

**HOTEL OCCUPANCY TAX (HOT) GRANT PROGRAM
FUNDING AGREEMENT**

This Agreement made and entered into this, the 16 of December 2021, and between the **City of Dripping Springs**, Texas a general-law municipality located in Hays County, Texas (“City”), and **Dripping Springs Visitors Bureau**, is understood and agreed to be as set forth herein.

RECITALS:

WHEREAS, the City of Dripping Springs has been and remains a recognized destination for tourists, and as a result has developed a tourism industry which is beneficial to the City, its residents, and merchants; and

WHEREAS, the continued promotion and growth of the tourism industry will enhance the City, and insure to its benefit; and

WHEREAS, there is available a seven percent (7%) Hotel Occupancy Tax, authorized by state statute, the proceeds of which can be utilized by the City to promote tourism, and enhance the arts and historical preservation of the City; and

WHEREAS, the City Council has deemed it to be in the best interest of Dripping Springs to accomplish the goals as set forth above, and to enact and approve a seven percent (7%) Hotel-Motel Occupancy Tax, the proceeds of which can be devoted to the foregoing purposes; and

WHEREAS, the City Council deems it to be in the public interest to promote tourism and increased hotel occupancy through the execution of certain limited funding agreements that award grants financed by a portion of the proceeds from the collection of Hotel-Motel Occupancy Tax revenue; and

WHEREAS, the City's Hotel Occupancy Tax Committee reviewed various funding proposals and made a recommendation regarding the grant described herein; and

WHEREAS, the City Council approved the expenditure of the grant funds in the Fiscal Year 2022 Budget through the approval of Ordinance No. 2021-36 on September 22, 2021; and

WHEREAS, the City Council awarded and approved the grant of these funds at a properly-conducted public meeting held on September 21, 2021.

NOW, THEREFORE, BE IT MUTUALLY AGREED AS FOLLOWS:

1. PARTIES

The parties to this Agreement shall be the City of Dripping Springs (City), and the Dripping

Springs Visitors Bureau, a nonprofit corporation organized under the laws of the State of Texas.

2. FINDINGS

The parties hereby agree that the project(s) described in the Recipient's funding application ("Exhibit "A") promotes tourism.

3. GRANT

The City hereby agrees to transfer as a grant a portion of the Fiscal Year 2022 Hotel Occupancy Tax funds to Dripping Springs Visitors Bureau for facility management, marketing and organization support in an amount one hundred and ninety-five thousand dollars (\$195,000.00). The grant shall be payable in one lump sum payment no later than 30 days after the date this Agreement is signed by both parties.

4. SERVICES

In exchange for the grant described above, Dripping Springs Visitors Bureau hereby agrees to utilize the grant funds in the amount of one hundred and ninety-five thousand dollars (\$195,000.00) for the purposes as described in Exhibit A and below, which directly enhance and promote tourism and the convention and hotel industry; advertise and promote the city and its vicinity; and, enhance the arts, in which participants are tourists to the city.

- a. Visitor Information Center
- b. Advertising, solicitation and promotional programs
- c. Promotion of the Arts

5. REQUIREMENTS

- 5.1** Recipient must ensure that all Dripping Springs lodging and their current contact information are listed on information provided to registrants, vendors, and event attendees, including event websites, funded by the grant. Also, all Dripping Springs hoteliers must be made aware of the event, have access to mailing lists, and have sufficient time to participate in the bidding process for both primary bookings and overflow.
- 5.2** If grant funds are used for advertising, the City Administrator must approve the final advertising copy prior to publishing or distribution for appropriate representation of the City of Dripping Springs, and local lodging.
- 5.3** Promotional materials using grant funds are required to include the appropriate City of Dripping Springs branding as provided by the City Administrator. Also, any event sponsor signage is required to include the appropriate City of Dripping Springs brand; and
- 5.4** Recipient must provide the City Administrator with two copies of all printed materials created with grant funds.

6. DURATION

This Agreement is commencing on October 1, 2021 and ending on September 30, 2022. Recipient must expend the grant funds during the term of this Agreement or remit the remaining balance back to the City.

