

GONZALES TOURISM ADVISORY COMMITTEE MEETING


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

AGENDA

- 1. Call to Order, Certification of Quorum**
- 2. Public Comments**
- 3. Discuss and Approve minutes of May 23, 2013**
- 4. Discussion & Consideration of Rusted Gingham Funding Request for 2013 Event**
- 5. Discussion & Consideration of Gonzales County Jail Museum Request for Funding.**
- 6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website, and report by Ann Covert on signage.**
- 7. Report on Upcoming Events: Summer Concerts, 4th of July Celebration, TYRA Rodeo Finals, Ranch Rodeo Finals, PBR, CPRA Rodeo, Crystal Theater Events**
- 8. Financial Report**
- 9. Next Regular Meeting will be June 27, 2013 at 12:00PM at City Hall**
- 10. 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 2 PM 24th day of June, 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, May 23, 2013
City Hall at 12:00 P.M.**

M I N U T E S

- 1. Vice Chair Barbara Crozier called the meeting to order at 12:15pm and certified a quorum with Paul Frenzel, Alison Guerra Rodriguez, Ann Covert, Ken Morrow, Meena Patel, Barbara Friedrich, Barbara Hand. and Tim Patek. Richard Tiller and Cindy Munson were absent. Marketing consultant Loretta Shirley was also present.**
- 2. Public Comment – Tim Patek announced that Carolyn Gibson Baros would be working strictly on Economic Development for the EDC Board and that Tourism and Main Street would be under his supervision. Barbara Hand requested that the next time we order brochures that they be folded; reprint the Walking and Driving Tour brochures and she wanted to Thank everyone that supported the Warrior Weekend.**
- 3. Discussion & Consideration of Come & Take It Funding Request for 2013 Event - Barbara Hand, Executive Director of the Gonzales Chamber of Commerce, requested funding for advertising for the Come and Take It Event. Following discussion, Ken Morrow moved to funding up to \$5,000.00 for advertising the Come and Take It event. Meena Patel seconded the motion. The motion prevailed by unanimous vote.**
- 4. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website – Loretta Shirley reported that rack cards have been distributed in all locations in the Certified Folder Display; Summer ad schedule is in full swing; planning for the October 1 budget, will be adding the Historic Homes, restaurants and shops to the Smart Phone App, and the new brochures and map pads were here. The new brochures and map pads need to be distributed to the hotels. Loretta said that Paul Frenzel had provided pictures of the Historic Homes, but some needed to be up-dated. Following discussion, Ken Morrow moved to fund up to \$500.00 to take pictures of the Historic Homes. Meena Patel seconded the motion. The motion prevailed by unanimous vote.**
- 5. Report on Upcoming Events: Summer Concerts, 4th of July Celebration, Jr. High Rodeo State Finals, TYRA Rodeo Finals, YRA Rodeo Finals, Ranch Rodeo Finals, PBR, CPRA Rodeo, Crystal Theater Events. Barbara Crozier reported that the Farmers Market will be held every Saturday from 10-1 p.m. at Laurel Ridge Antiques and the Crystal Theatre Youth**

Program will begin and performances will be June 20th at 3:30 p.m. and July 11th at 3:30 p.m. The children's workshop will be the week of July 26th. Barbara Friedrich reported on the Main Street Concert Series and July 4th celebration.

- 6. Financial Report – Financial report was reviewed by the committee.**
- 7. Next Regular Meeting will be June 27, 2013 at 12:00PM at City Hall**
- 8. Adjourn – No further matters were discussed. The meeting was adjourned by motion by Paul Frenzel and seconded by Meena Patel.**

Barbara Friedrich recording secretary

RECEIVED

JUN 18 2013

APPLICATION- Organization Information

Email/Website: the girls@rustedgingham.com www.rustedgingham.com

Date: May 8, 2013

Name of Organization: Rusted Gingham

Address: 9528 W. State Hwy 97

City, State, Zip: Cost, Texas 78614

Contact Name: Suzanne Sexton

Contact Phone Number: 830-203-0714

Web Site Address for Event or Sponsoring Entity: www.rustedgingham.com

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

Tax ID #: 32045074625 Entity's Creation Date: 9/2011 (Event since 11/08)

Purpose of your organization: To bring hand selected vendors to Gonzales for a 2 day show that provides additional shopping for locals, brings 1000+ from out of town to shop, eat & stay in Gonzales

Name of Event or Project: The Barn Sale

Date of Event or Project: November 1-2, 2013

Primary Location of Event or Project: JB Wells Showbarn

Amount Requested: 2500⁰⁰ - 4500⁰⁰

How will the funds be used?

Newspaper Advertising, Postcards, Promo PKgs to Magazines, Show Photographer, Radio Advertising, ^{car}Window fliers @ Warrenton Flea Mkt Premium listing \$25/mo. Aug-Nov

National

Primary Purpose of Funded Activity/Facility: To bring vendors & shoppers from out of town & locals to Gonzales for shopping, eating & sleeping

Percentage of Hotel Tax Support of Related Costs

N/A Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

N/A 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 _____

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: 5 - This will be the 16th

Expected Attendance: 2500 +

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? ~ 30% ?

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: Trying to! Have spoken w/ Alexis @ Sleep & Holiday Inn.

