



Hometown STARS

Procedures and Guidelines

GO TEXAN.

The Hometown STARS Program will distribute matching reimbursements over the 2010-2011 biennium (Sept. 1, 2009 – Aug. 31, 2011) by accepting rural tourism event proposals from GO TEXAN Certified Rural Communities. Certified communities may be approved for one Hometown STARS grant each year within the same biennium. **Certified communities may receive only one grant, either a Hometown STARS or Bootstrap Bucks, per event per year.**

GO TEXAN Certified Rural Communities or their agent can submit an event proposal on behalf of a single event, festival or fair. The certified community must complete the Community Impact Evaluation Survey and provide the percentage of Visitor Questionnaires required for reimbursement.

The applicant will also be responsible for completing and submitting all required documentation for the tourism event. The applicant may have an agent submit the Hometown STARS documents provided the applicant authorizes and directs the agent to act on its behalf through a Resolution Authorizing Application. A Resolution Authorizing Application, located in the Hometown STARS application, will need to be executed by the mayor or county judge of the community designating an agent responsible for the project and confirming eligibility.

The agent must be a GO TEXAN Certified Rural Community or GO TEXAN Rural Community Program associate member. The applicant and/or agent will then submit the original signed grant agreement to TDA along with the other completed Hometown STARS grant documents.

Matching reimbursement funds can be used for the following materials and services (design/photography/placement/production) to directly promote rural tourism events:

1. Printed materials: brochures/fliers/posters/press packets/direct mail
2. Large signage: billboards/vehicle graphics/street banners
 3. Print advertising: newspaper/magazine
 4. Radio and television advertising
 5. Internet advertising
 6. Web site design

All artwork must be approved prior to purchase. A GO TEXAN component is required on all approved projects. Please see the GO TEXAN Enhancement Information on page 3.



Hometown STARS

Funding Determination Procedures

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The Hometown STARS review committee will evaluate applications based on the information provided by the applicant in the application. The review committee will score each community in six general categories:

1. Community Overview
2. Marketing and GO TEXAN Enhancement
3. Partnerships
4. Economic Development
5. Budget
6. Overall Evaluation

Grant projects may be partially or fully awarded funds.

Once a Hometown STARS project is approved, TDA will establish a grant agreement with the applicant outlining the details of the promotion with stipulations and compliance information. **Approved applicants must submit the executed grant agreement to TDA within 10 business days of receipt of the grant agreement.**



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GO TEXAN Enhancement Information

GO TEXAN

The GO TEXAN Rural Community Hometown STARS Program requires that each project includes a GO TEXAN Rural Community Program enhancement component.

Requirements for enhancement include:

1. Placement of the GO TEXAN mark and tagline on all printed materials, advertisements, billboards and Web sites.
2. All promotional and print materials eligible for reimbursement under the grant agreement by the Hometown STARS Program must meet GO TEXAN mark and tagline artwork requirements.

TDA staff must approve all design and artwork prior to the production of the approved event promotional materials or services.

Submit artwork to:

Sonia Hernandez

sonia.hernandez@TexasAgriculture.gov

The purchasing of all approved materials and services will be the responsibility of the applicant. **All purchases must be made during the grant agreement period.**

1. All tourism event purchases will be made from a Texas entity, preferably from within the region that the community is located and the event is being held.
2. If it is not possible to obtain the approved material or service from a Texas entity, the approved applicant must contact TDA's funding coordinator, Debbie Wall, for exception approval. Please see page 12 for contact information.

NOTE: All applicants must sign and return a GO TEXAN Certified Community License Agreement, included in the Welcome Packet, in order to receive the GO TEXAN mark and tagline to be used on approved promotional items.



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Artwork and Script Requirements

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The costs associated with the design, formatting, writing, photography and production of materials for promotion of a tourism event are eligible for reimbursement under the GO TEXAN Rural Community Hometown STARS Program. Please keep in mind that the tourism event being promoted in the material must be listed in the applicant's Hometown STARS grant agreement.

