



Application Date: REV 9/3/20

HOT GRANT FUNDING PROGRAM APPLICATION

Organizational Information

Name of Organization/Business:	Hill Country Alliance
Address:	1322 Highway 290 West, Suite D
City, State, Zip:	Dripping Springs, TX 78620
Contact Name:	Katherine Romans
Contact Phone/Email:	512-894-2214
Website Address:	hillcountryalliance.org
Type of Business/Organization:	non-profit organization
Non-Profit Status:	501(c)(3)
Tax ID Number:	26-0106908
Entity's Creation Date:	December 2005

Purpose of Organization/Business:

The Hill Country Alliance (HCA) is a nonprofit organization whose purpose is to raise public awareness and build community support around the need to preserve the natural resources and heritage of the Central Texas Hill Country.

Event/Project Information

Name of Event/Project:	Hill Country Living FESTIVAL + Rainwater Revival
Date of Event/Project:	October 24, 2020 (a re-imagined and now virtual, online event)

Location of Event/Project: Zoom Webinar + RainwaterRevival.com
Description of Event/project: See attached Online Program Plan. Event continues to be focus
Funding Amount Requested: 3500 (awarded in 2019 for the 2020 live event)

How funds will be used, including itemized list of expenditures:

Value of funds will be realized in the following ways:

- 1) City of Dripping Springs recognized as a Hill Country of Living FESTIVAL Partner by:
 - a. City of DS to spotlighted on the FESTIVAL event website as Partner, with link to City

Percentage of Total Event/Project Cost Covered by HOT Funding: 7%

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: _____

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: 3500

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: _____

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: 9 What is the expected attendance of the Event/Project: 2000+ online via

How many people attending the Event/Project will use Dripping Springs hotels: 100, generated by pro

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

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?

No

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>
Nov 2017	3000	100

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

Will work with Destination Dripping Springs to define a promotional mechanism to track tourists and lodging inquiries.

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

Cynthia and George Mitchell Foundation; HEB; Cow Creek GCD; BSEACD; Hays Trinity GCD; Shield Ranch, Pedernales Electric Cooperative, Lakota Water, Aqua Strategies, Capital Farm Credit, Ozona Bank; Treaty Oak, Texas Commission on the Arts; Newman Foundation; Texas Parks and Wildlife Department; LCRA, Titos Vodka, Braun & Gresham, Plateau Land & Wildlife Management

Admission Fee for Event/Project: 0
Anticipated Net Profit, if any: 0

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

Newspaper: 2500 for all print
Internet: 2500 for online and social media
Radio: 2000
TV: 0
Other Paid Advertising: 0

Number of Press Releases to Media: 4

Number of Direct Mailings to out-of-town recipients: 0

Other Promotions: Partners, sponsors, and vendors websites and social programs

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? NO

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

Google, Facebook and Instagram paid ads and boosted posts
HCA newsletters and Facebook posts
Sponsorship of Night Sky segment in online programming
Night Sky Month partnership and NSM event social media posts

What geographical areas does your advertising and promotion reach?

Central Texas and throughout the 17 counties of the Hill Country region

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

100K

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

Expected Attendance Monthly/Annually: _____

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

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.

Hill Country Alliance

Business/Organization Name

Katherine Romans

Sept 3, 2020

Applicant's Signature

Date

**Concept**

A free, one-day educational event wrapped in a festival atmosphere and focused on the many ways to live lightly and responsibly in the Texas Hill Country. Hosted by the Hill Country Alliance with support from like-minded sponsors.

Purpose

To attract and educate a diverse crowd, on all the whys and ways to care for the Texas Hill Country.

The mission of the Hill Country Alliance is at the heart of this event... *to bring together an ever-expanding alliance of groups throughout a multi- county region of Central Texas with the long-term objective of preserving open spaces, water supply, water quality and the unique character of the Texas Hill Country."*

Value proposition

- | | |
|----------------|--|
| For attendees: | Fun things to do. New things to see. Good things to learn. Friend & family outing. Creating community around the right things. |
| For vendors: | Connecting businesses to customers who are seeking sustainable solutions and technical support, and iconic Hill Country aesthetic and culture. |
| For sponsors: | Build your brand alongside HCA's brand and around sustainability, resource protection, and environmental education. |

Audience profile

Urban: Attracted to the beauty, culture and mystique of the Hill Country. Like outdoor adventure/activities. Always looking for fun outings with family and friends. Eco-conscious, green-minded. Like to party, and do good things for their community. Connecting them with their "neighbor", place ground and water source.