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
NA			

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

By checking with area hotels ^(B+B's) to see how many reservations are made for Barn Sale.

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

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

Paid Advertising ☒ Newspaper ☒ Radio ☒ TV ☐ web/blog ☒
Press Release to Media ☒ Direct Mailing to out of town recipients ☒

Other _____

What areas does your advertising and promotion reach? We have been in National mag twice Papers - 15 County radius, Web/Blog National

What number of individuals will your proposed marketing reach that are located in another city or county? thousands ...

(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: 0.5% ; 200 + people

**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, and bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- i) **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;
- ii) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) **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;
- iv) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** that the 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, and
- v) **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.
- vi) **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.

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 by January 1, April 1, July 1 and October 1. 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.

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

Carolyn Gibson-Baros
Economic Development Director
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

Rusted Gingham Barn Sale 2013

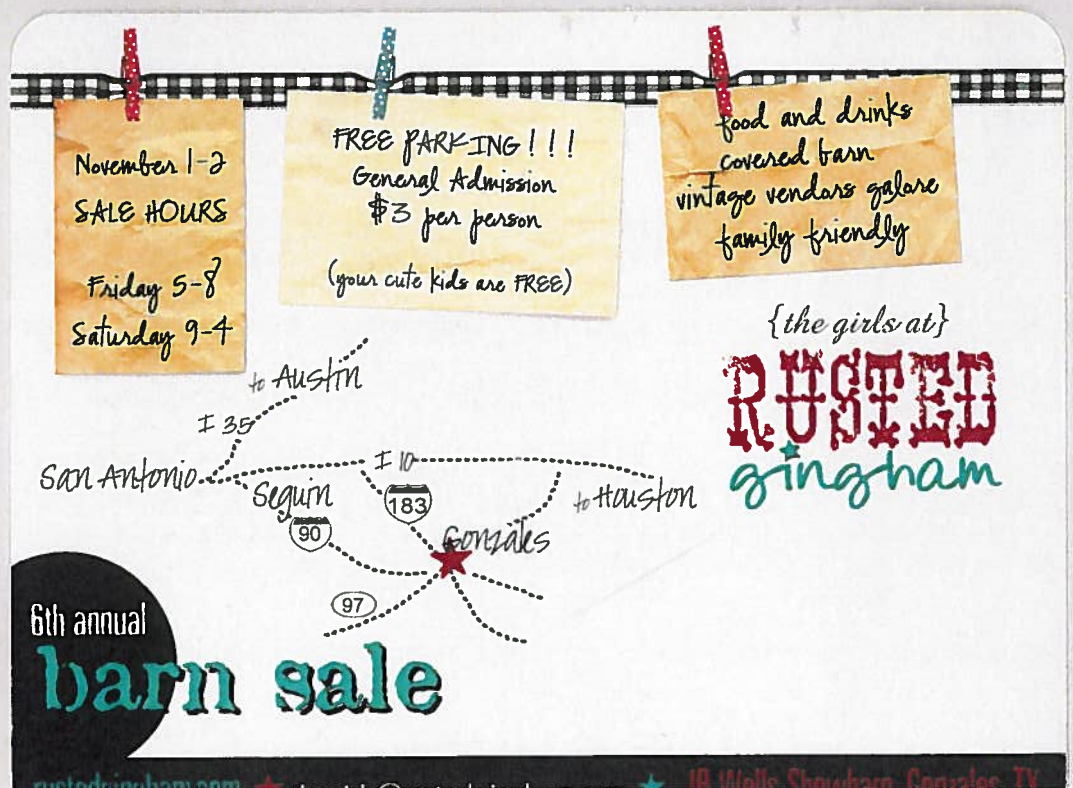
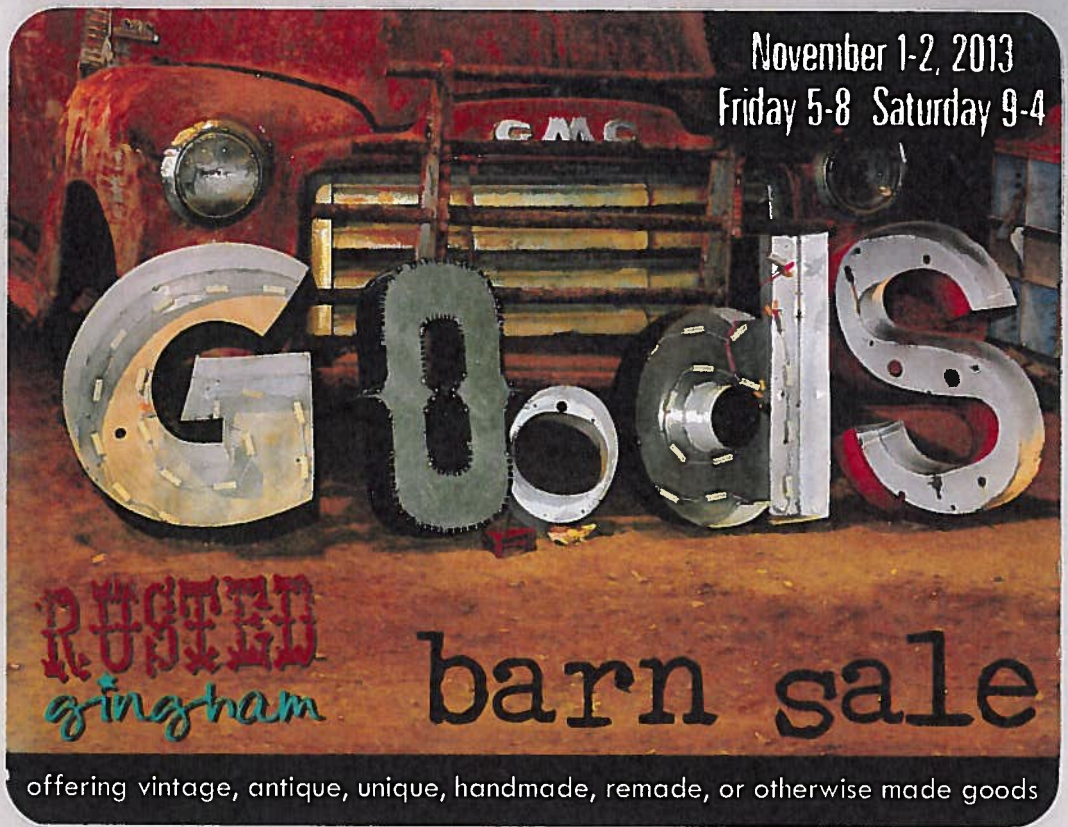
Category

