



Agenda Briefing

Date of Meeting: October 6, 2020

Responsible Department: Communications

Presenter: LeaAnn Dearman Petersen

Briefing Prepared By: LeaAnn Dearman Petersen

Strategic Focus Area: City Services

General Information / Subject:

Review and consider updated Hotel Occupancy Tax Sponsorship Funding Procedures.

Executive Summary / Background:

In an effort to ensure Hotel Occupancy Tax funds are being expensed according to state regulations, it is staff's recommendation to implement a new protocol for the distribution of approved Hotel Occupancy Tax Sponsorship funds. Currently, approved sponsorship funds are distributed directly to the event/programs after the start of the fiscal year once the event/program provides the city with an invoice for the funds. All approved funds are distributed at once and the event/program is not required to provide any documentation as to how the funds will be expensed. The new protocol, as outlined in the attached HOT Sponsorship Funding Procedures, distributes funds based on a reimbursement basis. Events/programs will have to show proof of invoicing and payments to vendors and will be reimbursed for these expenditures in an amount not to exceed the approved amount allotted by City Council. In addition to the distribution requirement, all events/programs will be required to execute an agreement with the City of Seabrook, be required to complete a Special Event Permit Application 45 days prior to their event, complete specific marketing requirements, and must complete a Post-Event Report and Presentation within 60 days of the event/program completion.

Please review and consider the HOT Sponsorship Funding Procedures attached. Upon approval of the procedures, a Hotel Occupancy Tax Funding Agreement for each event/program will be presented to City Council at the next regularly scheduled meeting.

Funding / Fiscal Information:

Account Number: 15-150-5466

Amount Budgeted:

Amount Requested / Required:

Funding Source (if not budgeted):

Supporting Materials Attached:



Prior Action / Review by Council, Boards, Commissions:

All requests must be submitted to the City Secretary's Office no later than 12:00 p.m. on the Monday, one week prior to the regular Tuesday Council Meeting. All required attachments are to be submitted with the request. Incomplete items cannot be placed on the agenda.

Staff Recommendation:

**APPROVED BY:
(as appropriate)**



9/17/20

Preparer or Department Director

Date

Building Official, if needed

Date

City Secretary, if needed

Date

Community and Visitor Relations Director
if needed

Date

Court Administrator, if needed

Date

Deputy City Manager, if needed

Date

EDC Director, if needed

Date

Emergency Services Director, if needed

Date

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Michael Gibbs

9/24/2020

Finance Director, if needed

Date

HR Director, if needed

Date

IT Director, if needed

Date

Police Chief, if needed

Date

Public Works Director, if needed

Date

Gayle Cook

9/26/2020

City Manager

Date

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