 FORFEITURE INCOME	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
<u>814-MUNICIPAL COURT</u>						
4-814.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-814.501 MUNICIPAL COURT FEES	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 814-MUNICIPAL COURT	0.00	0.00	0.00	0.00	0.00	0.00
*** TOTAL REVENUES ***	164,800.00	31,186.12	147,580.91	89.55	0.00	17,219.09

FINANCIAL STATEMENT

AS OF: JUNE 30TH, 2013

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	1,000.00	124.65	235.33	23.53	0.00	764.67
7-811.217 MISCELLANEOUS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 2-SUPPLIES EXPENSE	1,000.00	124.65	235.33	23.53	0.00	764.67
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	<u>500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>500.00</u>
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	500.00	0.00	0.00	0.00	0.00	500.00
<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	300.00	0.00	0.00	0.00	0.00	300.00
7-811.408 MEMBERSHIP DUES	2,000.00	0.00	0.00	0.00	0.00	2,000.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.412 CHAMBER OF COMMERCE	5,000.00	0.00	2,500.00	50.00	0.00	2,500.00
7-811.413 PIONEER VILLAGE	5,000.00	0.00	3,623.55	72.47	0.00	1,376.45
7-811.414 JB WELLS PARK	5,000.00	0.00	7,070.00	141.40	0.00	(2,070.00)
7-811.415 MAIN STREET	5,000.00	0.00	5,000.00	100.00	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	<u>2,500.00</u>	<u>0.00</u>	<u>1,596.58</u>	<u>63.86</u>	<u>0.00</u>	<u>903.42</u>
TOTAL 4-CONTRACT/OPER SERVICES	24,800.00	0.00	19,790.13	79.80	0.00	5,009.87
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	90,000.00	1,453.61	35,259.47	39.18	0.00	54,740.53
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	10,000.00	15.48	3,124.40	31.24	0.00	6,875.60
7-811.520 MARKETING AND PROMOTIONS	10,000.00	448.00	10,901.00	109.01	0.00	(901.00)
7-811.521 SPECIAL PROJECTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.522 EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	0.00	0.00	0.00	0.00	0.00	0.00
7-811.526 MEMORIAL MUSEUM	15,000.00	0.00	0.00	0.00	0.00	15,000.00
7-811.527 EGGLESTON HOUSE	2,500.00	0.00	0.00	0.00	0.00	2,500.00
7-811.528 JB WELLS HOUSE	5,000.00	0.00	0.00	0.00	0.00	5,000.00
7-811.529 RIVERSIDE MUSEUM	<u>5,000.00</u>	<u>89.77</u>	<u>219.23</u>	<u>4.38</u>	<u>0.00</u>	<u>4,780.77</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	137,500.00	2,006.86	49,504.10	36.00	0.00	87,995.90

FINANCIAL STATEMENT

AS OF: JUNE 30TH, 2013

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
6-CAPITAL OUTLAY EXPENSE						
7-811.610 OFFICE FURNITURE & EQPT	<u>1,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>
TOTAL 6-CAPITAL OUTLAY EXPENSE	1,000.00	0.00	0.00	0.00	0.00	1,000.00
TOTAL 811-HOTEL MOTEL	164,800.00	2,131.51	69,529.56	42.19	0.00	95,270.44
	=====	=====	=====	=====	=====	=====

FINANCIAL STATEMENT

AS OF: JUNE 30TH, 2013

500-RESTRICTED USE FUNDS

813-FORFEITURES

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>4-CONTRACT/OPER SERVICES</u>						
7-813.411 SPECIAL CONTRACTS	0.00	0.00	0.00	0.00	0.00	0.00
7-813.430 TRAVEL AND TRAINING	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 4-CONTRACT/OPER SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-813.521 SPECIAL PROJECTS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
<u>6-CAPITAL OUTLAY EXPENSE</u>						
7-813.610 CAPITAL OUTLAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 6-CAPITAL OUTLAY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
	=====	=====	=====	=====	=====	=====

FINANCIAL STATEMENT

AS OF: JUNE 30TH, 2013

500-RESTRICTED USE FUNDS

814-MUNICIPAL COURT

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-814.555 CHILD SAFETY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.556 COURT SECURITY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.557 COURT TECHNOLOGY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.558 JUDICIAL EFFICIENCY EXPENSE	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 814-MUNICIPAL COURT	0.00	0.00	0.00	0.00	0.00	0.00
	=====	=====	=====	=====	=====	=====
*** TOTAL EXPENSES ***	164,800.00	2,131.51	69,529.56	42.19	0.00	95,270.44