Strategy

Target Market	Medium to Upscale households with incomes between \$28,000-\$500,000 with an emphasis on female decision makers between the ages of 18-80.
Positioning Statement	The best offering of Vintage and Handmade goods in a 60 mile radius in one location for one weekend.
Offering to customers	70 of the best hand selected vendors from across Texas.
Price Strategy	All price ranges for shoppers of all ages!
Distribution	Special one time a year Event! It is Unique!
Promotion Strategy	Have been in two National publications in the past year highlighting vintage and barn sales, each vendor that shows elsewhere puts our postcards and fliers in their booths at shows, store locations, via websites and blogs that reach 100,000 plus audiences, put out window fliers during Round Top Warrenton week- reaches beyond Texas, Newspaper Advertising for a radius 60 miles beyond Gonzales in all Directions (6-10 newspapers), our blog, were in GVEC review Last fall (min 6 county radius), keep our look streamline and similar from year to year for easy recognition of event.
Marketing Research	We know our shoppers well- and where they come from. For this reason we are selective on who is a vendor so they attract the shoppers we want at our sale and in Gonzales. We continue to bring in new vendors each year while also Re-selecting past vendors that have great style.

We are always trying to reach new customers. We would like to advertise this year in Texas Highways magazine. We do not yet have a quote with them. We would prefer a story in the magazine as we know how well that worked for the show last year after being written up in the GVEC review. We are also listed with FleaQuest- a division of Flea Market Style's web page which directs shoppers to sales in States throughout the US. We would like to 'upgrade' on this site- which is paying more to have your sale one of the first ones that comes up for your state. We would like to invite Southern Living to be part of our show for an article in next fall's magazine.

Previously we have been on calendars with Texas Country Reporter, Southern Living, San Antonio Express Weekender, Hill country current and multiple newspapers.



GONZALES COUNTY HISTORICAL COMMISSION



Glenda Gordon
Chair, GCHC

Request for Funding (2013) for the Old Jail Museum Visitor Center

The Gonzales County Jail Museum committee requests \$5,000 to assist promotions for the **Texas History Museum District** at the **Old Jail Visitor Center**, on line, and through direct media ads.

Our 2013-2014 project is to promote and encourage tourists to visit the museums and preserved historic sites within the Texas History Museum District in Gonzales.

We have, in the last three months,

1. Built the Gonzales County Historical Commission website, www.gonzaleschc.org, which will launch this fall.
2. Contracted an ad with Texas Independence Trails for space on their Trails Map
3. Cleaned the Old Jail and begun implementation of the 2012 Pony Allen designed Interpretive Plan
4. Determined building priorities for the Old Jail and Visitor Center to include:
 - a. Handicapped Accessibility
 - b. Public Restroom Redo
5. Provided space to expand Visitor Center options within the museum that will include the Texas History Museum District section.
6. Scheduled an October Old Jail fund raising event in partnership with Gonzales Main Street and the Gonzales Chamber of Commerce

The \$5,000 provided by Gonzales Tourism HOT funds will be matched by the Gonzales Old Jail Committee and used to seek additional funding from Humanities Texas through their media/ community services grants. We are currently in the grant application process with HT and other funding sources.

Sandra Wolff,
Chairperson, GCHC Old Jail Museum Committee

Glenda Gordon
Development, GCHC Old Jail Museum Committee

APPLICATION

Organization Information

Date: 6-20-2013

Name of Organization: Gonzales County Jail Museum Gonzales County Jail Museum

Address: 414 St Lawrence

City, State, Zip: Gonzales TX 78629

Contact Name: Sandra Wolff / Glenda Gordon

Contact Phone Number: 830-437-2222 / 512-924-5850

Web Site Address for Event or Sponsoring Entity: Old Jail Committee / Gonzales

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

Tax ID #: County Govt. Entity's Creation Date: _____

Purpose of your organization: Revitalize the Old Jail/ Interpret
Gonzales History/ Promote museums/ historic sites
within Texas History Museum District & Gonzales -

Name of Event or Project: Texas History Museum Dist Promotio.