7. TERMINATION

This Agreement may be terminated by either party prior to performance with or without cause upon written notification to the other party. After the Recipient has commenced performance of the obligations provided for in this Agreement, the City may terminate the Agreement only in instances of breach by the Recipient, at which time the Recipient shall reimburse to the City the amount of the grant not yet expended. If the Recipient terminates this Agreement after having received funds from the City, the Recipient shall reimburse the City the complete amount of the grant provided for herein.

8. ACCOUNTING

Prior to the expiration of this Agreement, an agent of the Recipient will submit a Post Event Report Form as provided by the City describing the status of the project and explaining how the grant funds were used. The report shall include expenditures covered by the funds provided by this Agreement, visitor attendance data from event surveys, and estimated number of visitors overnight stays due to the event/expenditure. Following submission of the Post Event Form, an agent of the Recipient may be required to attend a City Council meeting to personally account for the expenditures made in accordance with this Agreement, if requested to do so by the City Administrator.

9. CONTACTS

For purposes of this Agreement, communications may be sent as follows:

To the City:

City of Dripping Springs
Attn: Michelle Fischer
PO Box 384
Dripping Springs, TX 78620

To the Recipient:

Dripping Springs Visitors Bureau
Attn: Pam Owens
PO Box 206
Dripping Springs, TX 78620

10. INDEMNIFICATION

The Recipient hereby releases, indemnifies, and holds the City, its employees, and agents, harmless for any damages, injuries, or other claims resulting from Recipient's actions or inactions, or the conduct of Recipient's agents, employees, or contractors.

11. INCLUSIVENESS


This document represents the entire understanding between the parties. This Agreement may only be amended in writing with the mutual consent of the parties.

12. SEVERABILITY

If any sentence, clause or portion of this Agreement is deemed unenforceable by a court of competent jurisdiction, the remainder of the Agreement shall remain in full force and effect.

WHEREFORE PREMISES AND CONSIDERATION ACCEPTED, AND HEREBY AGREED:

CITY OF DRIPPING SPRINGS:



Bill Foulds, Jr., Mayor

12/16/21

Date

ATTEST:



Andrea Cunningham, City Secretary

DRIPPING SPRINGS VISITORS BUREAU:



Pam Owens President/CEO

12-17-21

Date

ATTEST:

Signature

Printed Name and Title



Attachment "A"

Dripping Springs Visitors Bureau HOT Funding Application



July 7, 2021

Michelle Fischer, City Administrator
City of Dripping Springs
511 Mercer Street
Dripping Springs, TX 78620

Dear Michelle:

As discussed in our phone conversation last month, I have revised our 2022 HOT Application by \$30,000.00. Changes are reflected on page 5 of 9. We feel this is a bare bones application but one which will allow the Visitors Bureau to still promote the Dripping Springs area in a positive way.

We have taken the additional staff member out of the budget but increased the marketing item as we will contract with AJR Media to help alleviate some social media and production needs.

We hope the City will consider any additional unexpected requests we may make during fiscal 2022-23.

Please contact me with any questions.

Sincerely,

Pam Owens
President/CEO
Dripping Springs Visitors Bureau



Application Date: 5-3-2021
Page 5 of 9 REVISED 7-7-21

HOT GRANT FUNDING PROGRAM APPLICATION

Organizational Information

Name of Organization/Business: Dripping Springs Visitors Bureau
Address: 509 Mercer St - PO Box 206
City, State, Zip: Dripping Springs, TX 78620
Contact Name: Pam Owens
Contact Phone/Email: 512-858-4740/pam@destinationdrippingsprings.com
Website Address: www.DestinationDrippingSprings.com
Type of Business/Organization: Travel & Tourism/Visitors Bureau
Non-Profit Status: 501(c)(3)
Tax ID Number: 81-2538565
Entity's Creation Date: March 30, 2016

Purpose of Organization/Business:

The mission of the Dripping Springs Visitors Bureau is to promote tourism and serve as ambassadors to connect visitors-guests and the community. The Dripping Springs Visitors Bureau is a non-profit organization that supports Dripping Springs area tourism industry members by creating a presence through the local Visitors Center, as well as optimizing marketing tools, regionally, throughout the U.S. and internationally. DSVB also supports the DS Chamber of Commerce, the City of Dripping Springs and the Texas Hill Country Trail Region in their efforts to promote Dripping Springs and tourism within our area of the Texas Hill Country.