*** END OF REPORT ***

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Jun-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

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

5/30/13 6/19 B18453 Misc 051315 03531 TO ALLOCATE MONTHLY POSTAGE JE# 011060 110.68 110.68
===== MAY ACTIVITY DB: 110.68 CR: 0.00 110.68
6/13/13 6/14 A48758 CHK: 096533 11157 POSTAGE ADJUSTMENT- BROC 0299 OVERDUE POSTAGE 2.75 113.43
6/30/13 7/18 B18761 Misc 061315 03605 TO ALLOCATE MONTHLY POSTAGE JE# 011162 121.90 235.33
===== JUNE ACTIVITY DB: 124.65 CR: 0.00 124.65
===== ACCOUNT TOTAL DB: 235.33 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

7-811.409 SUBSCRIPTIONS
B E G I N N I N G B A L A N C E 0.00

7-811.411 SPECIAL CONTRACTS
B E G I N N I N G B A L A N C E 0.00

7-811.412 CHAMBER OF COMMERCE

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Jun-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

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

0.00

5/01/13	5/08	A47432	CHK: 095950	11059	SPECIAL CONTRACTS 1ST QU 0041		1ST QUARTER 2013		2,500.00	2,500.00
			=====		MAY ACTIVITY	DB:	2,500.00	CR:	0.00	2,500.00
			=====		ACCOUNT TOTAL	DB:	2,500.00	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

5/28/13	5/30	A48094	CHK: 096231	11120	1ST QTR. FYE OCT 2013 1027		1ST QTR FYE OCT 13		3,623.55	3,623.55
			=====		MAY ACTIVITY	DB:	3,623.55	CR:	0.00	3,623.55
			=====		ACCOUNT TOTAL	DB:	3,623.55	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

5/08/13	6/06	A48323	CHK: 096287	11145	TJHRA PROMOTIONAL ITEMS 0222	179692			7,070.00	7,070.00
			=====		MAY ACTIVITY	DB:	7,070.00	CR:	0.00	7,070.00
			=====		ACCOUNT TOTAL	DB:	7,070.00	CR:	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

4/01/13	4/03	A46383	CHK: 095604	10946	FIREWORKS DISPLAY 7/04/2 2992	04012013			5,000.00	5,000.00
			=====		APRIL ACTIVITY	DB:	5,000.00	CR:	0.00	5,000.00
			=====		ACCOUNT TOTAL	DB:	5,000.00	CR:	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

4/02/13	4/02	P02209	PYEXP	00336					131.36	131.36
4/02/13	4/11	B17745	PYEXP	03262		JE# 010638			131.36CR	0.00
4/12/13	6/28	A49358	CHK: 000000	11205	CAKE AT HEB	2931	687853		8.50	8.50
4/24/13	6/28	A49326	CHK: 000000	11205	SOUTHWEST AIRLINES VCT	2931	04/25/2013		1,156.98	1,165.48
			=====		APRIL ACTIVITY	DB:	1,296.84	CR:	131.36CR	1,165.48
5/03/13	6/28	A49332	CHK: 000000	11205	ICSC NEW YORK, NY	2931	05/03/2013		96.51	1,261.99

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Jun-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
5/17/13	7/12	A50086	CHK: 000000	11225	WARRIOR WEEKEND SUPPLY &	2931	762175		134.59	1,396.58
5/28/13	5/30	A48140	CHK: 096249	11120	TRAVEL EXPENSE ADVANCE 5	3037	TRAVEL EXPENSE		200.00	1,596.58
			=====	MAY ACTIVITY	DB:	431.10	CR:	0.00	431.10	
			=====	ACCOUNT TOTAL	DB:	1,727.94	CR:	131.36CR		