Date of Event or Project: at the Old Jail Visitor Center, on line

Primary Location of Event or Project: Social Media On-going

Amount Requested: \$5,000

How will the funds be used? to stimulate tourism in
Gonzales by directing tourists to sites
within the THMDistrict - especially the
Gonzales museums.

(see attached)

Primary Purpose of Funded Activity/Facility: Promote heritage
tourism. Advertise museum activities
for THMDist.

Percentage of Hotel Tax Support of Related Costs

25% 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 an event -

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: *NA*

Expected Attendance: *Chamber of Commerce Visitor Center* *has collected this info. #1*

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

How many nights will they stay? _____

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?

Continue Sign In-Book at Old Jail Museum

Please list other organization, government entities and grants that have offered financial support to your project *Old Jail Museum Committee - In*

grant process with Humanities Texas -

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

Paid Advertising ☒ Newspaper ☐ Radio ☐ TV ☐

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

Other *Independence Trails Map - Ad -*

What areas does your advertising and promotion reach?

local - regional - state - US -

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

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

Expected Attendance Monthly/Annually: *400-500* Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: *50%*

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.

✓ Texas History Museum District

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:

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

Gonzales Texas

Marketing Report March 2013

1. Marketing Schedule – June and July 2013

AustinTexas.org	Banner	August	\$227.00
Tour Texas Newsletter	Email Feature	August	\$1,250.00
Tour Texas Newsletter	Email Banner	August	\$700.00
AustinTexas.org	Banner	July	\$227.00
REAL Magazine	2/3 Page	July	\$1,630.00
Tour Texas	Top Banner	July	\$375.00
True West	Full Page	July	\$2,200.00
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

- Time to begin planning for October 1 new ad schedule. Please provide any ideas or suggestions you have about new advertising opportunities or venues you would like investigated. Plan to have rough draft of new ad schedule to present at July meeting.
- Texas Highways and Tour Texas Proposed Schedule – see attached, discuss and consider
- Texas Independence Trail Region – see attached, discuss and consider

Prepared by: Rockin' S Marketing & Design
 Loretta Shirley : 997 CR 200, Gonzales TX 78629 : 830 263 2206 : loretta@rockinsmarketing.com

March, 2013

Gonzales Texas Marketing Report

2

d. Texas Downtown Association Co-Op ad – see attached, discuss and consider

3. Smart Phone App Update

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

b. Working on a way the Chamber and Tourism can work together to encourage businesses to purchase enhanced listing on app.

4. Web and Social Media Update

Tour Gonzales App Stats

June 2013 New Downloads	130
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Region	% of Users
Austin	60.00%
Houston	4.00%
San Antonio	12.00%
DFW	14.00%
Corpus	5.00%

Tour Gonzales Website

May ,2013

Pageviews	5,518
New Visitors	83%

Tour Gonzales Facebook

Likes	55
# People Reached	10,727



City of Gonzales
AJR Media Group 2013/14 Advertising Proposal

Publication / Product	Description	Frequency	Issue	Space Deadline	Gross Amount	Discounts	Final Net Amount	Comments:
www.TourTexas.com	"Destination Page" / Silver Plan	Annual	7/1/13 through 6/30/14	"auto renew" sent 6/01/13	\$1,595.00	n/a	\$1,595.00	Rates include one full year. Link to existing page here: www.tourtexas.com/content.cfm?id=435
www.TourTexas.com	Add PDF				\$250.00	n/a	\$250.00	
www.TourTexas.com	Add Video				\$295.00	n/a	\$295.00	
www.TourTexas.com	Medium Rectangle Banner	Monthly	Oct 2013	asap (limited inventory)	\$495.00	n/a	\$495.00	Home page exclusive - 4 banners maximum rotate in this position monthly (Nov/13 sold out, change to Oct/13)
www.TourTexas.com			Sept 2014		\$495.00	n/a	\$495.00	
www.TourTexas.com	Skyscraper Banner	Monthly	May 2014	asap (limited inventory)	\$375.00	n/a	\$375.00	25,000 impressions guaranteed monthly
www.TourTexas.com			June 2014		\$375.00	n/a	\$375.00	
TourTexas.com eNewsletter	Featured Spotlight	Bi-monthly	Aug 2014 - 2nd half	asap (limited inventory)	\$1,250.00	n/a	\$1,250.00	eNewsletters sent bi-monthly to 50,000 qualified recipients minimum. Each includes 1 "Featured Spotlight" story & 1 exclusive medium rectangle banner
TourTexas.com eNewsletter	Exclusive Banner		Oct 2014 - 2nd half		\$700.00	n/a	\$700.00	
Stand Alone eNewsletter	Targeted message to 50,000	1X	May 15, 2014	asap (limited inventory)	\$2,850.00	n/a	\$2,850.00	Individual "Gonzales only" message to 50,000 qualified recipients
Texas Highways Magazine (TxDOT publication)	Full Page Ad	Monthly	May 2014	Feb 27, 2014	\$6,764.00	15% + 5%	\$5,461.96	Qualify for TxDOT's "Umbrella Plan A - 5% discount" by reserving the following space to run within a 12 month period: • 1X Texas State Travel Guide • 2X's Texas Events Calendar • 3X's Texas Highways Receive an additional 5% discount off the Texas State Travel Guide by reserving space by Aug. 2/13 ("Early Reservation" discount)
Texas Highways Magazine (TxDOT publication)			Sept 2014	Jun 27, 2014	\$6,764.00	15% + 5%	\$5,461.96	
Texas Highways Magazine (TxDOT publication)			Nov 2014	Aug 27, 2014	\$6,764.00	15% + 5%	\$5,461.96	
Texas Highways Events Calendar (TxDOT publication)	Full Page Ad	Quarterly	Spring 2014	Nov 12, 2013	\$2,051.00	15% + 5%	\$1,656.18	
Texas Highways Events Calendar (TxDOT publication)			Fall 2014	May 14, 2014	\$1,356.00	15% + 5%	\$1,656.18	
Texas State Travel Guide (TxDOT publication)	1/2 Page Ad – "Front Section"	Annual	2014 Edition	Oct 3, 2013	\$14,217.00	15% + 5% + 5%	\$10,906.22	
AAA Texas Journey Magazine	1/3 Page Ad – "Run of Book"	Bi-Monthly	May/June 2014	Mar 1, 2014	\$6,690.00	15%	\$5,686.50	Reach a huge number of Texas homes with AAA Texas Journey - largest printed circulation in the State delivered to nearly 1 million Texas households per issue
AAA Texas Journey Magazine			Sep/Oct 2014	Jul 1, 2014	\$6,690.00	15%	\$5,686.50	
AAA Texas Journey Magazine			Nov/Dec 2014	Sep 3, 2014	\$6,690.00	15%	\$5,686.50	