Event/Project Information

Name of Event/Project: Dripping Springs Visitors Bureau / Destination Dripping Springs
Date of Event/Project: October 1, 2021 - September 30, 2022
Location of Event/Project: Dripping Springs / Driftwood
Description of Event/project: Marketing & supporting tourism industry in our area

Funding Amount Requested: \$225,000.00

How funds will be used, including itemized list of expenditures which can be attached separately:
For the Visitors Center facility and management, marketing the Dripping Springs/Driftwood area and supporting other organizations/events with eligible HOT funding.

Percentage of Total Event/Project Cost Covered by HOT Funding: 100%

Please indicate which Category or Categories apply to the Funding Request, and list the Amount Requested under each category:

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

Amount requested under this category: \$170,000.00

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

Amount requested under this category: _____

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

Amount requested under this category: \$45,000

Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tap and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Amount requested under this category: \$10,000.00

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

Amount requested under this category: _____

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

Amount requested under this category: _____

How many individuals are expected to participate in the sporting related event? _____

How many participants at the sporting related event are expected to be from another City or County? Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity.

Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.

Amount requested under this category: _____

What sites or attractions will tourists be taken to by this transportation:

Will members of the general public (non-tourists) be riding on this transportation?

What percentage of the ridership will be local citizens?

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

Amount requested under this category: _____

What tourist attractions will be the subject of the signs:

Promotion and Preservation of Dark Skies. Construction and maintenance of infrastructure and the purchase and installation of hardware that reduces light pollution and sky glow.

Amount requested under this category: _____

Describe Construction or Maintenance Project to include location, type of infrastructure and/or hardware to be installed:

All Funding Requests

Section must be completed for city to evaluate this application. Incomplete applications are subject to automatic denial.

How many years have you held this Event/Project: _____ Disclaimer for this section _____ What is the expected attendance of the Event/Project: NA

How many people attending the Event/Project will use Dripping Springs hotels: NA

How many nights will the attendees be staying for the Event/Project: NA

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

NA

List other years (over the last three years) that you have hosted your Event/Project with amount of HOT grant funding and the number of hotel rooms used:

<u>Month/Year Held</u>	<u>Grant Amount</u>	<u>Number of Hotel Rooms Used</u>
<u>NA</u>	<u>NA</u>	<u>NA</u>
<u>NA</u>	<u>NA</u>	<u>NA</u>
<u>NA</u>	<u>NA</u>	<u>NA</u>

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc)?

Through hotelier reports.

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

NA

Admission Fee for Event/Project: NA

Anticipated Net Profit, if any: NA

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

Newspaper: NA

Internet: NA
Radio: NA
TV: NA
Other Paid Advertising: NA

Number of Press Releases to Media: NA

Number of Direct Mailings to out-of-town recipients: NA

Other Promotions: NA

Will you include a link to the Dripping Springs Visitors Bureau or other source on your promotional handouts and in your website for booking hotel nights during this event/project? NA

Will you negotiate a special rate or hotel/event package to attract overnight stays? NA

What new marketing initiatives will you utilize to promote hotel and convention activity for this event/project?

Staff will continue to analyze and stay on the cutting edge of marketing techniques to maximize budgeted marketing dollars.

Our Tourism Advisory Team is working on an inventory of meeting/lodging assets in order to develop a weekday/corporate outreach plan.

What geographical areas does your advertising and promotion reach?

Targeted social media in the Houston, Dallas and San Antonio areas as well as paid promotions

on www.TourTexas.com which reaches an international market.

How many individuals will your proposed marketing reach who are located in another city of county?

Not available

If the funding requested is related to a permanent facility (e.g. museum, visitor center)?

Expected Attendance Monthly/Annually: 1500 - DS Visitors Center

Percentage of those in attendance that are staying at area hotel/lodging facilities: 50%

Completed application with required attachments must be submitted to the City of Dripping Springs:

By Mail to:

City of Dripping Springs
Attn: City Administrator
PO Box 384
Dripping Springs, TX 78620

In Person to:

City of Dripping Springs
City Hall
511 Mercer Street
City of Dripping Springs, TX 78620

Electronic Submission to:

mfischer@cityofdrippingsprings.com

I fully understand the Local HOT Grant Program Application and Guidelines established by the City of Dripping Springs. I intend to use this grant for the aforementioned Event/Project expenditure to forward the efforts of the City in *directly* enhancing and promoting tourism **and** the convention and hotel industry by attracting visitors from outside Dripping Springs into the city or its vicinity. I have attached to this application:

- proposed marketing plan for event/project
- schedule of activities for event/project
- a list of the organization/business board of directors
- proof of non-profit status (if applicable)
- proof of registered business with the State of Texas (if applicable), and

I understand that if I am awarded a Local HOT Grant by the City of Dripping Springs, I will be required to enter into a Local HOT Grant Program Agreement with the City and any deviation from the approved project and the Agreement may result in the partial or total withdrawal of the Local HOT Grant Program funds.

