

21a.

Agenda Item Request Form

BURNET COUNTY COMMISSIONER'S COURT

Meetings – 9:00am – 1st through 4th Tuesday of Every Month

**NO ITEM WILL BE ON AN AGENDA
WITHOUT PRIOR APPROVAL BY A MEMBER OF COMMISSIONER'S COURT**

All **Contracts** must be approved by County Auditor's
And County Attorney's office prior to being on the Agenda

Agenda items and supporting documents are due to Court Coordinator's Office (Rm. 201) no later than noon on Thursday prior to the meeting date requested.

Ph: 512-715-5276 Fax: 512-715-5217 email: comcrt@burnetcountytexas.org

Presenters are to limit presentation time to no more than 5 minutes.

Today's Date: 02/04/2025

Requested by: Burnet County Tourism

Commissioners Court Date: 02/11/2025

AGENDA ITEM: Discussion/Action regarding the renewal of Marketing/Advertising/Services with Texas Hotel & Lodging Association.

Commissioner Pct. 1 Luther

Commissioner Pct. 2 Beirele

Commissioner Pct. 3 Collier

Commissioner Pct. 4 Dockery

Texas Hotel & Lodging Association

PO Box 735614
Dallas, TX 75373
Phone (512) 474-2996 Fax (512) 480-0773

DATE: January 29, 2025
INVOICE # 25-22421
FOR: 2025
Marketing/Advertising/Services

Bill To:

Burnet County/Tourism
Attn: Blair Manning
Courthouse-on-the-Square
220 S. Pierce
Burnet, TX 78611

DESCRIPTION	AMOUNT
THLA - Marketing/Advertising/Services January 1, 2025 through December 31, 2025	\$30,557.50
50% Discount	(\$15,278.75)
THLA is a Non-Profit C-Corporation - Tax ID# 74-0940600	
Due Upon Receipt	
TOTAL	\$ 15,278.75

Make all checks payable to **Texas Hotel & Lodging Association**

If you have any questions concerning this invoice, contact THLA at (512) 474-2996.

THANK YOU FOR YOUR SUPPORT!

Burnet County/Tourism - 2025 Billing

MID	Rms	Name of Inn
22421	-	Burnet County/Tourism
Bertram		
1023210	3	358 Flying B Ranch
1023251	1	Getaway Cabin
1023378	2	Rocky Top
TBD	4	Unity Ranch
Burnet		
1023205	1	1505 CR 118B
TBD	2	1512 CR 137
TBD	2	1605 Highland Drive
TBD	2	2850 RR 690
1023212	3	408 Judy Lane
TBD	3	A Modern Hill Country
1019444	3	Arva's Retreat
1023218	1	Barefoot Beach
1023222	2	Barndominium
1019429	3	Birdson Cabin
1021800	2	Black Diamond Bungalow
1019445	2	Bliss on Lake Buchanan
1026388	3	Blue Farmhouse Burnet
1026390	3	Blue Truck Ranch
22503	4	Breeze Terrace
15537	61	Canyon Of The Eagles Resort On East Lake Buchanan
1014670	5	Casita Grove
1021802	3	Clen Oaks Lodge
TBD	1	Collector's Hideaway
1023234	6	Container City
24711	6	Council Creek Lodge
1019695	2	Cozy Retreat on Lake LBJ
1023238	3	Crawford Cabin
TBD	1	DD's Hideaway

Burnet County/Tourism - 2025 Billing

MID	Rms	Name of Inn
1026391	3	Dragonfly Cabin
1023249	3	Ehad Ranch
1011489	5	Elk Lodge on Lake LBJ
TBD	4	Enchanted Valley
1026393	3	Gigi's Jewel
5147	23	Heart Of Texas Lake Resort On Lake LBJ
TBD	4	Inks Lake A Frame
1013527	1	Inks Lake Bed & Breakfast
1021808	3	Inks Lake Rental at the Willows
22499	10	Inks Lake State Park
1023259	4	Kaizen Lakehouse
1026394	3	Laguna Luxury Burnet
23217	12	Lake Buchanan RV & Resort
1021798	1	Lakefront Life
1026397	3	Lakeside Leisure
1023199	2	Lakeview Landing
1021812	1	Lakeview Lodge
TBD	1	Lakeview Sunset Oasis
TBD	5	LBJ Bliss Retreat
1023271	4	LBJ Lake House
TBD	1	Lily's Pad
TBD	4	Liskow Lakehouse
22507	35	Log Country Cove on Lake LBJ
1023316	3	Lubinberry Lakeside
1019705	10	Mad Bucks Trophy Deer Ranch
1021815	5	Magnolia Lake House
1023347	3	Minyard Lodge
1023208	1	Moonstone Mountain Ranch
1021790	4	Opulent Waterfront
17284	9	Painted Sky Inn On East Lake Buchanan
TBD	6	Palm Paradise on LBJ

