

**FISCAL YEAR 2027  
OCTOBER 2026 TO SEPTEMBER 2027  
HOT GRANT  
COMMISSIONERS COURT MEETING**

| GRANT APPLICATION DEADLINE                                                                                                                                                                                                    | MEETING DATE                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Application must be submitted to the Llano County Treasurer's Office by the deadline in order to be considered for funding.<br><br>P.O. Box 367<br>Llano, TX 78643<br>Or<br>100 West Sandstone St, Ste 220<br>Llano, TX 78643 | HOT Grant Meeting follows the regular Commissioners Court Meeting which starts at 9:00 AM in the Commissioners Court courtroom.<br><br>Law Enforcement Center<br>2001 State Highway 16 North<br>Llano, TX 78643 |
| <b>SEPTEMBER 22, 2026</b>                                                                                                                                                                                                     | <b>October 13, 2026</b>                                                                                                                                                                                         |

| HOT Grant Application Funding Requests and Approvals |           |                                                            |                                                   |                   |
|------------------------------------------------------|-----------|------------------------------------------------------------|---------------------------------------------------|-------------------|
| 2025-2026                                            |           |                                                            |                                                   |                   |
|                                                      | Date      |                                                            | Event Date                                        | 2026 \$ AWARDED   |
|                                                      | Received  | Event Title                                                |                                                   |                   |
| 1                                                    | 9/21/2025 | Texas Hotel & Lodging Assn                                 | Calendar Year 2026                                | 15,000.00         |
| 2                                                    | 9/24/2025 | Hill Country Museum - Castell                              | Calendar Year 2026                                | 5,000.00          |
| 3                                                    | 9/27/2025 | Castell General Store Total                                | Various                                           | 15,000.00         |
|                                                      | 9/27/2025 | Castell Store-Gumbo Cookoff -                              | 12/5/2025                                         | 1,000.00          |
|                                                      | 9/27/2025 | Castell Store-Chili Cookoff -                              | 2/21/2026                                         | 500.00            |
|                                                      | 9/27/2025 | Castell Store-Testicle Festival -                          | 5/16/2026                                         | 5,000.00          |
|                                                      | 9/27/2025 | Castell Store-White Trash Bash-4th of July -               | 7/4/2026                                          | 2,000.00          |
|                                                      | 9/27/2025 | Castell Store-Cockeroo Music Festival -                    | 9/12/2026                                         | 5,000.00          |
|                                                      | 9/27/2025 | Castell Store-Hunters Ball -                               | 10/31/2026                                        | 1,500.00          |
| 4                                                    | 9/27/2025 | Castell on the Llano, Trout Release                        | 12/1/2025                                         | 4,200.00          |
| 6                                                    | 9/26/2025 | Diamond S Rodeo-Llano PBR                                  | 10/21/2026                                        | 8,500.00          |
| 7                                                    | 9/26/2025 | Kingsland Aquaboom                                         | 7/3-6/2026                                        | 60,000.00         |
| 8                                                    | 9/25/2025 | Kingsland/Lake LBJ Chamber & Visitor Ctr                   | Calendar Year 2026                                | 110,000.00        |
| 9                                                    | 9/23/2025 | Lake Buchanan Conservation Group Fish Release              | April/May 2026                                    | 8,500.00          |
| 10                                                   | 9/25/2025 | Lake Buchanan/Inks Lake Chamber                            | Calendar Year 2026                                | 60,000.00         |
| 11                                                   | 9/17/2025 | Llano County Historial Society - Heritage Days             | 10/16-18/2026                                     | 5,000.00          |
| 12                                                   | 9/15/2025 | Llano County Historical Museum                             | Calendar Year 2026                                | 15,000.00         |
| 13                                                   | 9/15/2025 | Llano Crawfish Open                                        | 4/17-18/2026                                      | 60,000.00         |
| 14                                                   | 9/19/2025 | Llano Fiddle Fest                                          | 4/45//2026                                        | 4,000.00          |
| 15                                                   | 9/14/2025 | Llano River Chuck Wagon Cook-Off                           | 4/3-4/2026                                        | 15,000.00         |
| 16                                                   | 9/21/2025 | Llano River Railroad                                       | Calendar Year 2025-26                             | 2,000.00          |
| 17                                                   | 9/8/2025  | Llano Texas Music Fest                                     | 9/24-26-2026                                      | 45,000.00         |
| 21                                                   | 9/14/2025 | Lake Area Rods & Classic Cars Club, Wings, Wheels and Wine | 11/8/2025                                         | 3,000.00          |
| 22                                                   | 9/15/2025 | Llano Earth Art Festival                                   | 3/27-29/2026                                      | 3,000.00          |
| 23                                                   | 9/4/2025  | Llano Municipal Airport, Wings, Wheels and Wine            | 11/8/2025                                         | 3,000.00          |
| 24                                                   | 9/8/2025  | Texas Tournament Zone Team Trail Event                     | Jan/Feb 2026                                      | 3,000.00          |
| 25                                                   | 9/24/2025 | Valentine Lakeside Lucky Lunker                            | 3/14-15-2026                                      | 5,000.00          |
|                                                      |           |                                                            |                                                   |                   |
|                                                      |           | <b>TOTAL</b>                                               | Z:\HOT\2027 HOT Grants\2026-27 HOT GRANT EXPENSES | <b>449,200.00</b> |

Applications are due for Hotel Occupancy Tax Grants for the 2027 fiscal year by September 22, 2026. The anticipated budget for HOT grants is \$460,000.

This year grant funds will be disbursed a little differently. Previous Grant Awardees must fill out an application; however, you will not be presenting on October 13, 2026. New applicants will need to be in attendance and present to the Commissioners Court.

After looking at how HOT dollars were spent in previous years, it has been determined that organizations are spending a considerable amount on LOCAL advertising. HOT funds should be used to promote attendees who could potentially spend at least one night in Llano County.

Llano County contracts with Phlox Partners for marketing strategy and support. Organizations that receive HOT grants for marketing can connect with Phlox Partners to ensure efficient marketing spend. We ask that you work with Phlox Partners to maximize the benefit of the HOT dollars received. Please reach out to Phlox Partners by emailing [maggie@phloxparkers.com](mailto:maggie@phloxparkers.com) or [natalie@phloxparkers.com](mailto:natalie@phloxparkers.com) if you have any questions about marketing your event.

Llano County will allocate operation funds to Phlox Partners to create an economy of scale to manage ad buys and public relations for HOT funded events. The more ad information you can send to Phlox Partners, the better the coverage will be for your event.

Prior to the Commissioners Court meeting, all NEW grants will be reviewed by Texas Hotel and Lodging Association (THLA) for compliance. For information on eligible expenditures, please watch the 2024 THLA presentation on HOT grants. The link to the 2024 THLA presentation is <https://www.youtube.com/watch?v=7NQMhOrjj5k> and it can also be found on the Llano County website on the Llano County Treasurer page. If you would like to reach out to THLA with questions regarding your grant application, please email Justin Bragiel at: [jbragiel@texaslodging.com](mailto:jbragiel@texaslodging.com).

We ask that you attend the Commissioner's Court meeting on October 13, 2026, if you are a NEW applicant.

For your convenience, the application is attached or may be downloaded at [www.co.llano.tx.us/upload/page/0971/HOT%20GRANT%20APPLICATION%208.25.pdf](http://www.co.llano.tx.us/upload/page/0971/HOT%20GRANT%20APPLICATION%208.25.pdf).

If you have any questions, please let us know.