Dripping Springs Visitors Bureau

Business/Organization Name

5-3-2021

Applicant's Signature

Date

Disclaimer for page 7 of Application - *All Funding Requests*

The HOT Application is geared toward an event or project. As in previous years, the Dripping Springs Visitors Bureau requests funding for the full fiscal year, therefore, the majority of page 7 of 9 does not pertain to our organization. See Scope of Work for activities requiring funding.

VB STAFF, TAT and BOARD OF DIRECTORS

Dripping Springs Visitors Bureau Office 512-858-4740

Staff

Pam Owens	President/CEO	512-658-4942	pam@destinationdrippingsprings.com
Hope Bolton	Comm/Mktg Specialist	512-569-0469	hope@destinationdrippingsprings.com

2020-2021 Tourism Advisory Team

	Type	Member	Business	Title	Phone	Email	Workgroup
1	Brewery	Kent Killough	Vista Brewing	Owner	512-808-9197	kent@vistabrewingtx.com	DWT
2	Chamber rep	Brady McElroy	Revel Wilde	Owner	361-798-6574	brady@revelwilde.com	WCOT
3	Citizen	Amanda Lewis		Attorney	512-426-1021	akhlewis@icloud.com	Volunteer Support
4	City of DS rep	Taline Manassian	Dripping Springs City Council	Councilmember	512-970-9498	tmanassian@cityofdrippingsprings.com	Volunteer Support
5	Distillery	Nate Powell	Treaty Oak	Gen Mgr	512-680-1606	nate@treatyoakdistilling.com	DWT
6	Entertainment						Arts & Culture
8	Heritage & Art	Jenny Pack	Dr Pound Historical Farmstead	Director	562-682-7909	pioneer@drpoundfarmstead.org	Arts & Culture
9	Lodging	Kirtan Patel	Sleep Inn	Gen Mgr	214-454-3386	sleepinndrippingsprings@gmail.com	Weekday/Corporate
10	Lodging	Amanda Rodriguez	Holiday Inn Express	Gen Mgr	512-858-0280	gm@hiedrippingsprings.com	Weekday/Corporate
11	Lodging	Ravel Thai	TyRosa Ranch	Owner	512-222-8481	info@tyrosaranch.com	Weekday/Corporate
12	Restaurant	Mark Sewell	Hill Country Pizzeria	Owner	512-739-0052	msewell@sssrh.com	Volunteer Support
13	Retail Shopping	Amanda Pena	Wild Birds Unlimited	Mgr	512-970-0595	amandacpena@gmail.com	Marketing/Birding
14	Venue/Rental	Ashley Sansalone	Whim Event Rentals	Mgr	512-796-2452		Weekday/Corporate
15	Winery	Tom Parmeson	Parmeson Wines	Owner	707-477-5905	tom@parmesonwines.com	DWT

2018-2021 Board of Directors

1	Treasurer	Bonnie Humphrey	Bitwise Consulting	Owner	512-217-4278	bah@bitwiseconsulting.com	DWT
2	Member	Dave Niemeyer	Acofon Brewing	Owner	281-650-6685	dave@acoфонbrewing.com	Songwriters Festival
3	Member	Doyle Fellers	Marketing-retired	Citizen	512-858-0330	dmfellers@verizon.net	Arts & Culture
4	Member	Kim Hanks	Whim Hospitality	Owner	512-971-6081	kim@whimhospitality.com	Weekday/Corporate
5	President	Mary McRoberts	Hill Country Casitas	Owner	512-809-4958	mary@hillcountrycasitas.com	Volunteer Support
6	Secretary	Michelle Alexander	The Alexander House	Owner	512-917-1194	thealexanderatcreekroad@gmail.com	WCOT



Office of the Secretary of State

April 01, 2016

Attn: Strasburger & Price LLP

Strasburger & Price LLP
720 Brazos, Suite 700
Austin, TX 78701 USA

RE: Dripping Springs Visitors Bureau
File Number: 802425482

It has been our pleasure to file the certificate of formation and issue the enclosed certificate of filing evidencing the existence of the newly created nonprofit corporation.

