

**Dear Llano County Hotel Occupancy Tax Grant 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.**

**For more information, please go to the following websites: [www.oag.state.tx.us](http://www.oag.state.tx.us) or <http://tlo2.tlc.state.tx.us>**

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

- 1) 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.**
- 2) Expenditures must clearly fit into one of nine statutory categories as follows:**
  - a) Funding the establishment, improvement or maintenance of a convention center or visitor information center.**
  - b) Paying the administrative cost of facilitating convention registration.**
  - c) Paying for tourism related advertising and promotion of the County of Llano and its vicinity.**
  - d) Funding programs that enhance the arts.**
  - e) Funding historical restoration or preservation programs.**
  - f) Funding sporting events in which most of the participants are tourist beyond the vicinity of Llano County.**
  - g) Enhancement and upgrading of existing sport facilities or fields.**
  - h) Shuttle transportation**
  - i) Signage**

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

- 1) Summary of the Llano County HOT Grant Process**
- 2) Llano County HOT Rules governing your application**
- 3) Llano County Grant Application**
- 4) Llano County Follow-Up Report form**

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

**Thank you again for your interest.**

**Summary**  
**Llano County HOT Grants**  
**Rules governing your application:**

The Llano County Hotel Occupancy Tax is collected only in the unincorporated areas of Llano County; therefore grants are available from the tax revenue *solely for unincorporated areas of the County*. Hotel/Motel Occupancy Tax for lodging venues in the incorporated areas of the County are collected separately by the respective city in which they are located.

- 1) The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Llano County lodging facilities, that are consistent with the level of HOT revenues requested. Example: the event is multi-day, 400 participants are expected to travel more than 50 miles and 125 participants are expected to stay in Llano County lodging facilities.
- 2) For any applicant applying for HOT funds to advertise the event, it is required that these funds focus on targeting visitors outside at least a 50 mile radius of Llano County.
- 3) If the request is advertising for an event, the applicant must include contact information for all Llano County lodging accommodations. The following websites which include this information should be shown on any information you provide to attendees:  
  

[kingslandchamber.org](http://kingslandchamber.org); [buchanan-inks.com](http://buchanan-inks.com); [texashillcountrygetaways.com](http://texashillcountrygetaways.com);  
[llanochamber.org](http://llanochamber.org); [texaslodging.com](http://texaslodging.com)
- 4) Expenditure of grant funds for unauthorized purposes may result in recapture of funding.

**The Grant Award Process:**

Upon approval by the Commissioners Court, the County Treasurer will follow through with the distribution of funds as follows:

Within 60 days of the grant approval or specific event, the recipient will file a follow-up report along with an invoice requesting disbursement of approved funds. The actual disbursement of funds will occur within 30 days of receipt of follow-up report and disbursement request.

At the discretion of the Commissioners Court consideration will be given to entities with unusual circumstances requiring advance funds distribution.

**PLEASE CONTACT THE COUNTY TREASURER REGARDING ANY QUESTIONS YOU MAY  
HAVE ABOUT THE GRANT PROCESS.**

## **Summary**

### **Llano County Grant Application Process**

The County of Llano accepts applications from organizations and businesses wishing to receive financial support through a grant process from the local 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 grant funding applicants must complete a Llano County Grant Application, and include required attachments. If funds are to be paid directly to the applicant, a completed form W9 must be included.
2. The application must be delivered to the County Treasurer's office at least 30 days prior to the date of the next scheduled Commissioners Court meeting.
3. The County Treasurer will review the application for completeness and compliance, and then submit it to the Llano County Commissioners Court for consideration at one of the three (3) annual HOT Grant Commissioners Court meetings. These meetings will be held on the 4<sup>th</sup> Monday in **October, January, and April** following the regular scheduled Commissioners Court.
4. On the meeting date specified, a representative of the grant applicant will give a presentation to Commissioners Court.
6. Upon approval by the Commissioners Court, the County Treasurer will follow through with the distribution of funds as follows:

Within 60 days of the grant approval or specific event, the recipient will file a follow-up report along with an invoice requesting disbursement of approved funds. The actual disbursement of funds will occur within 30 days of receipt of follow-up report and disbursement request.