Please keep all TDA staff approvals for inclusion in your reimbursement packet. For radio/television spots, MP3s via Windows Media Player and Real Player files are acceptable formats to send via e-mail for approval. **TDA must approve all artwork prior to production.**

Printed Materials

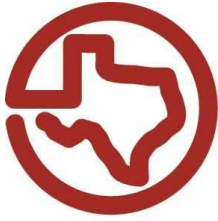
- ❑ Small Printed Pieces - Fliers, Handouts, Postcards, Direct Mail, Posters under 18" x 24" etc.
All small printed pieces must include the GO TEXAN mark and tagline.
- ❑ Large Printed Pieces - Banners, Brochures, Posters 18" x 24" and over, etc.
All posters 18" x 24" or larger must include the GO TEXAN mark and tagline, and a paragraph description of the GO TEXAN Rural Community Program (paragraph samples are provided).

Large Signage Advertising

- ❑ Billboards, Vehicle Graphics, Street Banners, etc.
All large signage must include the GO TEXAN mark and tagline at a minimum of at least 10 percent of the overall signage size.

Printed Advertising

- ❑ Newspaper and Magazine Ads
Advertisements measuring 1/8-page or less must include the GO TEXAN mark. Advertisements measuring greater than 1/8-page must include the GO TEXAN mark and tagline.



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Artwork and Script Requirements continued

GO TEXAN: Television Advertising

- Radio Spots, Radio Broadcasts
 - 1) Must credit the GO TEXAN Rural Community Program for a minimum of three seconds during a 15-second spot, a minimum of five seconds during a 30-second spot or seven seconds during a 60-second spot. (Sample text and scripts are provided.)
 - 2) Prior to spots being produced, the applicant must submit spots to TDA for approval. Acceptable formats: CD, cassette tape or MP3

- Television Spots, Television Broadcasts, Video, Film
 - 1) Must credit the GO TEXAN Rural Community Program for a minimum of three seconds during a 15-second spot, a minimum of five seconds during a 30-second spot or seven seconds during a 60-second spot. (Sample text and scripts are provided.)
 - 2) Prior to spots being produced, the applicant must submit spots to TDA for approval. Acceptable formats: Windows Media Player and Real Player files via e-mail.
 - 3) Videos and films must feature the GO TEXAN mark and tagline, and a voice-over description of the Rural Community Program before the credits run.
 - 4) Once the spot is produced, applicant must submit the produced audio/visual file via mail on DVD or a Windows Media Player/Real Player file via e-mail for final review and approval. Please note the final spot must be approved to be reimbursed.

Internet Advertising

- Internet advertisements must include the GO TEXAN mark and tagline. Internet advertisements must link to the GO TEXAN Web site.

Web Site Design

- Web site must feature both the GO TEXAN service mark and tagline, and a paragraph description of the program. (Sample text and scripts are provided.) Web site must link to the GO TEXAN Web site, www.gotexan.org.



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Text and Script Samples

GO TEXAN RURAL COMMUNITY PROGRAM TAGLINE OPTIONS:

- Big State. Big Backyard. Come Play.

GO TEXAN RURAL COMMUNITY PROGRAM TEXT OPTIONS (Pick One):

- The GO TEXAN Rural Community Program is an initiative from the Texas Department of Agriculture designed to spotlight rural Texas and promote rural Texas tourism. Make your getaway! For more information on the GO TEXAN Rural Community Program, call (877) 99GO-TEX or visit www.gotexan.org.
- The GO TEXAN Rural Community Program creates a single rallying call for rural Texas, educating the public about all that rural Texas has to offer and encouraging rural communities to share and promote successful ideas. For more information about this Texas Department of Agriculture initiative, call (877) 99GO-TEX or visit www.gotexan.org.

GO TEXAN RURAL COMMUNITY PROGRAM RADIO/TV SPOTS:

15-Second Spot

(requires three seconds featuring the GO TEXAN Rural Community Program)

... Brought to you in part by the GO TEXAN Rural Community Program. Visit gotexan.org.

30-Second Spot

(requires five seconds featuring the GO TEXAN Rural Community Program)

- ... Proudly brought to you in part by the GO TEXAN Rural Community Program. Big state. Big backyard. Come play. For more information, visit gotexan.org.

60-Second Spot

(requires seven seconds featuring the GO TEXAN Rural Community Program)

- ... Proudly brought to you in part by the GO TEXAN Rural Community Program, an initiative from the Texas Department of Agriculture designed to spotlight rural Texas and promote rural Texas tourism. Make your getaway! For more information, visit gotexan.org.
- ... Proudly brought to you in part by the GO TEXAN Rural Community Program. Creating a single rallying call for rural Texas, educating the public about all that rural Texas has to offer and encouraging rural communities to share and promote successful ideas. For more information about this Texas Department of Agriculture initiative, call (877) 99GO-TEX or visit gotexan.org.