Nonprofit corporations do not automatically qualify for an exemption from federal and state taxes. Shortly, the Comptroller of Public Accounts will be contacting the corporation at its registered office for information that will assist the Comptroller in setting up the franchise tax account for the corporation. Information about franchise tax, and contact information for the Comptroller's office, is available on their web site at <http://window.state.tx.us/taxinfo/franchise/index.html>. For information on state tax exemption, including applications and publications, visit the Comptroller's Exempt Organizations web site at <http://window.state.tx.us/taxinfo/exempt/index.html>. Information on exemption from federal taxes is available from the Internal Revenue Service web site at www.irs.gov.

Nonprofit corporations do not file annual reports with the Secretary of State, but do file a report not more often than once every four years as requested by the Secretary. It is important for the corporation to continuously maintain a registered agent and office in Texas as this is the address to which the Secretary of State will send a request to file a periodic report. Failure to maintain a registered agent or office in Texas, failure to file a change to the agent or office information, or failure to file a report when requested may result in the involuntary termination of the corporation. Additionally, a nonprofit corporation will file documents with the Secretary of State if the corporation needs to amend one of the provisions in its certificate of formation. If we can be of further service at any time, please let us know.

Sincerely,

Corporations Section
Business & Public Filings Division
(512) 463-5555
Enclosure



Office of the Secretary of State

CERTIFICATE OF FILING OF

Dripping Springs Visitors Bureau
File Number: 802425482

The undersigned, as Secretary of State of Texas, hereby certifies that a Certificate of Formation for the above named Domestic Nonprofit Corporation has been received in this office and has been found to conform to the applicable provisions of law.

ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing filing effective on the date shown below.

The issuance of this certificate does not authorize the use of a name in this state in violation of the rights of another under the federal Trademark Act of 1946, the Texas trademark law, the Assumed Business or Professional Name Act, or the common law.

Dated: 03/30/2016

Effective: 03/30/2016



A handwritten signature in black ink, appearing to read "Carlos H. Cascos".

Carlos H. Cascos
Secretary of State

Form 202

Secretary of State
P.O. Box 13697
Austin, TX 78711-3697
FAX: 512/463-5709

Filing Fee: \$25



**Certificate of Formation
Nonprofit Corporation**

Filed in the Office of the
Secretary of State of Texas
Filing #: 802425482 03/30/2016
Document #: 663439610002
Image Generated Electronically
for Web Filing

Article 1 - Corporate Name

The filing entity formed is a nonprofit corporation. The name of the entity is :

Dripping Springs Visitors Bureau

Article 2 – Registered Agent and Registered Office

A. The initial registered agent is an organization (cannot be corporation named above) by the name of:

OR

B. The initial registered agent is an individual resident of the state whose name is set forth below:

Name:

Robert M. O'Boyle

C. The business address of the registered agent and the registered office address is:

Street Address:

720 Brazos Street, Suite 700 Austin TX 78701

Consent of Registered Agent

A. A copy of the consent of registered agent is attached.

OR

B. The consent of the registered agent is maintained by the entity.

Article 3 - Management

A. Management of the affairs of the corporation is to be vested solely in the members of the corporation.

OR

B. Management of the affairs of the corporation is to be vested in its board of directors. The number of directors, which must be a minimum of three, that constitutes the initial board of directors and the names and addresses of the persons who are to serve as directors until the first annual meeting or until their successors are elected and qualified are set forth below.

Director 1: **Jason McNutt**

Title: **Director**

Address: **PO Box 206 Dripping Springs TX, USA 78620**

Director 2: **Gina Anderson**

Title: **Director**

Address: **PO Box 206 Dripping Springs TX, USA 78620**

Director 3: **Rick King**

Title: **Director**

Address: **PO Box 206 Dripping Springs TX, USA 78620**

Article 4 - Organization Structure

A. The corporation will have members.

or

B. The corporation will not have members.

Article 5 - Purpose

The corporation is organized for the following purpose or purposes:

Exclusively for charitable purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code or corresponding section of any future federal tax code.