7-811.502

ADVERTISING

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

0.00

4/03/13	4/03	A46354	CHK: 095574	10944	E-BROADCAST ADVERTISING	3025	240904		2,850.00	2,850.00
4/12/13	6/06	A48505	CHK: 096374	11145	DOMAIN NAME REGIS. FEES	2895	1057		329.97	3,179.97
4/18/13	4/25	A46960	CHK: 095837	11013	ADVERTISEMENT SPREAD	2714	TM61453		11,880.45	15,060.42
4/18/13	4/25	A46964	CHK: 095823	11013	NOTEPADS	2819	9048		1,137.75	16,198.17
4/19/13	4/25	A46980	CHK: 095820	11013	FULL PAGE ADVERTISEMENT	3171	2013-26741		2,340.00	18,538.17
4/19/13	4/25	A46981	CHK: 095820	11013	FULL PAGE ADVERTISEMENT	3171	3012-8697		2,340.00	20,878.17
4/30/13	5/22	A47766	CHK: 096088	11093	CITY OF GONZALES REAL MA	3164	865386401		1,315.00	22,193.17
			=====	APRIL ACTIVITY	DB:	22,193.17	CR:	0.00	22,193.17	
5/01/13	5/08	A47468	CHK: 095981	11059	4 COLOR BANNER WIDE SKYS	2404	240899		375.00	22,568.17
5/01/13	5/08	A47469	CHK: 095981	11059	4 COLOR DEST SPOTLIGHT	2404	240901		600.00	23,168.17
5/01/13	6/14	A48716	CHK: 096434	11157	JUNE SUMMER CONCERT RET	3164	966418001		550.00	23,718.17
5/04/13	6/06	A48504	CHK: 096290	11145	FULL PAGE COLOR FOR MAY	2867	579		375.00	24,093.17
5/17/13	6/06	A48467	CHK: 096356	11145	SA MAGAZINE-PRINT JUNE	2478	2013-8698		2,340.00	26,433.17
5/17/13	6/06	A48524	CHK: 096357	11145	MONTHLY STATEMENT	3171	2013-8698		2,340.00	28,773.17
5/23/13	6/06	A48513	CHK: 096384	11145	4 COLOR, 1/3 PAGE, DISPL	3024	237944		827.69	29,600.86
5/31/13	6/06	A48464	CHK: 096387	11145	4 COLOR BANNER WIDE SKYS	2404	240900		375.00	29,975.86
5/31/13	6/06	A48503	CHK: 096389	11145	FULL PAGE FOUR COLOR 12X	2840	2013-15104		2,200.00	32,175.86
5/31/13	6/14	A48715	CHK: 096434	11157	COG REAL MAGAZINE U 76	3164	865738901		1,630.00	33,805.86
			=====	MAY ACTIVITY	DB:	11,612.69	CR:	0.00	11,612.69	
6/01/13	6/14	A48821	CHK: 096444	11157	BROCHURES	1044	465119		1,363.61	35,169.47
6/06/13	6/19	A49009	VOID: 096357	11180	REVERSE VOIDED CHECK	3171	2013-8698		2,340.00CR	32,829.47
6/25/13	7/12	A49965	CHK: 096863	11224	GRAPIC DESIGN WESITE UPD	2895	1062		800.00	33,629.47
6/30/13	7/12	A49972	CHK: 096823	11224	COFG/JULY REAL MAGAZINE	3164	866783001		1,630.00	35,259.47
			=====	JUNE ACTIVITY	DB:	3,793.61	CR:	2,340.00CR	1,453.61	
			=====	ACCOUNT TOTAL	DB:	37,599.47	CR:	2,340.00CR		

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

4/16/13	4/17	A46749	CHK: 095741	10996	SIGN FOR INDEPENDENCE GO	3140	7995-1		1,812.50	1,812.50
			=====	APRIL ACTIVITY	DB:	1,812.50	CR:	0.00	1,812.50	

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Jun-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
5/23/13	6/06	A48312	CHK: 096300	11145	SAFETY SNAPS AND ROPE	0219	00633803		64.01	1,876.51
5/30/13	6/06	A48500	CHK: 096364	11145	MESH STREET BANNER	2819	9160		1,232.41	3,108.92
			=====	MAY ACTIVITY	DB:	1,296.42	CR:	0.00	1,296.42	
6/28/13	7/03	A49642	CHK: 096752	11213	U BOLT PLATE & BIT SNAP	0219	00635706		15.48	3,124.40
			=====	JUNE ACTIVITY	DB:	15.48	CR:	0.00	15.48	
			=====	ACCOUNT TOTAL	DB:	3,124.40	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
4/11/13	4/25	A46963	CHK: 095823	11013	DECALS AND APPLICATIONS	2819	9016		423.80	423.80
4/18/13	4/25	A46965	CHK: 095823	11013	RACK CARDS	2819	9049		6,075.00	6,498.80
4/18/13	4/25	A46966	CHK: 095823	11013	PROMOTIONS 10,000 BROCHU	2819	9050		3,880.00	10,378.80
4/27/13	5/22	A47703	CHK: 096060	11093	CELL SERVICE	1071	2682-05052013		37.20	10,416.00
			=====	APRIL ACTIVITY	DB:	10,416.00	CR:	0.00	10,416.00	
5/27/13	6/20	A49102	CHK: 096566	11175	04/28/2013-05/27/2013 BI	1071	06052013		37.00	10,453.00
			=====	MAY ACTIVITY	DB:	37.00	CR:	0.00	37.00	
6/28/13	7/03	A49648	CHK: 096777	11213	BROCHURES FOR TOURISM	0230	81575		448.00	10,901.00
			=====	JUNE ACTIVITY	DB:	448.00	CR:	0.00	448.00	
			=====	ACCOUNT TOTAL	DB:	10,901.00	CR:	0.00		

