

Received

**Dripping Springs Visitors Bureau  
2021-2022 HOT Allocation Application\***

MAY 01 2020

City of Dripping Springs

**Introduction**

The Dripping Springs Visitors Bureau was established as a 501(c)3 charitable entity on March 30, 2016, under the direction of the Dripping Springs Chamber of Commerce and then the Dripping Springs Visitors Bureau became its own entity, governed by its own Board of Directors in January 2018. The Visitors Bureau also has a fourteen-member Tourism Advisory Team with each member serving on one of six tourism workgroups. Pamela Owens, is the president/CEO of the Dripping Springs Visitors Bureau. Hope Boatright is the communications and marketing director.

**Significant Dripping Springs area tourism highlights:**

- Dripping Springs Founders Day Festival – 3-day festival brings vendors, cook-off participants, carnival and parade
- Dr Pound Historical Farmstead & Museum – established as a museum in 2003
- Dripping with Taste Wine & Food Festival first started in 2007 and ran for 11 years. Started Dripping with Taste Passport Trail in 2019.
- Dripping Springs Ranch Park Event Center – 2013. Established as equestrian and livestock facility as well as public event center with banquet room. Park includes small playground, bird viewing station plus hiking, biking and horse trails
- Dripping Springs designated as Dark Sky Community and host of the bi-annual Dark Sky Festival
- Wedding Capital of Texas® established Legislative session 2015
- Destination Dripping Springs developed as marketing tool for tourism in 2015
- Area Wedding/Event venues – approximately 40
- Wineries, breweries, distilleries + independent tasting rooms – approximately 40
- Charro Ranch Park – hiking trails and bird viewing station
- Dripping Springs Songwriters Festival began in 2013 hosting songwriters from around the world - now owned and promoted by DS Visitors Bureau
- Nationally known as the home of Hamilton Pool (a Travis County Park)
- Pedernales State Park, Reimers Ranch and Westcave Preserve all nearby Dripping Springs
- Nationally marketed hotels Sleep Inn & Suites (opened in 2011) and Holiday Inn Express (opened in 2017). In addition, approximately 45 private lodging venues are within the Dripping Springs ETJ
- Annual holiday lighting campaign for historic districts – began in 2018
- Texas Film Friendly Community designation in 2018
- Texas Hill Country Beer Trail – established in 2018 to promote Hill Country region breweries including Dripping Springs/Driftwood
- National Triumph Register held their annual national conference in Dripping Springs in October 2019 (during the week) – 165 participants – booked entire 84 rooms of Holiday Inn Express and 30 rooms at Sleep Inn, Sunday-Thursday.

## Marketing & Activities

The Dripping Springs Visitors Bureau works on, promotes and markets all the above locations/events as well as local restaurants, music venues and lodgings in the Dripping Springs/Driftwood area in our portion of the Texas Hill Country.

We manage the Visitors Bureau with a volunteer staff of 14, developing and distributing materials, calendars, etc. of local tourism events and businesses as well as non-tourism Dripping Springs area businesses and providing locals and travelers with information.

Specific ways of promotion through social media, print, sponsorship:

- Bi-annual Visitor's Guide - working with Dripping Springs Century News to produce – includes writing articles, editing, some photography
- Destination Dripping Springs – managing website (recently revamped) – event calendar, business pages, blogs, etc.
- Destination Dripping Springs - managing social media postings (Facebook 5,004 followers, Instagram 2,911 followers, Twitter 97 followers)
- Destination Dripping Springs – developing and distributing monthly newsletter
- Destination Dripping Springs – managing digital app containing events, places, day trips, etc.
- Wedding Capital of Texas® - managing website  
Wedding Capital of Texas® - managing social media postings (Facebook 2,193 followers, Instagram 1,242 followers)
- Wedding Capital of Texas® - participated as vendor at Austin Bridal Extravaganza, sponsored and promoted Dripping Springs Wedding Showcase
- Dripping with Taste™ Trail - managing website
- Dripping with Taste Trail™ - managing social media postings (Facebook 6,933 followers, Instagram 1,235 followers)
- Dripping with Taste™ Trail Passport – manage 2-3 passport programs for 25+ area alcohol venues
- Dripping Springs Songwriters Festival – purchased and now managing all aspects of festival including website and newsletter
- Dripping Springs Songwriters Festival - managing social media postings (Facebook 2,758 followers, Instagram 1,235 followers)
- www.TourTexas.com – developing ads and maintaining digital presence
- Texas Hill Country Trail Region – 19 county region of Texas partially funded by Texas Historical Commission and participation fees. Pam Owens attends bi-monthly meetings as board member and is president-elect for 2020-2022

- Articles, print ads and listings in *Texas Highways Magazine*, *Texas State Travel Guide*, *Hill Country Sun*, *Dripping Springs Outlook*, *Dripping Springs Century News*, *Community Impact*, *Visit Austin Magazine*
- television interviews (2 in 2019 and 2 in 2020)
- 7 press releases since October 2019
- sponsoring local and regional events – Texas Night Sky Festival, Dripping Springs Songwriters Festival, Boots & Bling for the Pound House Museum, Tomato Time!, C5 Chamber Mixer, Hays Co. Master Naturalist Bird Viewing Station, Fire in the Sky, From the Hills with Love Festival, Outside the City Limits Festival at Vista Brewing, 2020 Beer Now Conference, Hill Country Beer Trail Brochure

**Marketing plan after COVID-19:**

Continue to promote Dripping Springs as shown above – emphasize our location as prime destination for Texas stay-cations by marketing weddings, our alcohol venues and natural beauty on specific digital platforms and social media.