AJR Media Group • Connie Blair
512-524-0750 • connie@ajrmediagroup.com

Prepared by Rockin' S Marketing & Design



SEPT. 2012 – AUG. 2013 PARTNER PROGRAM

*Benefits are offered on an Annual Anniversary Basis;
Open to Chambers of Commerce, Convention & Visitors Bureaus,
Cities, Counties, Attractions, Non-Profits & Individuals*

➤ **General Sam Houston - \$5,000**

- Same benefits as Stephen F. Austin
- 8 Feature Presentations of Community or Event on Texas Independence Trail Website Home Page*
- 8 Feature Presentations on Texas Independence Trail Facebook Page
- 32 Feature Presentation on Texas Independence Trail Twitter
- FREE Representation at Trade Shows - Minimum of 3 per year
- 25% Discount on Magazine/Internet Co-Op Advertising

➤ **Stephen F. Austin - \$2,500**

- Same benefits as Col. William Barrett Travis
- 4 Feature Presentations of Community or Event on Texas Independence Trail Website Home Page*
- 4 Feature Presentations on Texas Independence Trail Facebook Page
- 16 Feature Presentations on Texas Independence Trail Twitter
- FREE Representation at 2 Trade Shows
- 75% Discount on Trade Show Participation beyond 2 Free Shows - Minimum of 4 per year
- 15% Discount on Magazine Co-Op Advertising

➤ **Col. William Barrett Travis - \$1,000**

- Same benefits as Davy Crockett
- 2 Feature Presentations of Community or Event on Texas Independence Trail Website Home Page*
- 2 Feature Presentations on Texas Independence Trail Facebook Page
- 8 Feature Presentations on Texas Independence Trail Twitter
- 50% Discount on Texas Independence Trail participation at Trade Shows - Minimum of 3 per year
- 10% Discount on Magazine/Internet Co-Op Advertising
- Listing & Recognition in Materials

➤ **Davy Crockett - \$500**

- Same benefits as Jim Bowie
- Listing and Recognition in Print and Online Materials
- Access to Texas Independence Trail Mailing and E-Mail Lists
- Inclusion in Texas Independence Trail Specialty Promotions
- 25% Discount on Texas Independence Trail participation at Trade Shows - Minimum of 3 per year

➤ **Jim Bowie - \$250**

- Same benefits as The Texan
- Press Release to Local Media regarding Partnership
- Permission to use Texas Independence Trail Logo on Website and Marketing Ventures
- Invitation to Texas Independence Trail Events, Meetings & Workshops

*Placement on home page of TITR website for a minimum of seven days and a maximum of fourteen days

**SEPT. 2012 – AUG. 2013 PARTNER PROGRAM****- CONTINUED -**

*Benefits are offered on an Annual Anniversary Basis;
Open to Chambers of Commerce, Convention & Visitors Bureaus,
Cities, Counties, Attractions, Non-Profits & Individuals*

➤ Lone Star (Non-Profit) - \$150

- Same benefits as The Texan
- Invitation to Texas Independence Trail Events, Meetings & Workshops

➤ The Texan - \$100

- Texas Independence Trail Membership Decal
- Subscription to "The Medallion," Texas Historical Commission Bi-monthly Publication
- Periodic E-Mail Updates from the Texas Independence Trail

Membership Application

Organization: _____

Contact: _____

Description of Organization: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Facebook: _____

Twitter: _____

Other Social Media (type): _____

Send To:

Texas Independence Trail Region

2305 S. Day Street # 205

Brenham, TX 77833

979.251.4140; info@texasindependencetrail.com; www.TexasIndependenceTrail.com

*Placement on home page of TITR website for a minimum of seven days and a maximum of fourteen days



