

Dear Llano County Hotel Occupancy Tax Funding Applicant,

Thank you for your interest in promoting Llano County tourism. The County of Llano collects a 4% Hotel Occupancy Tax (HOT) from lodging venues located in the unincorporated areas of Llano County. Rules set forth by the Texas Legislature under Chapter 352 of the Texas Tax Code and interpreted by the Office of the Attorney General determine how HOT may be used.

According to the law, the use of HOT revenue is limited to expenditures that meet the following criteria:

Every expenditure must directly enhance and promote tourism and the hotel industry in Llano County. In other words, the expenditure must be likely to attract visitors from outside the county or its vicinity who will likely spend the night in a Llano County lodging venue. If the expenditure is NOT reasonably likely to accomplish this result it will NOT be funded by Llano County HOT revenues.

Expenditures must clearly fit into one of nine statutory categories as follows:

1. the establishment, improvement or maintenance of a convention center or visitor information center
2. the administrative cost of facilitating convention registration.
3. tourism related advertising and promotion of the County of Llano and it's vicinity
4. programs that enhance the arts
5. historical restoration or preservation programs
6. sporting events in which most of the participants are tourists beyond the vicinity of Llano County
7. enhancement and upgrading of existing sport facilities or fields
8. shuttle transportation
9. signage

**All expenditures from Llano County HOT revenue MUST  
bring tourists to Llano County lodging venues.**

Please see the attached forms required for Llano County HOT funding consideration which include:

Summary of the application process  
Llano County Funding Application  
Llano County Follow-Up Report  
Form A-1  
Form A-2

Funding for all events/marketing plans are considered on a case-by-case basis by Llano County Commissioners Court. Please note that funding requests will be based on its tourism impact for Llano County and the amount of funds available during the funding period in which it is requested

## **Summary**

### **Llano County Funding Application Process**

The County of Llano accepts applications from organizations and businesses wishing to receive financial support through a funding process from the county Hotel Occupancy Tax (HOT) revenue in accordance with the Texas handbook on Economic Development Laws on Hotel Occupancy Tax collected as follows:

1. To be considered for Llano County HOT funding, applicants must complete a Llano County Funding Application and include all required attachments.
2. The application must be delivered to the County Treasurer's office at least 60 days prior to the date of the event OR the expenditure deadline AND before the first Monday of the month when the Llano County Tourism Committee meeting.
3. The County Treasurer will review the application for completeness and compliance, then submit it to the Llano County Tourism Committee.
4. The Tourism Committee will review the application and return it to the County Treasurer along with their recommendation to the Court to approve or not approve funding of the application.
5. If the Tourism Committee recommends funding the application, the Treasurer will place the request on the agenda for the next Commissioners Court meeting and will notify the applicant to present their application on that date.
6. On the date specified, a representative of the funding applicant will give a presentation to Commissioners Court and the Tourism Committee representative will give the committee's analysis of the application and their funding recommendation.
7. If the Court approves the funding, the Treasurer will follow through with funding.
8. Within 30 days after the event/expenditure, the recipient will file the Follow-Up Report, complete with all required documents, to the County Treasurer, who will forward the report to the Tourism Committee.
9. If the funding application is denied, the applicant has the right to make revisions based on the Tourism Committee's recommendations and re-submit it to the County Treasurer to re-enter the process.

## Llano Country HOT Funding Application

Today's Date: \_\_\_\_\_  
Event Date: \_\_\_\_\_

Date Received \_\_\_\_\_

### **BUSINESS/ORGANIZATION INFORMATION:**

Name of Organization/Business: \_\_\_\_\_  
Organization Founding Date: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_  
Contact Email: \_\_\_\_\_  
Is your organization non-profit or for profit/private \_\_\_\_\_  
Tax ID # \_\_\_\_\_  
Purpose/Mission Statement: \_\_\_\_\_  
\_\_\_\_\_  
Name of event/marketing plan: \_\_\_\_\_  
Dates of event/marketing plan: \_\_\_\_\_  
Location of event/marketing plan: \_\_\_\_\_  
Website of event/marketing plan: \_\_\_\_\_

### **AMOUNT REQUESTED:**

How will the funds be utilized: \_\_\_\_\_  
Approximate number of people you expect to stay overnight in a Llano County Hotel/Lodge: \_\_\_\_\_  
Specifics on how you plan to measure overnight stays: \_\_\_\_\_

Do you intend to pursue other funding/sponsorship agreements to support this event/expenditure: \_\_\_\_\_  
If "Yes" please list sources including dollar amounts: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **REQUIRED ATTACHMENTS:**

- Itemized Budget relevant to HOT funding, including revenues and expenditures
- Advertising/Marketing Plan, including target audience
- List of current Board of Directors with complete contact information
- Event/Marketing timeline
- Any other information you feel will support funding your event

**We agree to use all funding from the Llano County Hotel Occupancy Tax only as specifically stated in this application and that any unused funds will be returned to the Llano County Treasurer.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date







## Llano County HOT Funding Follow-up Report

**A Follow-Up Report MUST be returned to the County Treasurer's office within 30 days following the event/marketing plan.**

**The Report must include Form A-1, Form A-2, as well as this report sheet.**

**Any future consideration for funding from Llano County is dependent upon the organization providing a completed follow-up report AND the use and outcome of the funded project.**

**Please feel free to attach any other documents that you feel will support usage of HOT monies for your event/expenditure.**

Date of report _____	Date Received _____
Name of Organization	_____
Name of event/marketing plan:	_____
Date of event/marketing plan:	_____
Amount funded	_____
Total estimated attendance	_____
Estimated number of attendees and vendors from outside a 50 mile radius	_____
How many overnight stays at a Llano County lodging venue for:	
One night	_____
Two nights	_____
Three or more nights	_____
How was this estimate made	
_____	

**Please attach the following:**

- Profit and Loss Statement that describes revenues and expenses by category (required)
- Itemized list of expenditures relevant to HOT funds granted (required)
- Form A-1 (required)
- Form A-2 (required)
- And also these if applicable:**

- Media reviews, press releases and PSA's that ran before, during or after
- Surveys from attendees, if taken
- Testimonials/endorsements from Llano County lodging owners/managers

\_\_\_\_\_  
Signature of person completing the Follow-up Report

\_\_\_\_\_  
Date

*Thank you for all your efforts to promote tourism in Llano County.*

