



2019/2020 Hotel/Motel Tax Lodgers Advertising Contract

The following is an agreement between Burnet County, herein after referred to as “County” and 101HighlandLakes.com/STAY, herein after referred as “101HL/STAY”. The term of this agreement is for one year, beginning on October 1, 2019 and ending on September 30, 2020.

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”.

Advertising Plan will include:

- Online, mobile and printed advertising avenues.
- Online advertising 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.
- Website will include: 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 2019 and Spring of 2020 and distributed throughout the region and five points of entry in Texas.
 - Full page ad will be placed in both Fall of 2019 and Spring of 2020 editions of the magazines to promote HighlandLakesofBurnetCounty.com site.

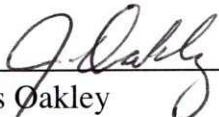
The County will provide a list with contact information for CLP upon execution of the contract. The County agrees to provide current lodging information from the County website. 101HL/STAY will provide each CLP with marketing details and the opportunity to customize their lodging information. Each CLP 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.

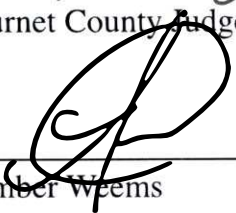
Cancellation of this contract upon mutual agreement with 30 days written notice.

The County agrees to pay a fee of \$49,999.00 to 101HL/STAY for services provided. Payment made in two payments to 101HL/STAY upon approval of the agreement. Invoices will be submitted for payment October 1st, 2019 and April 1st, 2020. 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 24 day of September, 2019.