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

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

7-811.525	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

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Jun-2013

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

[illegible]

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

5/21/13	6/06	A48449	CHK: 096314	11145	PHONE AND INTERNET	1816	0000141785-004-5	129.46	129.46
			=====		MAY ACTIVITY	DB: 129.46	CR: 0.00	129.46	

6/21/13	7/03	A49677	CHK: 096757	11213	6/21/13	BILLING	1816	6/21/2013	BILLING	89.77	219.23
=====				JUNE ACTIVITY	DB:	89.77	CR:	0.00	89.77		

=====	ACCOUNT TOTAL	DB:	219.23	CR:	0.00
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7-811.610	OFFICE FURNITURE & EQPT		
	B E G I N N I N G	B A L A N C E	0.00

★ _ ★ _ ★ _ ★ _ ★ _ ★ _ ★ _ ★ _ ★ _ ★ _ ★ _ ★ _

000 ERRORS IN THIS REPORT!

* _ * _ * _ * _ * _ * _ * _ * _ * _ *

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	72,000.92	2,471.36CR
ENDING BALANCES:	72,000.92	2,471.36CR

Hotel/Motel Tax Revenues

FYE Spetember 30, 2013

BUSINESS	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Apache Inn	699.48	433.65			1,133.13
Belle Oaks	2,068.50	3,138.27			5,206.77
Best Western/Regency Inn	17,825.87	24,225.72			42,051.59
Cabana Guesthouse	555.45	902.30			1,457.75
Carefree Inn	30,211.00	31,480.12			61,691.12
Fauth Cottage	0.00	0.00			0.00
Holiday Inn Express & Suites	50,855.39	51,629.51			102,484.90
Lexington Motor Inn	3,884.59	2,830.16			6,714.75
Laurel Ridge Inn	71.40				71.40
St. James Inn	178.15	500.15			678.30
Sleep Inns and Suites	31,742.79	34,562.05			66,304.84
The Texas Lodge	2,154.33	18,081.98			2,154.33
Wolff Rental Properties	201.60				201.60
Total Hotel/Motel Tax Received	139,749.07	167,783.91	0.00	0.00	290,150.48

Hotel/Motel Tax Revenues

FYE 2013

BUSINESS	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Apache Inn		832.87	377.31	478.10	1,688.28
Belle Oaks	1,916.60	2,393.36	2,064.65	1,944.43	8,319.04
Best Western/Regency Inn	15,972.61	17,380.75	17,675.10	17,611.32	68,639.78
Cabana Guesthouse	172.20	278.60	472.81	390.60	1,314.21
Carefree Inn	21,057.05	22,318.94	19,185.93	18,767.92	81,329.84
Fauth Cottage	0.00	0.00	0.00	0.00	0.00
Holiday Inn Express & Suites			20,567.40	43,260.24	63,827.64
Lexington Motor Inn	4,557.60	4,618.92	2,360.88	3,253.26	14,790.66
Laurel Ridge Inn	106.40	90.10		116.65	313.15
St. James Inn	264.60	285.60	245.00	295.40	1,090.60
Sleep Inns and Suites	25,576.22	26,582.44	25,079.15	28,043.93	105,281.74
Wolff Rental Properties	269.60	419.30	307.65	201.00	1,197.55
Total Hotel/Motel Tax Received	69,892.88	75,200.88	88,335.88	113,884.75	347,792.49