Burnet County/Tourism - 2025 Billing

MID	Rms	Name of Inn
22508	6	Rainbow Hearth B&B on East Lake Buchanan
1019708	1	Ranch Guesthouse
1023372	3	Rexford Lakehouse
1023380	3	San Souci on Lake LBJ
1019709	2	Seahorse Cove
1013523	3	Summer House
1023394	2	Sunset Station
1023402	2	Texas House
TBD	4	The Escape at 212
1014672	2	The Pecan House
1021821	3	Thompson Lake House
17285	22	Thunderbird Resort
1026425	3	Vacation Villa
TBD	3	Villa Shoals
1023411	23	Vineyard Vista
1021823	8	Wagon Springs Ranch
1026426	3	White Whale Burnet
1021826	1	Whitetail Cove
1023415	3	Wolf Creek Lodge
TBD	4	Yellow Door Cabin
Kingsland		
TBD	2	128 Marina Bluff
1021794	2	204 Archview Lane
1023214	2	408 Stanley
1026438	3	440CP
1023220	3	A Shore Thing
1019443	3	Archview Terrace
1019714	4	Blue Sky Views
1021804	3	Bud Shores Sanctuary
1023386	5	Campa Royale
1019694	2	Cottonwood Cottage

Burnet County/Tourism - 2025 Billing

MID	Rms	Name of Inn
1021803	1	Cypress Hideaway
1021805	2	Dockside Digs
1026431	3	Family Tides- Kingsland
1023406	5	Funhouse
1023257	1	Island Escape
1019702	3	Island Magic
1026439	3	Lago Vida: Lakeside Property
1019703	3	Lake it Easy
1021810	20	Lake LBJ Inn
1017218	1	Lake LBJ Schmidt House
1026428	3	Lakeview Oasis Kingsland
1019704	2	Lazy Days Bungalow
1026432	3	LBJ Heavenly Haven
1023274	2	LBJ Rental LLC
1019712	10	Legends Golf Course Villas
TBD	2	Lil' Granny's
18608	7	Little Lodge on The Lake LBJ
1018543	3	Lolli's Lakehouse
1019706	1	Mariner's Manor
1026440	3	Misty Waters Modern Kingsland Lake House
1023366	4	Packsaddle Point
1017219	4	Paddle Time
TBD	3	Paradise Point
1026429	3	Reel Oasis Kingsland
1023370	5	Reina Del Lago
1021824	2	Rolling Waves Haven
26197	4	Shady Grove Vacation Home on Lake LBJ
1011493	3	Sunset Cottages at Lake LBJ
1023389	3	Sunset Escape
1023396	4	Sunset to See at Paradise Point
1021820	5	The Lookout on LBJ

Burnet County/Tourism - 2025 Billing

MID	Rms	Name of Inn
TBD	4	Vista Linda
1021825	1	Westwind
TBD	4	Xanadu Blu
Lampasas		
TBD	3	Dome Sweet Dome
1023287	10	Little San Gabriel River Ranch, LLC
Marble Falls		
1021796	2	40 Mile View
1011485	3	Amazing Retreat
1021801	20	Camp Balcones Springs
18788	32	Camp Champions Retreat
23221	5	Creekside Camp & Cabins
1021807	8	Hidden Falls Adventure Park
1026441	3	Hidden Treasure Hill Country Villa
1026454	1	Hill Country Hideaway Marble Falls
1021822	3	Los Escondidos Vacation Home
1023358	8	Missing Hotel
1021793	2	Retreat Ranch
1026443	3	Shaffer Bend Recreation Area
21690	10	Sunset Point RV & Cabin
1011516	5	Tournament Ranch
1019716	3	Tres Casas at Lake LBJ
TBD	4	White Rabbit Ranch
Spicewood		
1019437	3	424 Bedford Drive
1026447	1	512 Harbor Drive #7
1019440	3	514 Harbor Dr #8
1019442	3	950 Gregg
1023226	2	Big Red Barn B&B
1018542	5	Coventry Casa
1021786	3	Coventry Oasis

Burnet County/Tourism - 2025 Billing

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Group Listing Partner Benefits

The Texas Hotel & Lodging Association is a nonprofit trade association serving every aspect of the lodging industry in Texas. THLA is the statewide expert on legislation, regulations, and resources that promote a strong, vibrant, and growing lodging and tourism industry in Texas.



