



## 2018/2019 Hotel/Motel Tax Lodgers Marketing Contract

The following is an agreement between Burnet County, herein after referred to as “County” and 101HighlandLakes.com/STAY, herein after referred to as “101HL/STAY”. The term of this agreement is for one year, beginning on October 1, 2018 and ending on September 30, 2019.

Under Chapter 352.002 (a)(17) of the Texas Tax Code, Burnet County is authorized to collect County hotel occupancy taxes. The County is authorized to collect hotel occupancy taxes (HOT) from hotels that are not located in a city that collects the same tax.

The County strives to promote quality travel-related resources and information about the Highland Lakes area, and to be a reliable and good steward in the hospitality industry. The County is a governmental entity and has the responsibility to promote tourism in order to increase occupancy rates for the lodging entities, which exist in the unincorporated areas of Burnet County.

101 HighlandLakes.com is a regional destination marketing organization entering into this contract with the County to promote travel and tourism.

Under this marketing contract, 101HL/STAY will advertise and promote County lodging properties on behalf of the County. Such entities are considered to be “County Lodging Properties”, referred to as “CLP”.

Marketing Plan will include:

- Online, mobile and printed marketing avenues.
- Online marketing includes desktop, tablet and mobile.
- All CLP highlighted in the 101HighlandLakes.com/STAY website.
- Ad placement of the CLP on the official 101HighlandLakes.com website, to be approved by CLP.
- Website will include: online booking, WHERE TO STAY Guide Ad, and Tabs Package.
- CLP ads will be included in “101 Fun Things to do in the Highland Lakes” magazine, which is published in the Fall of 2017 and Spring of 2018 and distributed throughout the region and five points of entry in Texas.

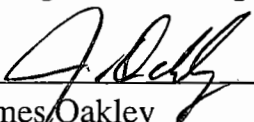
The County will provide a list with contact information for CLP upon execution of the contract. The County agrees to provide current lodging information from the County website. 101HL/STAY will provide each CLP with marketing details and the opportunity to customize their lodging information. Each CLP venue will be responsible for reviewing and providing information and updates to 101HL/STAY. It is understood that County provided information will be used if the CLP does not meet publication deadlines.

The County has the right to review all information listed on 101HighlandLakes.com/STAY and 101 Fun Things to do in the Highland Lakes publication for accuracy prior to publication and/or posting. New lodging venues will be updated on 101HighlandLakes.com/STAY as information is received and will be updated in the next publication of 101 Fun Things to do in the Highland Lakes.

Cancellation of this contract upon mutual agreement with 30 days written notice.

The County agrees to pay a fee of \$49,999.00 to 101HL/STAY for services provided. Payment in the full amount will be made to 101HL/STAY upon approval of the agreement. The intent is to enter into a long term marketing relationship, reviewing and negotiating annual contracts beginning in May of each year, to begin on October 1 of each year.

The agreement is signed on this 19<sup>th</sup> day of September, 2018.

  
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James Oakley  
Burnet County Judge

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Amber Weems  
101HighlandLakes.com  
Victory Publishing Co., Chief Executive Officer