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Artwork Submission Guidelines

GO TEXAN Submitting artwork for TDA approval, please follow these guidelines.

1. TDA staff **must** approve all artwork and text prior to the items being produced even if the design is not included in the approved project.
2. When submitting artwork, please state the following for each item submitted (see sample e-mail on following page):

Title of artwork

(Ex: *Houston Chronicle*: Newspaper Ad, KKYX Radio Spot, etc.)

Size of artwork

(Ex: 3' x 5' banner, 1/8 page ad, 60-second radio spot)

Please submit artwork to staff by e-mailing or faxing to:

Sonia Hernandez
Grant Specialist
sonia.hernandez@TexasAgriculture.gov
Fax number: (888) 223-7150

or

Texas Department of Agriculture
Attn: Bootstrap Bucks Program
1700 N. Congress, 11th Floor
Austin, Texas 78701

Note: For print and promotional items: .pdfs, .jpgs and .tiffs are acceptable formats to send artwork via e-mail. For radio and television ads: MP3s, Windows Media Player and Real Player files are acceptable formats to send via e-mail.

Please review the GO TEXAN Rural Community Program Mark and Tagline Guidelines found in your GO TEXAN Rural Community Program Welcome Packet.

TDA staff will review artwork and provide to the applicant within ***three business days*** of submission. If revisions are required, artwork will need to be resubmitted for final approval.

For reimbursement purposes, please keep all written artwork approvals from TDA staff on file.

Still have questions?

Please contact Sonia Hernandez at (512) 463-8382 or by e-mail at sonia.hernandez@TexasAgriculture.gov.



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Reimbursement Guidelines

GO TEXAN. approved tourism event is completed, the applicant must submit reimbursement documentation to TDA's grant specialist, Sonia Hernandez, **within 30 days of the last day of the approved tourism event.** Please see page 12 for contact information. Services provided will only be reimbursed if performed by an outside vendor. We cannot reimburse for services provided by an employee of the applicant.

Reimbursement documentation should include the following items in order to ensure a timely reimbursement:

1. Legible invoices for all approved purchases
2. Artwork approval documentation from TDA staff (for all approved items)
3. Proof of payments
4. Proof of event (minimum of three photographs of tourism event)
5. Proof of activity (three samples of each approved promo or print item)
6. Event sponsor list
7. Completed Community Impact Evaluation Survey (survey provided in grant agreement)
8. Completed Visitor Questionnaires (required amount provided in grant agreement – 10 percent of total attendance)

****Please note that if the GO TEXAN mark and tagline are not included on all approved materials and/or stated artwork requirements are not met on all items, the purchase(s) will not be eligible for reimbursement.***

Approved applicants must provide the required Community Impact Evaluation, Visitor Questionnaires and reimbursement documentation as described in the GO TEXAN Rural Community Hometown STARS grant agreement in lieu of reimbursement documentation within **30 days** of the last day of the approved tourism event.

Upon receipt of all required documentation, the applicant will be reimbursed by TDA for up to half of the approved purchase costs.

Suggestions for submitting receipts for reimbursement:

1. If possible, submit original receipts and keep copies for yourself. If staff cannot read the receipt, you will not be reimbursed.
2. Separate receipts into advertisement categories such as printed materials, signage, radio/television and Internet expenses.
3. Submit your receipts taped on sheets of paper, grouped together by type in date order.

Note: You may be asked to justify or explain some expenses. Please keep in mind that we are asking for additional information in order to ensure your reimbursement is processed the first time and not returned for additional information.



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Reimbursement Checklist

Items must include):

- Date (Only purchases made during the grant agreement period are eligible for reimbursement)
- Itemized details of the charges

For Printed Items:

- Item printed (e.g., posters, brochures, fliers, etc.)