Suburban: May be new to the edge of the Hill Country. Looking for ways to be part of it and be responsible citizens, live a greener lifestyle. Want to expose their kids to worthy causes. Want to be part of things in their community.

Rural: New Hill Country landowners. Here because they love the Hill Country and can afford to live all or part time. They choose to come for raising families or retiring.

Education & ActivitiesRecurring &/or Expanded

- Rainwater & Green Building Tradeshow
- Hill Country Artisans Marketplace
- Farmers Market & Local Foods (DS Farmers Market, SFC)
- Native plants and landscapes (Master Gardeners, commercial)
- Advocacy groups and local govt
- Speakers, Demonstrations, Hands On Workshops: rain barrels, bee keeping, rain garden, etc.
- Real Estate Rodeo: B&G Family of Companies; CLE for real estate professionals

Explore New Approach/Opportunities

- Showcase Hill Country public parks and recreation opportunities (TPWD, REI, Patagonia, YETI, RV companies)
- Performance stage: Music, dance, aerial acrobats
- Showcase for Hill Country Wine, Spirits, Ciders, Ales and Brews, explore with Thomas W and Texas Brewshed Alliance
- Build a Rain Barrell as part of the Take Care of Texas Patch Program for Scouting
- New activities, hosted/sponsored: morning bike ride, mobile planetarium, HCA photo booth



2020 PROPOSED MARKETING PLAN

Branding

Updated logo with priority on the FESTIVAL aspect, with Rainwater Revival and water/land conservation education as an added plus

Promotional Materials/Tools (\$4,500)

DESIGN/PRINT

Pushcards with date, place, time and social media prompts on backside
Flier #1, Save the Date, printed Nov/December
Flier #2, printed Jan/Feb with sponsor names/logos
Poster, 11x17, with logos, qty 300, printed Jan/Feb, distributed throughout Hill Country
Vinyl banners: DS Triangle; DSRP Entrance
Festival Program (distribute at event; 2K copies)

DIGITAL

Website: RainwaterRevival.org
Email marketing blasts to vendors/partners (Nov 2019 up to event)
Digital ad banners (2 sizes) for sponsors, vendors, etc.
50 & 100 word event description for digital partners
FB event page, Instagram and Twitter feeds
HCA newsletters to listserve ~7500
HCA Facebook page

PAID ADVERTISING PROGRAM (\$7,500)

Radio	\$1,500
Print Publications	\$4,000
Online and Social Media (Boost/Ads)	\$2,000

UNPAID MEDIA (value estimate \$ 25,000–35,000)

Social Media and Cross Promotions

Event FB page, Instagram, Twitter Feeds
HCA FB page
Events Sponsors: marketing newsletters and social media programs
Vendor promotional tools, digital banners and FB pages
Cross promotions with DestinationDrippingSprings.com, DS Chamber

Media Relations & Story Placement in Key Media

Series of press releases to media list:

- Announce RR+ event, call for vendors/sponsors
- Key Sponsors, special attractions
- Vendors/Wine/Food/Music
- Speakers/Workshops

Calendar Listings

Texas Co-op Power.com (statewide reach)
All advertising partners & publications (see advertising plan)
Dripping Springs Community Event Calendar

PLUS a growing list of publication and community calendars across the state and region:

HillCountryPortal.com

Austin Monthly

Texas Hill Country magazine

Hill Country Sun

Edible Austin

Texas Highways

Texas Parks & Wildlife magazine

Austin 360

Texas+Water, digital newsletter from Meadows Center for Water & the Environment

TexasOutside.com

<https://www.tourtexas.com/things-to-do-texas-hill-country>

<https://www.traveltexas.com/cities-regions/hill-country/events>

<http://texascountryreporter.com/events>

<https://www.austintexas.org/visit/events/>

<http://www.texashighways.com/events>

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

<http://texashillcountry.com/hill-country-happenings/>

In past, attendees, sponsors and vendors coming from:

Argyle	Jourdanton
Allen	Kapaa, Hawaii
Austin	Mason
Azle	Montana
Bandera	New Braunfels
Boerne	Richardson
Buda	San Antonio
Comfort	San Marcos
Dallas	Spicewood
Driftwood	Willow Park
Dripping Springs	Wimberley
Fredericksburg	

Exit Survey Data from 2018

10% response rate

GENDER

56%	female
44%	male

AGE

55%	over 55 years
33%	31-55 years
12%	30 or under

LIFESTYLE

66%	rural
29%	urban
5% s	uburban

Hill Country Alliance - Board of Directors 2019

Matt Lara-President/Treasurer

728 Jim Bowie Drive
Spicewood, TX 78669
512-300-8254 cell
mlara@apelc.com
Engineer, Applied Physical Electronics
Musician, La Tampiquena
Board Member-Big Bend Conservation Alliance
Travis County
Joined 2015

Sarah Rountree Schlessinger - Secretary

2601 S. 3rd Street, Unit A
Austin, TX 78704
512-663-6634 cell
schlessinger.sarah@gmail.com
Executive Director, Texas Alliance of Groundwater
Districts (TAGD)
Travis County
Joined 2014

Pete Dwyer

9900 Hwy 290 East
Manor, TX 78653
512/327-7415 office
512/422-0617 cell
pdwyer@dwyerrealty.com
Dwyer Realty
RECA Board Member Real Estate Council of Austin
Chair of the RECA Regional Issues Committee
AARO Board Member Austin Area Research
Organization
HCEF Board Member Hill Country Education
Foundation
Travis County
Joined 2014

Ted Flato, FAIA

311 Third Street
San Antonio, TX 78205
210-679-2281
tflato@lakeflato.com
Developed Lake/Flato Porch House
AIA San Antonio Texas
American Institute of Architects
Society of Architects
Bexar County
Joined 2018

Kathleen Tobin Krueger

298 East Lincoln Street
New Braunfels, Texas 78130
830/625-5994 home
830/832-7615 cell
KathleenTKrueger@gmail.com
Former New Braunfels Mayor Pro-tem
Director, Edwards Aquifer Authority Board
Director of Development & Public Relations, Hope
Hospice
Board Member Hill Country Alliance Bandera
County Ranching Family
Comal County
Joined 2011

Sharlene Leurig

1909 Eva Street
Austin, TX 78704
(301) 452-1900
leurig@ceres.org
Meadows Center for Water and the Environment
Travis County
Joined 2013

Bill Neiman

3791 N US Highway 377
Junction, TX 76849-6502
325/446-3600 office
210/414-1718 cell
bill@seedsource.com
Native American Seed
Clear View Alliance
Kimble County
Joined 2010

Vanessa Puig Williams

1003 Folts Ave
Austin, TX 78704
512/826-1026
vpuigwilliams@gmail.com
TESPA
Travis County
Joined December, 2017

Dr. Leo Tynan – Past President

1308 South State Hwy. 16
Fredericksburg, TX 78624
830/997-2181 office
830/456-2175 cell
lectynan@gmail.com
Last Chance Forever Board of Directors
Fredericksburg Clinic
Gillespie County
Joined 2010

Ben Eldredge

212 Azalea Trail
Boerne, TX 78006
830/331-8464
210/633-7150 cell
Ben.eldredge@gmail.com
Cow Creek Groundwater Conservation District
Kendall County
Joined 2019

Ira Yates

P.O. Box 1657
Paonia, Colorado 81428 (best address)
P.O. Box 5068 San Angelo, TX 76902 (TX office)
512/970-2589 cell
ira@yatesconservation.com
Texas - Colorado
Founding Board, emeritos

Office

PO Box 151675
Austin, TX 78715
512/894-2214

Staff

Katherine Romans
Executive Director
512.410.9368
katherine@hillcountryalliance.org

Charlie Flatten
Program Manager
512.694.1121
charlie@hillcountryalliance.org

Cliff Kaplan
Program Manager
512.387.3097
Cliff@hillcountryalliance.org

Daniel Oppenheimer
Landowner Outreach and
Development Manager
210.287.0478
daniel@hillcountryalliance.org

Amy Crowell
Development and Communications Manager
512.660.8312
amy@hillcountryalliance.org