Supplemental Provisions / Information

[The attached addendum, if any, is incorporated herein by reference.]

Effectiveness of Filing

A. This document becomes effective when the document is filed by the secretary of state.

OR

B. This document becomes effective at a later date, which is not more than ninety (90) days from the date of its signing. The delayed effective date is:

Organizer

The name and address of the organizer are set forth below.

Robert M. O'Boyle **720 Brazos Street, Suite 700, Austin, TX 78701**

Execution

The undersigned affirms that the person designated as registered agent has consented to the appointment. The undersigned signs this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument and certifies under penalty of perjury that the undersigned is authorized under the provisions of law governing the entity to execute the filing instrument.

Robert M. O'Boyle

Signature of organizer.

FILING OFFICE COPY

IRS DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
PHILADELPHIA PA 19255-0023

Date of this notice: 05-11-2016

002624.662021.347291.437 1 MB 0.419 850



Employer Identification Number:
81-2538565

Form: SS-4

Number of this notice: CP 575 A



DRIPPING SPRINGS VISITORS BUREAU
PO BOX 206
DRIPPING SPGS TX 78620

For assistance you may call us at:
1-800-829-4933

002624

IF YOU WRITE, ATTACH THE
STUB OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 81-2538565. This EIN will identify you, your business accounts, tax returns and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear-off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 941	05/06/2016
Form 1120	03/15/2017
Form 940	01/31/2017

After our review of your information, we have determined that you have not filed tax returns for the above-mentioned tax period(s) dating as far back as 2016. Please file your return(s) by 05-26-2016. If there is a balance due on the return(s), penalties and interest will continue to accumulate from the due date of the return(s) until it is filed and paid. If you were not in business or did not hire any employees for the tax period(s) in question, please file the return(s) showing you have no liabilities.

If you have questions about the form(s) or the due dates(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, Accounting Periods and Methods.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, Entity Classification Election. See Form 8832 and its instructions for additional information.

**Dripping Springs Visitors Bureau
Destination Dripping Springs
FY2022 Marketing Plan**

The Dripping Springs Visitors Bureau is the City of Dripping Springs designated marketing organization to provide tourism, venue, entertainment, and lodging promotion to visitors as well as residents in the greater Dripping Springs community for them to enjoy a pleasurable experience that enhances quality of life and generates economic growth. The 2022 marketing campaign will consider travel sentiment during the current situation. We will continue to showcase Dripping Springs as dynamic, authentic, and welcoming. We will modify messaging to highlight safe travel and encourage future travel when appropriate based on consumer sentiment and the state of recovery within Texas. The advertising will also highlight experiences travelers want during this time, such as road trips, outdoor activities and other travel activities that easily accommodate continued social distancing.

A website, social media presence, and a bi-annual Visitors Guide showcase the variety of tourism offerings. Destination Dripping Springs will create and distribute paid advertising, printed materials, public relations, digital and social media and promotional items to the traveling public, news media, and tourism industry professionals.

The Destination Dripping Springs website will continue to act as a landing page and specifically promotes Dripping with Taste Trail & Passport, the Wedding Capital of Texas®, and the Dripping Springs Songwriters Festival. Promotion of entertainment, lodging and venues in the Dripping Springs, Driftwood and Cedar Valley areas is the goal of Destination Dripping Springs.

Advertising Objectives

- Inspire future travel
- Provide inspirational information to the traveler who is actively seeking out information about travel
- Instill confidence in Dripping Springs as a destination with a variety to offer the traveler who is traveling or planning a future trip
- Increase awareness of Dripping Springs as a premier vacation destination
- Increase intent to book a trip to Dripping Springs

Media Plan

Even though we expect the pandemic situation to be much better in the coming year, we will constantly monitor the pandemic situation, travel restrictions and consumer behaviors and optimize both our messaging and targeting to ensure that our campaign is relevant and effective at reaching people who are considering travel.

Our overall media approach will utilize a variety of tactics and strategies that will evolve throughout the year. The FY22 advertising program focuses primarily on a domestic campaign as it produces the greatest opportunity to reach potential vacation travelers efficiently, while delivering the highest awareness levels and largest return on ad spend.