Marketing and Advertising Co-op Schedule 2012 – 2013

Travel Trade Shows

State Fair of Texas

Sept. 28 – Oct. 21, 2012 – Dallas

Buy-in: \$ 300 (entire show promotion – 24-days)

<http://www.bigtex.com/sft/>

92% consider the State Fair to be a "Family Friendly" experience

80% live within 50 miles of Fair Park

Length of Stay : 6.0 Hours

Size of Party : 4.2 People

Visitation Pattern :

- 50% Attended each of last 5 yrs
- 87% "Very Likely" to attend next year

21st Annual McAllen Winter Texan Show

Jan. 22 – 23, 2013 - McAllen

Buy-in: \$100

<http://www.wintertexanexpo.com/>

Show attendance average: 8,000

Texas Independence Relays

March 23-24, 2013

Start Line: Downtown Gonzales

Finish Line: San Jacinto Battleground State Park

Buy-in: Texan Benefits partners (bonus promotion)

\$ 100 – non-Texan Benefits partners

<http://texasindependencerelay.com/>

Running participants 2013: 1,800

Participants:

- 50% Houston area
- 25% Austin area
- 25% Texas – San Antonio, DFW area

TTIA Travel Counselors Show

April 24-25, 2013 - Lubbock

Buy-in: \$ 100

<http://www.ttia.org>

Show attendance: TXDOT Travel Counselors, AAA Travel Counselors

Co-op Advertising – Print and InternetMaterials needed for *Texas Highways* and *Texas Events Calendar*:

- Picture: 300 resolution
- Event Name or General "Visit" message
- Phone number
- Website
- Total Text: 4-5 lines per partner. Editing for space may be necessary.

***Texas Highways* magazine co-op advertising**

Buy-in: \$ 800

March 2013 –

Materials Due: 12/14/12

May 2013 –

Materials Due: 2/13/13

September 2013 –

Materials Due: 6/14/13

***Texas Events Calendar* magazine co-op advertising**

(free publications)

Buy-in: \$ 300

Spring 2013 (Mar - May) –

Materials Due: 11/13/12

Summer 2013 (Jun – Aug) –

Materials Due: 2/6/13

Fall 2013 (Sept – Nov) –

Materials Due: 5/8/13

TourTexas.com

Silver level for TITR

Website - TITR

Texan Benefits Membership Levels – benefit package

TITR Map

50K printed

30 partner spaces (singles)

Buy-in: \$ 500 single space
\$ 1000 double space
\$ 2000 quad space

Passport Program

1 or 2-year passport – depends upon number of participants

Buy-in: TBD (still gathering production & printing costs)

Project will begin as TITR Map is in production phase

www.TexasIndependenceTrail.com

Texas Highways & Texas Highways Events magazines

Cooperative Ad Sample

You've found your next stop!

Travel the Texas Independence Trail Region and re-live the dramatic events leading up to the formation of the Lone Star State.

San Jacinto
San Jacinto Day Festival & Battle Reenactment
177th Anniversary of Texas Independence
April 20 - 281-479-2421
www.SanJacinto-Museum.org

Bay Area Houston CVB
57th Annual Sylvan Beach Festival Apr 27
18th Annual Keels and Wheels May 4-5
281-474-9700
www.VisitBayAreaHouston.com

Rosenberg Railroad Museum
Learn history & science of trains and the railroad!
281-633-2846
www.VisitRosenbergRRMuseum.org

Deer Park Chamber
Totally Texas Festival - Jimmy Burke Center
500 W. 13th St., Deer Park - Apr 13
281-479-1559
www.VisitDeerPark.org

Brenham/Washington Co. CVB
Washington-on-the-Brazos
Texas Independence Day Celebration
March 2-3
888-BRENHAM (273-6426)
www.VisitBrenhamTexas.com

City of Katy
Small Town Charm, Big City Convenience
You'll Love Katy!
www.CityOfKaty.com

TEXAS INDEPENDENCE TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

Request your FREE brochure at:
www.TexasIndependenceTrail.com

f e

Specifications:

Texas Highways

1/2 page ad

7" x 4 5/8"

Circulation: 220,000 per month

Partner price: \$ 800

Texas Highways Events

1/2 page ad

7 1/4" x 4 7/8"

Circulation: 65,000 per quarter

Partner price: \$ 300

Texan Benefits Membership Level Discounts

Sam Houston membership discount: 25%

Houston price: \$ 600

SFA membership discount: 15%

SFA price: \$ 680

Wm. B. Travis membership discount: 10%

Travis price: \$ 720

Sam Houston membership discount: 25%

Houston price: \$ 225

SFA membership discount: 15%

SFA price: \$ 255

Wm. B. Travis membership discount: 10%

Travis price: \$ 270

Price includes design work



TITR Website and Social Media Details

January 1 – May 31, 2013

www.TexasIndependenceTrail.com	6,917 hits 2.54 minute average stay
Facebook: Texas.Independence.Trail	1,392 fans
Twitter: TXTrailTraveler	284 followers
Klout Score:	51 out of 100
Comparables: San Antonio CVB	41
Go Texan	50
Texas Tripper	45
Colorado River Trail	43
Texas Highways	51
TPWD	59
THC	65



2013-14 Cooperative Advertising Program

Cooperative Program Overview

A partnership between Texas Downtown Association (TDA) and its members offers a unique opportunity for a cohesive promotional front. Each co-op participant benefits from leveraging an established brand, thus reaching and connecting with a larger number of potential visitors.