James Oakley
Burnet County Judge



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

CALENDAR YR 2019 LODGERS	LODGER ADDRESS	LODGER OWNER/ MGR	Lodger Email Address		Fall/Winter	Spring/Summer	Total
LOG COUNTRY COVE	617 Log Country Cove, Burnet, TX 78611	GARY AND MINA MARTIN	IRMA@LOGCOUNTRYCOVE.COM		Full Page \$1,154.00	\$1,731.00	\$2,885.00
CANYON OF THE EAGLES	16942 RR 2341, Burnet, TX 78611, 281-497-6560	Cindy Bower	terry@canyontheeagles.com	Full Page \$1,154.00	\$1,731.00	\$2,885.00	\$2,885.00
CAMP BALCONES SPRINGS	104 Balcones Springs Dr, Marble Falls, TX 78654, 830-693-6639	Jo Brizzel	brizzel@texasotl.com	Full Page \$1,154.00	\$1,731.00	\$2,885.00	\$2,885.00
HEART OF TEXAS LAKE RESORT ON LAKE LBJ	408 Chen Oak Pkwy, Burnet, TX 78611, 512-756-7766	VACASA	heartof@moment.net	Full Page \$1,154.00	\$1,731.00	\$2,885.00	\$2,885.00
EAGLE MNT RANCH, LTD/HUNDERBIRD LODGE	200 Greenwood Hills Trail, Burnet, TX 78611, 970-426-7216	JULIA PACE	juliac@msp.ski	Full Page \$1,154.00	\$1,731.00	\$2,885.00	\$2,885.00
CAMP CHAMPIONS	775 Camp Road, Marble Falls, TX 78654, 830-598-2571	CASEY NICKOWSKI, FDNY, 836-385-1889	esalinas@campchampions.com	1/2 \$716.00	\$1,074.00	\$1,790.00	\$1,790.00
INKS LAKE STATE PARK	3630 Park Road 4 West, Burnet, TX 78611, 512-389-8717	ARACELI CONDOOS	araceli@condos@TPWD.TEXAS.GOV	1/2 \$716.00	\$1,074.00	\$1,790.00	\$1,790.00
BIG CHIEF RESORT/LAKE BUCHANAN	1420 FM 690 Burnet, TX 78611, 210-241-1016	ALLEN WARREN	INFO@BIGCHIEFRESORT.COM	1/2 \$716.00	\$1,074.00	\$1,790.00	\$1,790.00
LITTLE SAN GABRIEL RIVER RANCH, LLC	1660 FM 2240, Lampasas, TX 76550	BRENDA CASSADY/MGR	bocassady65@gmail.com	1/2 \$716.00	\$1,074.00	\$1,790.00	\$1,790.00
PAINTED SKY INN	1400 CR 128, Burnet, TX 78611	DEMISE LEWIS 512-715-8896	PAINTEDSKYINN@GMAIL.COM	1/2 \$716.00	\$1,074.00	\$1,790.00	\$1,790.00
CREEKSIDE CAMP AND CABINS NEAR LAKE TRAVIS	222 Hatchet Hill, Marble Falls, TX 78654	AVAIARA MYL ODGE TAX	PAINTEDSKYINN@GMAIL.COM	1/2 \$716.00	\$1,074.00	\$1,790.00	\$1,790.00
OASIS LODGE AS OF JULY 9, 2019, formerly Aqua Lodge	148 Lost Trail, Burnet, TX 78611, 512-565-6031	JULIET RAMIREZ	diane@creekside-camp-cabins.com	1/2 \$716.00	\$1,074.00	\$1,790.00	\$1,790.00
OK SCENIC LOOP VACATION HOME ON LAKE LBJ	706 Scenic Loop, Kingsland, TX 78639, 512-328-1937	ANDREW AND WINNIE AMAN	OASISRENTALS@OUTLOOK.COM	1/2 \$716.00	\$1,074.00	\$1,790.00	\$1,790.00
RAINBOW HEARTH SANCTUARY ON LAKE BUCHANAN	1330 Waterway Lane, Burnet, TX 78611, 512-756-7878	ROXANA KAPPMAYER	roxanakapmeyer@gmail.com	1/2 \$716.00	\$1,074.00	\$1,790.00	\$1,790.00
FARR SIDE LAKE VACATION HOME ON LAKE TRAVIS	1727 CR 343, Marble Falls, TX 78654, 512-345-6374	MARIAH WENTWORTH	mariah@rainbowhearth.com	1/3 \$616.00	\$584.00	\$1,460.00	\$1,460.00
SUMMER COVE	210 Campa Palama Ln., Kingsland, TX 78639, 979-412-2468	JOE & SARAH FABR	sarahfabr@gmail.com	1/6 \$355.00	\$533.00	\$888.00	\$888.00
LEGENDS GOLF COURSE VILLAS	105 Hangerway Ctr., Kingsland, TX 78639, 210-275-7155	MAIN ST GYMNOVOSAD	PATNOVOSAD@NECONSSTRUCTION.COM	1/6 \$355.00	\$533.00	\$888.00	\$888.00
MOBIAH RETREAT ON LAKE TRAVIS	1741 CR 343, Marble Falls, TX 78654, 650-289-1378	JAMES HARELSON	jmh@legendslv.com	1/6 \$355.00	\$533.00	\$888.00	\$888.00
1040 RIVER ROAD, formerly Birdsong Cabin	1040 River Road, Burnet, TX 78611, 512-795-4445	NAUCY ANDERSON	manderson2@gmail.com	1/6 \$355.00	\$533.00	\$888.00	\$888.00
		RESORT VENTURES KERRY JUNGMAN	resengr@aol.com	1/6 \$355.00	\$533.00	\$888.00	\$888.00
		William McMillan					

TOTAL Ads By Size	Full Page	1/2	1/3	1/6	ONLINE	TOTAL TOTAL
6	10	1	6	31	54	

RATES	Fall/Winter PIF Combo	Spring/Summer PIF Combo
Full Page	1154	1731
1/2	716	1074
1/3	876	584
1/6	355	533

Contract Totals			
\$ 4,800.00	\$ 3,200.40	\$ 8,001.00	\$ 49,999.00

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