Domestic Target Market Demographics

- GenXers, HHI \$60K-\$100K with children under 18 in Household
- Affluent GenX Travel Enabled / Travel Intender HHI \$100K+
- Millennials, HHI \$40K+, Travel Enabled/Travel Intender
- Boomers, HHI \$60K - \$100K with no children
- Affluent Boomer Travel Enabled / Travel Intender HHI \$100K+

Key Performance Indicators:

- Advertising awareness and intent to travel because of advertising and website exposure
- Advertising impact on perceptions of Dripping Springs as a vacation destination (“makes me want to visit DS”)
- Hotel bookings, hotel revenue generated because of the advertising and website (sales tax)
- Leads (engagement) generated by the marketing efforts (website visits, email sign-ups, conversion rate, video views, social media followers)
- Return on Investment (ROI)

Public Relations

Objectives:

Position Dripping Springs as a safe, year-round travel destination by promoting the destination’s unique and on-trend attributes that cater to travelers eager to get out and explore.

- Generate impactful and positive local, regional, and national press coverage in target media outlets.
- Drive an increase in meaningful engagements across owned social media channels and elevate social content by utilizing industry best practices and month-over-month channel performance to guide content strategy.

Targets

Public Relations & Social Media programs will initially target Texans with a focus on travel-related safety measures and socially distant activities. Messaging will tap into the unique travel experiences that can be found right in our own backyard.

Social Media Tactics

Primary social media platforms are Facebook, Instagram, Twitter, and Pinterest

Tactical elements include:

- Curated content highlighting our destinations and activities
- Large-scale interactive campaigns designed to drive consumer participation
- User Generated Content (UGC) engagement via Dripping Springs official hashtag, #DSTX.

Dripping Springs Visitors Bureau/Destination Dripping Springs Scope of Work

Manage all the social media across four different platforms including Facebook, Instagram, Pinterest, and Twitter. Including content creation and scheduling for:

- Destination Dripping Springs
- Wedding Capital of Texas®
- Dripping with Taste®
- Dripping Springs Songwriters Festival

Manage the Destination Dripping Springs website that includes three subdomains:

- Dripping Springs Songwriters Festival
- Wedding Capital of Texas®
- Dripping with Taste®

Develop and implement search engine optimization (SEO) strategies by:

- coordinating and creating content
- design
- social media
 - including but not limited to blog content
 - keyword research,
 - optimizing website content
 - landing pages
 - collecting data and reporting on traffic, ranking, and other SEO aspects

Manage four different monthly e-newsletters with a combined contact list of over 7,000 people, including :

- Destination Dripping Springs general monthly newsletter
- Birds & Bloom, nature-based newsletter
- Wedding Capital of Texas® newsletter
- Dripping Springs Songwriters Festival newsletter

Create digital and social media display ads as well as print advertising for magazines and newspapers. Manage and monitor advertising campaigns.

Develop and coordinate event management of small and large-scale festivals, networking and educational meetings, wedding showcases, fundraising events, and trail passes.

Manage public relations: pitching stories to the media, preparing the media kit for the Community Digital Marketing program, write press releases, and field media questions.

Create content and work with publisher on the bi-annual *Dripping Springs Visitor's Guide*.

Support the Film Friendly Texas Community members by facilitating filming applications and locale information.

Support the Music Friendly Community program through facilitating a member directory and holding meetings with the Advisory Council to determine music industry needs in our area.

Continue to work with the Holiday Lighting program including:

- developing fundraisers
- instituting a community member design team

Staff the Visitors Center during normal work hours with DSVB personnel and/or volunteers in order to support tourism partners and Chamber of Commerce members. Staff support includes but not limited to opportunities for continued education and company benefits.

Maintain the Visitors Center as an inviting and informative location for guests.

Maintain good fiduciary records and HOT reports to the City of Dripping Springs.

Maintain an exemplary public presence in the community by having unbiased and supportive roles for other organizations.

Report to the DSVB board of directors on a quarterly basis.

Work with City of Dripping Springs team and the Chamber of Commerce on mutually inclusive programs.

Work with other Hill Country members to develop a program for the 2024 total solar eclipse.

Search for new ways to keep Dripping Springs in the forefront of tourism activities.