- Develop a birding marketing plan to expand our tourism base
- Work with the City and other entities such as the Dr Pound Historical Museum on specific programs
- Market Dripping Springs as a weekday/corporate location

**\*Disclaimer:**

Because the Dripping Spring Visitors Bureau is not a project or event, some of the HOT Grant Funding Program application does not apply to our entity, especially the section titled “All Funding Requests”. We have entered as much appropriate information for our organization in this section, and throughout the whole application, as it applies to DSVB.



Application Date: 04/30/2020

## HOT GRANT FUNDING PROGRAM APPLICATION

### ***Organizational Information***

Name of Organization/Business: Dripping Springs Visitors Bureau

Address: 509 Mercer Street

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: 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 Dripping Springs Visitors Bureau is a non-profit organization that supports the Dripping Springs area tourism industry by creating a presence through marketing tools, as well as through the local Visitors Bureau. The DS Visitors Bureau also supports the Dripping Springs Chamber of Commerce, the City of Dripping Springs and the Texas Hill Country Trail 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

Date of Event/Project: October 1, 2020 - September 30, 2021

Location of Event/Project: Dripping Springs area including Driftwood  
Description of Event/project: Marketing the tourism industry within the Dripping Springs area  
Funding Amount Requested: \$180,000.00

How funds will be used, including itemized list of expenditures

For the Visitors Bureau facility and management, marketing the Dripping Springs/Driftwood area and supporting other organizations/events with HOT eligible 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:* \$145,000.00

**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:* \$25,000.00

**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: -0-

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: -0-

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: 0

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: SEE DISCLAIMER FOR THIS SECTION What is the expected attendance of the Event/Project: \_\_\_\_\_

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

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

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?

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>
_____	_____	_____
_____	_____	_____
_____	_____	_____

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 - the two major hotels report that 75-80% of their weekend activity is from weddings. The Sleep Inn reported an overall occupancy of 67.65% and the Holiday Inn Express was at 62% for the period Jan-Dec 2019

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

**Admission Fee for Event/Project:** \_\_\_\_\_

**Anticipated Net Profit, if any:** \_\_\_\_\_

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

Newspaper: \_\_\_\_\_

Internet: \_\_\_\_\_

Radio: \_\_\_\_\_

TV: \_\_\_\_\_

Other Paid Advertising: \_\_\_\_\_

Number of Press Releases to Media: \_\_\_\_\_

Number of Direct Mailings to out-of-town recipients: \_\_\_\_\_

Other Promotions: \_\_\_\_\_

**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?** Please select one

**Will you negotiate a special rate or hotel/event package to attract overnight stays?** Please select one

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

We 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?**

Unavailable



If the funding requested is related to a permanent facility (e.g. museum, visitor center)? Expected Attendance Monthly/Annually: DS Visitors Bureau - approximately 1,500

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

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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](mailto:mfischer@cityofdrippingsprings.com)

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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

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***Business/Organization Name***

*Damela Owens*

***Applicant's Signature***

*5-1-2020*

***Date***

Dripping Springs Visitors Bureau  
Board of Directors  
2020-2021

Mary McRoberts  
President  
7400 McGregor Lane  
Dripping Springs  
512-809-4958

Michelle Alexander  
Secretary  
6730 Creek Road  
Dripping Springs  
512-917-1194

Bonnie Humphrey  
Treasurer  
300 Sunset Ride  
Dripping Springs  
512-217-4278

Kim Hanks  
3509 Creek Road  
Dripping Springs  
512-971-6081

Doyle Fellers  
1300 Creek Road  
Dripping Springs  
512-858-0330

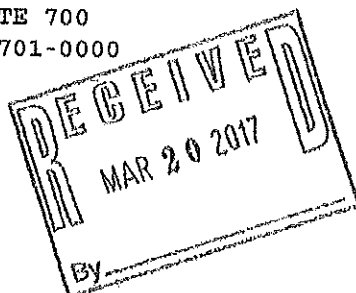
Dave Niemeyer  
211 Mercer St  
Dripping Springs  
281-650-6685

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAR 14 2017**

DRIPPING SPRINGS VISITORS BUREAU  
720 BRAZOS SUITE 700  
AUSTIN, TX 78701-0000



Employer Identification Number:  
81-2538565  
DLN:  
26053469002837  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
Contact Telephone Number:  
(877) 829-5300  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
March 30, 2016  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

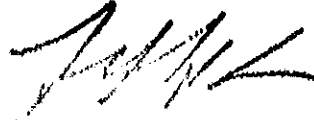
If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

DRIPPING SPRINGS VISITORS BUREAU

Sincerely,

A handwritten signature in black ink, appearing to read "J. Cooper", with a stylized flourish at the end.

Jeffrey I. Cooper  
Director, Exempt Organizations  
Rulings and Agreements