Leah Cuddeback
Online Communications
leah@hillcountryalliance.org

Sheila Holt
Office Manager
830.515.3033
sheila@hillcountryalliance.org



CINCINNATI OH 45999-0038

In reply refer to: 0248181619
Apr. 13, 2017 LTR 4168C 0
26-0106908 000000 00
00020343
BODC: TE

HILL COUNTRY ALLIANCE
% CHRISTINE MUSE
15315 W HIGHWAY 71
AUSTIN TX 78738



018390

Employer ID Number: 26-0106908
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Apr. 04, 2017, regarding your tax-exempt status.

We issued you a determination letter in December 2005, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0248181619
Apr. 13, 2017 LTR 4168C 0
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HILL COUNTRY ALLIANCE
% CHRISTINE MUSE
15315 W HIGHWAY 71
AUSTIN TX 78738

Sincerely yours,

A handwritten signature in black ink, appearing to read "K. A. Billups", written in a cursive style.

Kim A. Billups, Operations Manager
Accounts Management Operations I

Form 202
(revised 6/01)

Return in Duplicate to:
Secretary of State
P.O. Box 13697
Austin, TX 78711-3697
FAX: 512/463-5709
Filing Fee: \$25



Articles of Incorporation
Pursuant to Article 3.02
Texas Non-Profit
Corporation Act

This space reserved for office use
FILED
In the Office of the
Secretary of State of Texas

FEB 23 2005

Corporations Section

Article 1 - Corporate Name

The corporation formed is a non-profit corporation. The name of the corporation is as set forth below:

Hill Country Alliance

The name must not be the same as, deceptively similar to or similar to that of an existing corporate, limited liability company, or limited partnership name on file with the secretary of state. A preliminary check for "name availability" is recommended.

Article 2 - Registered Agent and Registered Office (Select and complete either A or B and complete C.)

☐ A. The initial registered agent is a corporation (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.

First Name	M.I.	Last Name	Suffix
CHRISTINE	L	MUSE	

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

Street Address	City	TX	Zip Code
3300 CROWL	SPICEWOOD		78669

Article 3 - Management (Complete items A or B)

A. ☐ Management of the affairs of the corporation is to be vested 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: First Name	M.I.	Last Name	Suffix
PAMELA	W	REESE	

Street Address	City	State	Zip Code
3511 WESTLAKE	AUSTIN	TX	78746

Director 2: First Name	M.I.	Last Name	Suffix
JOSEPH	D	PRIOR	

Street Address	City	State	Zip Code
17120 HAMILTON	AUSTIN	TX	78738

Director 3: First Name	M.I.	Last Name	Suffix
PATRICIA	A	MORRIS	

Street Address	City	State	Zip Code
4609 LOTUS CREEK	SPICEWOOD	TX	78669

TRAIL

Article 4 – Organizational Structure

(You must select either A or B below.)

☐ A: The corporation will have members. ☒ B: The corporation will not have members.

Article 5 – Duration

The period of duration is perpetual.

Article 6– Purpose

The corporation is organized for the following purpose or purposes:

TO EDUCATE AND CREATE PUBLIC AWARENESS
ABOUT GROWTH AND DEVELOPMENT ISSUES IN
THE TEXAS HILL COUNTRY
TO SUSTAIN THE HEALTH, BEAUTY AND
CHARACTERS OF THE TEXAS HILL COUNTRY

Supplemental Provisions/Information

Text Area

[The attached addendum are incorporated herein by reference.]

Incorporator

The name and address of the incorporator is set forth below.

Name

CHRISTY MUSE

Street Address

3300 CROSSLAND

City

SPICEWOOD

State

TX

Zip Code

78669

Effective Date of Filing

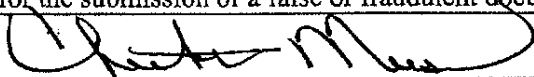
☒ This document will become effective when the document is filed by the secretary of state.

OR

☐ This document will become effective at a later date, which is not more than ninety (90) days from the date of its filing by the secretary of state. The delayed effective date is

Execution

The undersigned incorporator signs these articles of incorporation subject to the penalties imposed by law for the submission of a false or fraudulent document.



Signature of incorporator