Tourism Advisory Committee 2013 - 2014

NAME	ORGANIZATION or BUSINESS	ADDRESS	CITY	ST	ZIP	HOME/ OFFICE PHONE	CELL PHONE	E-MAIL	TERM BEGIN	TERM END
Meena Patel	Best Western Gonzales	1811 E. Sarah DeWitt Dr.	Gonzales	TX	78628	830-672-5555	916-947-9769	texministorage@gmail.com	Appointed 4/12	2014
Richard Tiller	Belle Oaks Inn and Boothe House Bed & Breakfast	222 St. Peter Street	Gonzales	TX	78629	830-857-8613	830-822-1580	info@belleoaksinn.com	Appointed 4/07, 4/09, 5/11, 4/13	2015
Barbara Crozier	Laurel Ridge Antiques, Inn and Christmas Shoppe	827 St. Joseph Street	Gonzales	TX	78629	830-672-2484	512-217-6565	laurelridge@gvec.net barbaracrozier1@gmail.com	Appointed 4/08, 4/9, 5/11, 4/13	2015
Alison Guerra Rodriguez	Sleep Inn Gonzales & Holiday Inn Gonzales	3128 Water Street	Gonzales	TX	78629	830-672-1888	830-857-1830	guerraar@yahoo.com	Appointed 1/09, 3/10, 4/12	2014
Cindy Munson	Pioneer Village Living History Center	PO Box 431	Gonzales	TX	78629	830-672-2157	210-288-5264	thevillage1835@hotmail.com	Appointed 5/11, 4/12	2014
Paul Frenzel	Historic Homes Association	623 St. Michael Street	Gonzales	TX	78629	830-672-3732	830-857-4103	PAVI@stx.rr.com	Appointed 5/11, 4/13	2015
Vacant										
Ken Morrow	Alliant Homes	370 PR 4811	Gonzales	TX	78629	830-437-5646	512-422-0811	KEN@ALLIANT-HR.COM	Appointed 5/11, 4/12	2014
Ann Covert	St. James Inn	723 St. James Street	Gonzales	TX	78630	830-672-7066		email@stjamesinn.com	Appointed 5/11, 4/12	2014
Daisy Scheske	Gonzales Chamber of Commerce & Agriculture	414 St. Lawrence Street	Gonzales	TX	78631	830-672-6532		cti@gonzalestexas.com		
Barbara Friedrich	City of Gonzales, Main Street	P.O. Box 547	Gonzales	TX	78629	672-2815	830-263-0118	mainstreet@cityofgonzales.org		
Tim Patek	City of Gonzales, Parks & Rec. Director	P.O. Box 547	Gonzales	TX	78629	672-3192		tpatek@cityofgonzales.org		
The 7 member Tourism Advisory Committee was established by City Council at the May 2, 2006 meeting.										
The committee was increased to 9 members at the May 10, 2011 City Council meeting. 5 members constitute a quorum.										
The committee includes, ex-officio, Chamber Director, Main Street Administrator and Parks Director.										
The committee members serve two-year staggered terms with a limit of 2 two-year terms.										
The Tourism Advisory Committee meets the 4th Thursday of the month at City Hall at 12:00pm. The meeting is subject to Open Meeting Act rules.										

The Gonzales Chamber of Commerce & Agriculture provides the staff/manpower to:

- * Answer all inquiries made about Gonzales by telephone, mail, email, twitter, facebook, pinterest and instagram
- * Keep records of telephone calls, visitors to the building and referrals
- * Oversee the official Old Jail Visitor Information Center and Old Jail Museum
- * Send quarterly visitor count to Texas Dept. of Transportation Literature Program in order to track visitation on state level
- * Keep track of brochures going out of Old Jail Visitor Center
- * Distribute literature to Texas Travel Centers and convention bureaus, chambers, RV Parks and campgrounds, as requested.
- * Schedule tours, individual or group, as requested, including school tours during the year
- * Update all state and national visitor-information for publications
- * Prepare visitor packet for all who request visitor and relocation information
- * Assist with preparing advertising for special events promoted through Tourism Partners
- * Promote event through weekly Chamber column in Gonzales Inquirer, Gonzales Cannon, every Thursday on KCTI at 8:30 a.m., facebook and twitter are posted and responded to daily. Maintain Chamber of Commerce website, which includes all tourism information; provide representations and or literature to state trade shows.
- * This quarter there were requests from Texas Monthly and Texas Travel Guide, plus requests from schools and individuals.
- * Sale tickets for events and shows including Crystal Theatre and Historic Home Tour.
Prepared visitor packet and arranged tour for the Lakewood Forest Garden Club (spent 2 nights in Gonzales), Houston Precinct's Tours, two church tours from Houston, Baylor Community Center, Park Shadows Houston, and school tours. Texas Junior High Rodeo Finals had 450 bags, Gonzales ISD 150 bags, Texas Southern Dames 60 bags and stay the night, Youth Center Rodeo finals 185 Bags.

Chamber Social Media

facebook 1,659 likes
twitter 232 followers
pinterest 88 followers
instagram 133 followers

The Gonzales Chamber of Commerce website is currently going through renovations and we will not have this documentation at this time.

*** Visitor to the Old Jail Museum and Visitor Center**

Month	Total	In state	Other States, Countries	
April	248	221	27	
May	391		362	29
June	386		324	62

Total visitor for the first quarter were 1,025 in state 907 and for out of state and country 118

*Count includes only those who register; not all visitors sign the registry book