How the Program Works

Within the TDA advertisement campaign, each partner has the opportunity to purchase an individual fractional unit. The fractional units allow partners to highlight their specific attributes (i.e. event), destination tagline/brand and website.

The partners are not responsible for designing individual creative, but will be involved in providing all of the content for their listing. TDA will ultimately develop the creative materials, and partners will receive a copy of the final advertisement when submitted to the publication.

Page 2 includes the various layout possibilities and the responsibilities of the co-op participant in the advertisement's development. Page 4 is an image of this year's ad. City names, taglines & websites were used for design purposes only.

**Contact Person:****Title:****Mailing Address:****City:****Zip:****Phone:****Email:****Web site to be listed with ad (i.e. www.cowtown.com):****Description/Event Listing to go with ad (6 word maximum limit):**

Opportunity	Price	Bill Now	Bill October 2013
Texas Events Calendar			
Four issues (Winter 2013-14, Spring 2014, Summer 2014 & Fall 2014)	\$850.00	_____	_____
One issue	\$300.00	_____	_____
Feature photo*	\$800.00	_____	_____

*This is an ADDITIONAL cost on top of those listed above. For this price your community will be the featured image on the print ad in one issue. Four opportunities are available.

Photo guidelines for Co-op ad:**Recommended sizing:**

- 300 dpi (high resolution)
- 1500 x 900 pixels (5" x 3") at least for standard images
- 1500 x 1500 pixels (5" x 5") at least for featured images

Sizing no smaller than:

- 200 dpi (medium resolution)
- 600 x 400 pixels (3" x 2") at smallest for standard images

A good rule to follow is: If it was on the web it is probably resized to only 72 dpi. This is too small. So no web images please unless you know they were not resized for the web.

Also: Please let us crop images so we can make sure your photo will not be grainy and will fit properly. Any image from even a basic camera should be fine as long as it is not taken from too far away from the subject. Try not to send images taken on phones please.



Terms and Conditions

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the association, its board of directors and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

All invoices are due and payable within thirty (30) days from invoice date. Cancellations must be made in writing and are not accepted after the closing date. Advertising is reserved for TDA member communities and not for professionals or business members at this time.

Any invoices unpaid after 30 days are subject to collections, with an additional 25% added to all amounts sent to collections. The advertiser and the agency are jointly and severally liable for all fees associated with the collection process, including but not limited to court costs and legal fees. The association reserves the right to refuse any advertising and shall not be liable for damages if for any reason an advertisement is not published. The association reserves the right to cease the publication of advertisements at any time. Reservations are taken on a "first come, first serve" basis, with priority being given to those who advertised in previous years.

Signature: _____ Date: _____

The individual signing this contract represents and warrants that he/she has been duly authorized to execute this binding contract on behalf of the community and that he/she has read and agreed to Texas Downtown Association's terms and conditions.

Questions? Contact Catherine Sak at info@texasdowntown.org. Please complete the forms, sign and date and forward to the TDA office via email, fax or mail:

Catherine Sak
Executive Director
Texas Downtown Association
PO Box 546
Austin, TX 78767-0546
512.472.0740 - FAX
info@texasdowntown.org – Email





Texas Downtowns **Yes! WE'RE OPEN FOR BUSINESS** *Feed yourself in downtown Texas this summer!*

BUDA **SAN MARCOS**

LANCASTER **DOWNTOWN, TEXAS** **MINEOLA**

ROANOKE **BASTROP** **DENISON** **SEGUIN**

<i>Bastrop</i>	<i>Buda</i>	<i>Denison</i>
Events to capture your heart! www.bastropdba.com	Breathe Easy Here www.budatourism.com	Enjoy some Downtime in Downtown Denison www.downtowndenison.com
<i>Lancaster</i>	<i>Lockhart</i>	<i>Mineola</i>
Visit Lancaster's Historic Town Square www.lancastertexas.org	Lockhart - BBQ is just the beginning! www.lockhart-tx.org	Sidetrack in Mineola! www.mineola.com
<i>Roanoke</i>	<i>San Marcos</i>	<i>Seguin</i>
Jump for Joy at Roanoke's Unique Events www.roanoke-texas.com	San Marcos, A Texas Natural! www.sanmarcostx.gov/mainstreet	Play a Round in Green Seguin www.visitseguin.com

 **WWW.TEXASDOWNTOWN.ORG**
INFO@TEXASDOWNTOWN.ORG
512.472.7832 *Find us on:* 

FINANCIAL STATEMENT

AS OF: MAY 31ST, 2013

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	164,600.00	29,438.37	116,146.61	70.56	0.00	48,453.39
4-811.801 INTEREST INCOME	<u>200.00</u>	<u>120.06</u>	<u>248.18</u>	<u>124.09</u>	<u>0.00</u>	<u>(48.18)</u>
TOTAL 811-HOTEL/MOTEL	164,800.00	29,558.43	116,394.79	70.63	0.00	48,405.21
<hr/>						
*** TOTAL REVENUES ***	164,800.00	29,558.43	116,394.79	70.63	0.00	48,405.21

