



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78602

Submitted By: Michelle Fischer, City Administrator

Council Meeting Date: September 8, 2020

Agenda Item Wording: **Discuss and consider approval of an Amendment to the Hotel Occupancy Tax Grant Program Funding Agreement between the City of Dripping Springs and the Hill Country Alliance**

Agenda Item Requestor: Karen Ford, Hill Country Alliance

Summary/Background: The City Council approved a Hotel Occupancy Tax Funding Agreement with the Hill Country Alliance for the Rainwater Revival and Hill Country Living Festival on September 17, 2019. The city awarded and transferred the \$3,500 in grant funds to the Hill Country Alliance. The agreement was amended on May 2020 since COVID-19 required the event to be rescheduled to October. Now the event has been changed to a virtual event due to the pandemic. Therefore, the agreement needs to be amended again.

The Hill Country Alliance desires to provide marketing and advertising services for the City. The city will be recognized as a festival partner and will receive the following:

- a. City of DS to be spotlighted on the FESTIVAL event website as Partner, with link to City website.
- b. Spotlight Destination DS in virtual marketplace that includes: - Organization name - 1-2 sentences about the org (include keywords) - Links to primary website and primary social media - Organization logo and/or photo - Link to a promotional video that city creates (30-90 seconds) - Content remains up and promoted from Oct 1 to end of 2020.
- c. LIVE mentions during online broadcast of City of DS as stargazing, birdwatching and rainwater harvest mecca for the Texas Hill Country.
- d. Feature Dripping Springs Destination & Attractions in HCA Newsletters. Three posts between now and end of 2020. They will work with Pam Owens at Destination DS for message/content/attraction. Examples include the Oct Dripping with Taste Trail; Birds, Blooms & Butterflies in Oct; Stargazing in Dripping (Oct is Hill Country Night Sky Month).

e. HCA and/or Hill Country Living FESTIVAL Facebook posts (Three): Specially written and designed social media content supporting the features above.

The Hill Country Alliance will also recognize the city as a Hill Country Night Sky Month Partner and do the following:

- a. City of DS to spotlighted as Partner on the HC Night Sky Month web page, equivalent to the Shooting Star Sponsor, valued at \$500.
- b. Facebook post (2) during October focused on 1) DS as Night Sky City and early adopter, and 2) places to stay and star gaze (link to DDS lodging)

**Recommended
Council Actions:**

Approve the revised Hotel Occupancy Tax Funding Agreement

Attachments:

Request letter from Hill Country Alliance; revised agreement with revised grant application; current agreement.

Next Steps/Schedule:

Inform Hill County Alliance of City Council decision; if approved, the city's Communications Director and Parks & Community Services department will work with Hill Country Alliance on the marketing and advertising services for the city.