



## Visit Bastrop Board of Directors Overview

### Who We Are:

- Visit Bastrop is a not-for-profit 501-c6 corporation funded by the City of Bastrop through the Hotel Occupancy Tax (HOT) with a focus on promoting Bastrop as a destination of choice.
- Visit Bastrop was established on October 1, 2017.
- We are governed by a board of directors comprised of tourism and hospitality industry sectors, ex-officio members, and at-large positions.

### What We Do:

**Market our destination.** Visit Bastrop advertises our region as an attractive destination for tourists, travelers, planners, and other visitors. We create targeted tourism marketing campaigns highlighting destination offerings to increase travel interest, drive business to the area, and improve the local economy.

**Educate visitors.** Visit Bastrop informs travelers and potential visitors about local offerings, attractions, businesses, recreational opportunities, etc. With intimate knowledge about our location, we help tourists understand what makes our town special and unique.

**Address & Educate Residents.** Visit Bastrop connects residents with the tourism industry in our community. As a local government entity, we communicate with area residents, answer their questions, and address community travel or tourism concerns. Suppose residents have concerns about hosting an event in the area, the impact of tourism on our community, or questions about how to benefit from increased travel demand. If so, they can turn to Visit Bastrop for assistance.

Visit Bastrop brings together organizations that serve all aspects of the leisure and business travel experience—lodging providers, attraction operators, restaurants, retailers, events, and festivals. We are the voice of our destination to potential visitors and provide coordinated and thoughtful management of all elements that make up a tourist destination.

### Why We Do It:

Visit Bastrop brings together a wide range of businesses and organizations that impact the visitor experience, including hotels, restaurants, retailers, and attraction operators, to create and drive sustainable economic growth. Locations with an operating DMO promoting their destination tend to perform better economically and have greater visibility than those without.

Visit Bastrop works with travel and event planners, local organizations, and residents who need travel or tourism-related assistance. We are a great source of referrals for local businesses. We help drive traffic to hotels, restaurants, venues, and events in the area. In addition to scouting, Visit Bastrop can assist with supplier negotiations and other activities.

### **Visit Bastrop Mission:**

The mission of Visit Bastrop is to stimulate the city's economic growth by marketing the Bastrop region as a vibrant visitor destination, including conventions, meetings, leisure travel, outdoor recreation, and special events.

### **Visit Bastrop Vision:**

To be recognized and respected as a leading destination marketing organization and achieve economic vitality for our destination with success through integrity, enthusiasm, and creative involvement in promoting Bastrop as a great Texas small-town destination.

### **Hotel Occupancy Tax Defined:**

Hotel owners, operators, or managers must collect state hotel occupancy tax from guests who rent rooms or spaces in a hotel that cost \$15 or more each day. The tax applies not only to hotels and motels but also to bed and breakfasts, condominiums, apartments, and houses. *Local* hotel taxes apply to sleeping rooms costing \$2 or more daily.

The Hotel Occupancy Tax is assessed against the occupants of rented hotel rooms, motels, and bed and breakfasts. Both the city and the state collect taxes from the rental of these rooms. **The state rate is 6%, the city rate is 7%, and the county rate is 0.75% for a combined hotel/motel tax rate of 13.75%.** A hotel's owner, operator, or manager must collect hotel taxes from their guests and remit these taxes to the local municipality and the state.

**WHO MUST FILE:** You must file this return if you are a sole owner, partnership, corporation, bed and breakfast or other organization that owns, operates, manages or controls any hotel or motel in the City of Bastrop or its ETJ.

### **Visit Bastrop + City of Bastrop Partnership:**

Visit Bastrop is funded by Hotel Occupancy Taxes (HOT). Visit Bastrop serves as the City's emissary for tourism and economic growth, financed by taxpayer dollars. The City of Bastrop collects these tax dollars, and a portion of the tax (35%) is distributed to our organization to fulfill our mission and vision. Through this partnership, we bear a comprehensive mandate aimed at nurturing tourism and igniting economic vitality in our region.

## **Roles and Responsibilities of Visit Bastrop Board Members:**

The Board of Directors is the policy-making body of Visit Bastrop. It represents a broad section of our business and professional leadership of our community. It is an honor to serve on the board of directors. A proven genuine, unselfish interest in Visit Bastrop and its objectives is the first requirement for a board member.

**Duty of Care:** Take care of Visit Bastrop by ensuring prudent use of all assets, including facility people and goodwill.

**Duty of Loyalty:** Ensure that Visit Bastrop's Activities and transactions advance its mission first and foremost; recognize and disclose conflicts of interest; and make decisions that are in the best interest of Visit Bastrop, not in the best interest of the individual board member (or any other individual or for-profit entity).

**Duty of Obedience:** Ensure that Visit Bastrop obeys applicable laws and regulations, follows its own bylaws, and adheres to its stated corporate purposes/mission.

- Monthly Board Meetings require attendance.
- Board performance has a positive impact on the organization's performance.
- Regularly monitor the organization's progress against the strategic plan goals.
- Maintain a strong level of commitment and involvement.
- Financial, legal, and ethical oversight.
- Community building and outreach.
- Share a clearly articulated core value that guides decision-making, even though members may disagree on details.
- Balance the short-term and long-term needs of the organization.
- Support the Chief Executive Officer.
- Enhance the organization's public interest.