FINANCIAL STATEMENT

AS OF: MAY 31ST, 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	110.68	110.68	11.07	0.00	889.32
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	110.68	110.68	11.07	0.00	889.32
<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	2,500.00	2,500.00	50.00	0.00	2,500.00
7-811.413 PIONEER VILLAGE	5,000.00	3,623.55	3,623.55	72.47	0.00	1,376.45
7-811.414 JB WELLS PARK	5,000.00	7,070.00	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>200.00</u>	<u>200.00</u>	<u>8.00</u>	<u>0.00</u>	<u>2,300.00</u>
TOTAL 4-CONTRACT/OPER SERVICES	24,800.00	13,393.55	18,393.55	74.17	0.00	6,406.45
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	90,000.00	11,612.69	33,805.86	37.56	0.00	56,194.14
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	1,296.42	3,108.92	31.09	0.00	6,891.08
7-811.520 MARKETING AND PROMOTIONS	10,000.00	37.00	10,453.00	104.53	0.00	(453.00)
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>129.46</u>	<u>129.46</u>	<u>2.59</u>	<u>0.00</u>	<u>4,870.54</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	137,500.00	13,075.57	47,497.24	34.54	0.00	90,002.76

FINANCIAL STATEMENT

AS OF: MAY 31ST, 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
<hr/>						
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
<hr/>						
TOTAL 811-HOTEL MOTEL	164,800.00	26,579.80	66,001.47	40.05	0.00	98,798.53
	=====	=====	=====	=====	=====	=====
<hr/>						
*** TOTAL EXPENSES ***	164,800.00	26,579.80	66,001.47	40.05	0.00	98,798.53

*** END OF REPORT ***

6-24-2013 1:29 PM

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

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU May-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=====
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7-811.202

POSTAGE

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

0.00

5/30/13	6/19	B18453	Misc	051315	03531 TO ALLOCATE MONTHLY POSTAGE		JE# 011060		110.68	110.68
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=====	MAY ACTIVITY	DB:	110.68	CR:	0.00	110.68
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=====	ACCOUNT TOTAL	DB:	110.68	CR:	0.00
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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

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
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=====	MAY ACTIVITY	DB:	2,500.00	CR:	0.00	2,500.00
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=====	ACCOUNT TOTAL	DB:	2,500.00	CR:	0.00
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6-24-2013 1:29 PM

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

PAGE: 2

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU May-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=====
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7-811.413

PIONEER VILLAGE

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

0.00

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
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=====	MAY ACTIVITY	DB:	3,623.55	CR:	0.00		3,623.55	
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=====	ACCOUNT TOTAL	DB:	3,623.55	CR:	0.00			
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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
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=====	MAY ACTIVITY	DB:	7,070.00	CR:	0.00		7,070.00	
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=====	ACCOUNT TOTAL	DB:	7,070.00	CR:	0.00			
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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
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=====	APRIL ACTIVITY	DB:	5,000.00	CR:	0.00		5,000.00	
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=====	ACCOUNT TOTAL	DB:	5,000.00	CR:	0.00			
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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
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4/02/13	4/11	B17745	PYEXP	03262		JE# 010638			131.36CR	0.00
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=====	APRIL ACTIVITY	DB:	131.36	CR:	131.36CR		0.00	
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5/28/13	5/30	A48140	CHK: 096249	11120	TRAVEL EXPENSE ADVANCE 5	3037	TRAVEL EXPENSE		200.00	200.00
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=====	MAY ACTIVITY	DB:	200.00	CR:	0.00		200.00	
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=====	ACCOUNT TOTAL	DB:	331.36	CR:	131.36CR			
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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
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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU May-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=====
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	0114	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	0114	865738901		1,630.00	33,805.86
			=====	MAY ACTIVITY	DB:	11,612.69	CR:	0.00	11,612.69	
			=====	ACCOUNT TOTAL	DB:	33,805.86	CR:	0.00		

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

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	
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	
			=====	ACCOUNT TOTAL	DB:	3,108.92	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	

PAGE: 5

PERIOD TO USE: Apr-2013 THRU May-2013

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	xxxx=AMOUNT====	=====BALANCE=====
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** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	66,132.83	131.36CR
ENDING BALANCES:	66,132.83	131.36CR

Hotel/Motel Tax Revenues

FYE September 30, 2013

BUSINESS	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Apache Inn	699.48				699.48
Belle Oaks	2,068.50				2,068.50
Best Western/Regency Inn	17,825.87				17,825.87
Cabana Guesthouse	555.45				555.45
Carefree Inn	30,211.00				30,211.00
Fauth Cottage	0.00				0.00
Holiday Inn Express & Suites	50,855.39	17,512.75			68,368.14
Lexington Motor Inn	3,884.59				3,884.59
Laurel Ridge Inn	71.40				71.40
St. James Inn	178.15				178.15
Sleep Inns and Suites	31,742.79	11,925.62			43,668.41
The Texas Lodge	2,154.33				2,154.33
Wolff Rental Properties					0.00
Total Hotel/Motel Tax Received	139,547.47	29,438.37	0.00	0.00	169,685.32

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