

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

This Amended Agreement made and entered into this, the 12th day of May 2020, and between the City of Dripping Springs, Texas (hereinafter referred to as the "City") and Hill Country Alliance, 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 2020 Budget through the approval of Ordinance No. 2019-32 on September 17, 2019; and

**WHEREAS,** the City Council awarded and approved the grant of these funds at a properly-conducted public meeting held on September 17, 2019; and

**WHEREAS,** the Hill Country Alliance rescheduled its event to October 2020 due to the pandemic.

**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 Hill Country Alliance, 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 has transferred as a grant a portion of the Fiscal Year 2020 Hotel Occupancy Tax funds to Hill Country Alliance for Hill Country Living Festival+ Rainwater Revival Event in an amount of Three Thousand Five Hundred Dollars (\$3,500.00).

## **4. SERVICES**

In exchange for the grant described above, Hill Country Alliance hereby agrees to utilize the grant funds in the amount of Three Thousand Five Hundred Dollars (\$3,500.00) 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. The expenditures must be completed by October 31, 2020.

Marketing, advertising and promotional materials for event.

## **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. EXTENDED DURATION**

This Agreement is commencing on June 1, 2020 and ending on October 31, 2020. 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: City Administrator  
PO Box 384  
Dripping Springs, TX 78620

**To the Recipient:**

Hill Country Alliance  
Attn: Katherine Romans  
1322 Highway 290 West, Suite D  
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

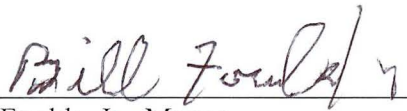
be amended in writing with the mutual consent of the parties.

## 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

May 19, 2020  
Date

**ATTEST:**

  
Andrea Cunningham, City Secretary



**HILL COUNTRY ALLIANCE:**

\_\_\_\_\_  
Katherine Romans, Executive Director

\_\_\_\_\_  
Date

**ATTEST:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name & Title

be amended in writing with the mutual consent of the parties.

## 12. SEVERABILITY

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**WHEREFORE PREMISES AND, CONSIDERATION ACCEPTED, AND HEREBY AGREED:**

**CITY OF DRIPPING SPRINGS:**

*Bill Foulds, Jr.*  
Bill Foulds, Jr., Mayor

*May 19, 2020*  
Date

**ATTEST:**

*Andrea Cunningham*  
Andrea Cunningham, City Secretary



**HILL COUNTRY ALLIANCE:**

*Katherine Romans*  
Katherine Romans, Executive Director

**May 22, 2020**  
Date

**ATTEST:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name & Title



Application Date: July 10, 2019

## 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: April 4, 2020

Location of Event/Project: Dripping Springs Ranch Park Event Center  
Description of Event/project: A free, one-day educational event wrapped in a festival atmosphere and  
Funding Amount Requested: 3500

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

Marketing, advertising and promotions designed to reach and attract visitors from outside the Austin/Dripping Springs area, i.e. regional and statewide publications, both print and online. Banners and signage within Dripping Springs

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:* 3000

**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: 500

What tourist attractions will be the subject of the signs:

Hill Country Living FESTIVAL + Rainwater Revival event

**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

How many people attending the Event/Project will use Dripping Springs hotels: 100

How many nights will the attendees be staying for the Event/Project: 1-2

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)?

Exit survey from attendees, survey of hoteliers

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

Texas Commission on the Arts; Newman Foundation; Texas Parks and Wildlife Department; Cow Creek GCD; BSEACD; Hays County; Shield Ranch, LCRA, Pedernales Electric Cooperative, Titos Vodka, Lakota Water, 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: 4000 for all print

Internet: 2000 for online and social media

Radio: 1500

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?** YES

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

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

Google, Facebook and Instagram ads

**What geographical areas does your advertising and promotion reach?**

PEC territory/Texas Coop Power, central Texas 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](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.

Hill Country Alliance

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***Business/Organization Name***

*Katherine Romans*

July 3, 2019

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***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 & Activities**

#### Recurring &/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](http://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](mailto:mlara@apelc.com)  
Engineer, Applied Physical Electronics  
Musician, La Tampiekena  
Board Member-Big Bend Conservation Alliance  
Travis County  
Joined 2015

**Sarah Rountree Schlessinger - Secretary**

2601 S. 3<sup>rd</sup> Street, Unit A  
Austin, TX 78704  
512-663-6634 cell  
[schlessinger.sarah@gmail.com](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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  
[lctynan@gmail.com](mailto:lctynan@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](mailto: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](mailto: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](mailto:katherine@hillcountryalliance.org)

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Program Manager  
512.694.1121  
[charlie@hillcountryalliance.org](mailto:charlie@hillcountryalliance.org)

Cliff Kaplan  
Program Manager  
512.387.3097  
[Cliff@hillcountryalliance.org](mailto:Cliff@hillcountryalliance.org)

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Landowner Outreach and  
Development Manager  
210.287.0478  
[daniel@hillcountryalliance.org](mailto:daniel@hillcountryalliance.org)

Amy Crowell  
Development and Communications Manager  
512.660.8312  
[amy@hillcountryalliance.org](mailto:amy@hillcountryalliance.org)

Leah Cuddeback  
Online Communications  
[leah@hillcountryalliance.org](mailto:leah@hillcountryalliance.org)

Sheila Holt  
Office Manager  
830.515.3033  
[sheila@hillcountryalliance.org](mailto:sheila@hillcountryalliance.org)





Department of the Treasury  
Internal Revenue Service

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](http://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  
26-0106908 000000 00  
00020344

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

Sincerely yours,



Kim A. Billups, Operations Manager  
Accounts Management Operations 1

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 CROSSWIND	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	PRIONT	

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  
CHARACTURIS 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

3200 CROSSLAND

City

SPICEWOOD

State

TX

Zip Code

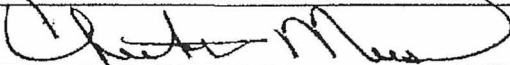
78669

**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