At the discretion of the Commissioners Court consideration will be given to entities with unusual circumstances requiring advance funds distribution.

8. If the grant application is denied, an applicant has the right to make revisions based on the Court's recommendations and resubmit it to the County Treasurer to re-enter the process.
9. The Commissioners court will establish an available funding level for the current fiscal year for HOT grants based on the Hotel Occupancy Tax Fund balance as of September 30 of the previous fiscal year.

**PLEASE CONTACT THE COUNTY TREASURER REGARDING ANY QUESTIONS**  
**YOU MAY HAVE ABOUT THE GRANT PROCESS.**

# Llano County HOT Grant Application

## **Organization/Business Information:**

*Please type or print neatly.*

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

Name of Organization/Business: \_\_\_\_\_

Organization founding date: \_\_\_\_\_

Mailing Address (including City, State, Zip code): \_\_\_\_\_

Contact Name (s): \_\_\_\_\_

Contact Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Is your organization/business: Non-Profit \_\_\_\_\_ Private/For Profit \_\_\_\_\_ (check one)

Tax ID #: \_\_\_\_\_

Purpose and/or Mission Statement of your organization/business: \_\_\_\_\_

## **Event or Expenditure Description:**

*Please answer all items that apply to your request.*

Name of your event or expenditure: \_\_\_\_\_

Date(s) of your event or expenditure: \_\_\_\_\_

Primary location of event or expenditure: \_\_\_\_\_

Website address for your event or expenditure: \_\_\_\_\_

## **Amount Requested:**

Do you require consideration for advance funds distribution? \_\_\_\_\_ If so, please explain \_\_\_\_\_

How will the funds be used? \_\_\_\_\_

Approximate number of people that are anticipated to stay overnight in a Llano County Lodging facility \_\_\_\_\_

How do you plan to measure overnight stays? \_\_\_\_\_

Do you intend to pursue other grant/ sponsorship agreements to support this event or expenditure? \_\_\_\_\_

If yes, please list along with amount(s) being requested: \_\_\_\_\_

## **Required Attachments Checklist:**

\_\_\_\_\_ Form W-9 **\*\*If payment is made directly to applicant, the application will not be considered without it.**

\_\_\_\_\_ Itemized Budget relevant to HOT revenues used, 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 your application

**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 and Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed name

## Llano County Hotel/Motel Tax Grant Reimbursement Follow-up Report

**A Follow-Up Report must be returned within 60 days of the grant approval or specific event, the recipient will file a follow-up report along with an invoice requesting disbursement of approved funds. The actual disbursement of funds will occur within 30 days of receipt of follow-up report and disbursement request.**

Name of Organization and event or project: \_\_\_\_\_

Date(s) of event or project: \_\_\_\_\_ Amount of grant: \_\_\_\_\_

Date of Follow-up report \_\_\_\_\_

What were your sources of revenue and how much revenue did you receive from each? (sponsorships, ticket sales, vendor booths, etc.) \_\_\_\_\_

What was your total profit or loss for the event/project? \_\_\_\_\_

What was the total estimated attendance? \_\_\_\_\_

What was the estimated number of attendees/vendors from outside a 50 mile radius? \_\_\_\_\_

One night stays? \_\_\_\_\_

Two nights \_\_\_\_\_

Three nights \_\_\_\_\_

**Please attach the following:**

- An itemized list of expenditures relevant to HOT grant
- A copy of advertising outside of 50 mile radius
- Results of any surveys taken by attendees and/or participants.
- Any feedback from Llano County lodging owners/managers
- Do you anticipate requesting HOT grant funds in the future, and if so how much? \_\_\_\_\_

\_\_\_\_\_  
Signature and title of person completing report

\_\_\_\_\_  
Date

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