Large Signage:

- Location/placement of large signage (street address, city)

For Magazine/Newspaper Advertisements:

- Publication name
- Date of placement

For Radio/Television Advertising:

- Location of spot placement (station name, street address)
- Name of radio/television spot (e.g., "30-second ad for the County Peach Festival)
- Date and time radio/television spot aired

Proof of Payment (must be one of the following):

- Copies of the front and back of a canceled check
- Copies of the front of a check and a bank statement listing the check as cleared
- An itemized copy of a credit card statement listing payment to the vendor. (Please block out all other information except for cardholder's name and line item related to the charge.)
- A receipt stamped "PAID" from the vendor noting paid in full
- A written receipt or zero balance on an invoice showing payment made

Proof of Activity

- Printed items – three copies of each printed item
- Large signage – three photos from varying angles required
- Newspaper/magazine advertisements – three tear sheets of each advertisement with a copy of the cover page
- Radio spot – a CD of the final spot(s) produced
- Television spot – CD or DVD of the final commercial, film or video produced
- Internet/ Web site design – domain name or live link plus three print-outs of the advertisement

Proof of Event

- Submit at least three various photographs of your event
(digital printouts are acceptable – a digital photo CD may accompany photographs)
- Event Sponsor List



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Project Form – Mayor/County Judge and Agent Responsibilities

GO TEXAN.

Please see the attached form for responsibilities associated with your Hometown STARS project. Note there are different levels of authority for your appointed agent.

County Judge/Mayor Responsibilities

- Read and understand Hometown STARS procedures and guidelines.
- Sign “Signature Page – Acknowledgement of Understanding” in procedures and guidelines.
- Appoint project agent via Resolution – Signature required.
If agent changes during the grant agreement period, a letter with the Mayor or County Judge’s signature appointing a new agents or additional agent(s) must be submitted to TDA.
- Sign grant agreement.
- Sign any project/budget amendments.

Agent Responsibilities

- Daily communication regarding project execution.
- Read and understand Hometown STARS procedures and guidelines.
- Sign “Signature Page – Acknowledgement of Understanding” in procedures and guidelines.
- Send artwork to TDA grant specialist for approval.
- Request any project/budget amendments.
- Acquire required percentage of Visitor Questionnaires.
- Complete Community Impact Evaluation Survey.
- Submit all required reimbursement documentation as described in procedures and guidelines.
- Communication regarding project status.



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Signature Page – Acknowledgement of Understanding

GO TEXAN.

Please check the following:

- I understand that my application is not considered complete if it does not contain the following:
 1. Completed Hometown STARS Application including the Narrative and Details Budget/Activity Request
 2. Original Signed Resolution Authorizing Application
 3. Original Signed Signature Page – Acknowledgement of Understanding
- I have read the Procedures for the GO TEXAN Rural Community Hometown STARS Program and understand these procedures.
- I have read and understand the GO TEXAN Enhancement Information, including Artwork Requirements and Submission Guidelines. I have also read and understand the GO TEXAN Rural Community Mark and Tagline Guidelines received in my GO TEXAN Rural Community Program Welcome Packet.
- I have read the Hometown STARS Reimbursement Guidelines and understand that if this project is approved, the costs are eligible for reimbursement provided the reimbursement guidelines are followed. **I further understand that this is a reimbursement program, and project costs will not be covered upfront.**
- I understand that award decisions are made by the Texas Department of Agriculture.

Authorized Official

(City Mayor or County Judge)

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Project Agent (as listed on the Application)

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Please include this document with your Hometown STARS application.



GO TEXAN.

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Staff Contact Information

TDA Contact Information:

Texas Department of Agriculture
Attn: GO TEXAN Rural Community Program
1700 N. Congress Ave.
Austin, Texas 78701

GO TEXAN Rural Community Program Fax:

(888) 223-7150

Contracts/Amendments:

Debbie Wall, Funding Coordinator for Marketing and Promotion
Phone: (512) 463-7731
Fax: (888) 223-7150
E-mail: debbie.wall@TexasAgriculture.gov

Artwork Approval/Funding/Reimbursement:

Sonia Hernandez, Grant Specialist for Marketing and Promotion
Phone: (512) 463-8382
Fax: (888) 223-7150
E-mail: sonia.hernandez@TexasAgriculture.gov

GO TEXAN Rural Community Program Membership/Recruitment/Marketing/GO TEXAN Mark and Tagline:

Corinne Cleverley
Phone: (512) 463-6490
Fax: (888) 223-7150
E-mail: corinne.cleverley@TexasAgriculture.gov