Marketing

All THLA partner lodging properties are listed on three leading tourism websites for promoting travel and lodging in Texas. These sites provide tremendous exposure through advertising and marketing for hotels.

www.traveltexas.com – The State's Travel & Tourism website. The state will spend over \$140 million biannually marketing the TravelTexas website. Lodging properties are listed on the TravelTexas.com website through partnership with THLA.

www.tourtexas.com – TourTexas.com is the #1 independent Texas travel website for travelers looking for inspiration and information to plan their trip and within Texas. All THLA partner lodging properties are listed on the booking widget of this site.

www.texaslodging.com – THLA's website showcases all of our partner lodging properties. In addition, the website provides hotels with invaluable innkeeper information and unlimited access to all of our online resources.



Legal Support

THLA partnership provides you 24/7 complimentary access to our in-house legal staff who deliver expert advice on day-to-day legal and operational issues.



Statutory Expertise

THLA has an unparalleled expertise on all of the laws that affect CVBs, hotels and Tourism Public Improvement Districts.



Education

THLA partner lodging properties have exclusive access to tools and training through our online resources, and our award-winning Short Course. In addition, our partners receive latest industry news and events through our monthly newsletter.

Group Listing Partner Testimonial

In Laredo we truly appreciate our longstanding relationship with the Texas Hotel & Lodging Association. They are a valued resource for our local tourism industry, not only as a trusted source of information, but for their willingness to provide education on different related topics to the community. We are so grateful for our partnership with THLA and will continue to support their efforts for years to come."

-Aileen Ramos
Director, Visit Laredo

Our group listing partnership with THLA is a benefit that provides phenomenal value for promoting tourism and lodging in Georgetown. Our hoteliers are grateful that we invest in their business's exposure on high profile tourism websites. Plus, free legal advice from THLA. Every question gets an immediate answer.

-Cari Miller
Tourism Manager, Georgetown CVB

Texas Hotel & Lodging Association

1701 West Avenue, Austin, TX 78701 | news@texaslodging.com | www.texaslodging.com | 512-474-2996

Promoting and Serving the Texas Lodging and Tourism Industry Since 1903.



TEXAS HOTEL &
LODGING ASSOCIATION

THLA Educational Seminars

- **LEGAL AND EFFECTIVE USE OF THE LOCAL HOTEL OCCUPANCY TAX**

Designed for the City, County, CVB and Tourism Advisory Boards. This seminar generally takes an hour and a half allowing for questions, but we would be glad to tailor the timeframe to your needs.

- **WHAT TO EXPECT FROM THE 2025 LEGISLATIVE SESSION**

This program will cover the anticipated issues of the 2025 Texas Legislative Session and how they could affect the lodging and tourism industry.

- **HOTEL LAW FOR LODGING OPERATORS**

This hour-long seminar covers frequent sources of potential legal liability at lodging properties including hotel liability for guest property, ability to evict holdover guests, liability for guest cars in your parking lot, employment law and much more including:

- Hotel Occupancy Tax Overview Including Tax Exemptions
- Employment Law Issues Including Overtime Requirements, Sexual Harassment & Racial Discrimination Claims
- Service Animals and the ADA, and other ADA Issues
- Firearms in Hotels
- Dialing 9-1-1 from Hotel Rooms
- Renting Rooms to Minors
- Ability to Vacate Guests
- Maximum Room Rates That Can be Charged
- Handling Claims of Stolen/Missing Guest Property
- Privacy of Guest Information and How to Handle Law Enforcement Requests

- **INHOSPITABLE TO HUMAN TRAFFICKING**

Designed for hoteliers, this training course is an hour long and plainly describes laws and concrete steps on how frontline staff can personally make a difference in the lives of children and adults who are exploited every day. Attendees will be equipped with best practices to identify, and report suspected trafficking incidents, prevent trafficking, and increase hotel safety. In addition, each attendee will learn how to protect their hotel from legal risks, security risks, and reputational risks. Everyone will receive a certificate upon completion.

- **Education Partnerships: TRANSFORMING POTENTIAL INTO EXCELLENCE**

- **Education-Industry Partnerships:** Uncover the significance of forging strong partnerships between the education sector and the hotel industry. Learn how collaboration can lead to mutual benefits and foster a skilled workforce.
- **Resources for Education Partnerships:** Access a wealth of resources aimed at facilitating the creation of effective education-industry partnerships. Learn about tools and initiatives that can streamline the process and maximize success

- **TOGETHER WE SHAPE THE FUTURE OF HOSPITALITY**

Local Hotel Labor Market Insights: Gain valuable insights into the local hotel labor market. Understand current trends, demands, and opportunities to strategically align your efforts with the needs of the community.

Elevating Awareness: Discover strategies to enhance awareness of diverse and rewarding careers within the hotel industry among potential job seekers and students.