



GO TEXAN.

Hometown STARS

Frequently Asked Questions

What is the Hometown STARS (Supporting Tourism and Rural Success) grant program?

Hometown STARS is a matching fund reimbursement grant program designed to help rural communities promote tourism events in an effort to boost local economies. This grant helps communities leverage their advertising costs associated with tourism events and festivals.

Who is eligible to apply for a Hometown STARS grant?

Applicants must be a GO TEXAN Certified Rural Community. Certified communities are rural Texas cities and non-metropolitan counties.

Are GO TEXAN Rural Community Program associate members (chambers of commerce, convention and visitors bureaus, economic development corporations, festival associations, organizations, etc.) able to apply for a Hometown STARS grant?

Associate members are not eligible to receive a Hometown STARS grant. The applicant must be the city or county. We realize organizations listed above are usually the entities responsible for the events and festivals. Associate members can be appointed as the AGENT for the grant project associated with the event/festival. A Resolution Authorizing Application, included in the Hometown STARS application, will need to be signed by the mayor or county judge appointing an agent for the project.

What amount of reimbursable funds can an applicant be approved for?

This program reimburses half of the approved promotional costs up to \$10,000. Reimbursement will be issued to the applicant (certified community) not the event or appointed agent.

What types of promotional items are eligible for reimbursement?

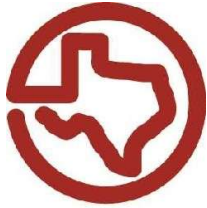
Approved promotional materials and services that directly promote the tourism event include: billboards, brochures, fliers, posters, press kits, printed pieces, direct mail, Internet advertising, newspaper advertising, magazine advertising, radio advertising, television advertising, signage and Web site. For a more detailed list, please see the Hometown STARS Procedures and Guidelines.

How do members receive the GO TEXAN mark and tagline to include on proposed promotional items?

A license agreement for use of the GO TEXAN mark and tagline is included in the Welcome Packet received by each certified community. Once the license agreement is signed and received by TDA, the certified community contact will receive the GO TEXAN mark and tagline via e-mail or mail if requested.

May the Hometown STARS application be handwritten?

We prefer a typed application, but will accept a legible, handwritten application.



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How is reimbursement received?

After the event, the agent sends in all items according to the reimbursement guidelines and signed grant agreement. Once all reimbursement documentation is received, including Visitor Questionnaires and the Community Impact Evaluation Survey, reimbursement will be issued and sent to the applicant.

If the number of required Visitor Questionnaires required cannot be collected, what happens?

TDA will need a written statement from the mayor or county judge, on letterhead, stating the reason why the required number of Visitor Questionnaires could not be obtained. The review committee will then make the decision whether reimbursement for the project will be given in whole, in part or forfeited.

Why do Visitor Questionnaires need to be collected?

It is a priority of TDA to make sure communities receive an economic benefit by promoting their tourism events and festivals. TDA uses the Visitor Questionnaire and Community Impact Evaluation Survey to collect vital data for Return On Investment (ROI) information. This information is not only shared with each community specific to its event, but is also provided to the Texas legislature to support the need for the program.

How can local GO TEXAN companies be a part of events and festivals?

Your local TDA marketing specialist or rural economic development specialist can help you find GO TEXAN companies that may be interested in participating in your event. Please visit www.gotexan.org or e-mail ruraltexas@TexasAgriculture.gov for contact information.

Please read through the Hometown STARS Procedures and Guidelines before submitting a Hometown STARS application. If you have questions, please call Corinne Cleverley at (512) 463-6490 or e-mail corinne.cleverley@TexasAgriculture.gov.