
HOT Sponsorship Funding Procedures

The purpose of City of Seabrook HOT Sponsorships are to provide funds to qualifying events and programs that have a direct impact on overnight hotel and motel room nights resulting in an increase in tourism activity in Seabrook.

HOTEL OCCUPANCY TAX USE GUIDELINES UNDER STATE LAW

By state law, the City of Seabrook collects a Hotel Occupancy Tax (HOT) from all lodging facilities located within city limits. According to the law, revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

1. **Convention Centers and Visitor Centers**: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers or both.
2. **Registration of Convention Delegates**: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.
3. **Advertising, Solicitation, and Promotions**: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
4. **Promotion of the Arts**: the encouragement, promotion, improvement, and application of the arts; including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts-related to the presentation, performance, execution, and exhibition of these major art forms.
5. **Historical Restoration and Preservation**: historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites, museums, or exhibits.
6. **Sporting Event Expense**: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.

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7. **Sporting Facilities**: enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.
 8. **Transportation of Tourists**: funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
 - a. the commercial center of the city
 - b. a convention center in the city
 - c. other hotels in or near the city
 - d. tourist attractions in or near the city
 - e. Directional Signage: signage directing the public to sights and attractions that are frequently visited within the municipality.
 9. **Signage**: Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Event/program holders who apply and receive funds from hotel occupancy tax revenue must use funds according to the above criteria.

SPONSORSHIP ALLOCATION

Seabrook City Council reviews and allocates all HOT Sponsorships. Events/programs must complete the application process, execute a sponsorship agreement, abide by fund distribution procedure, complete the Seabrook special event permit application, and provide a detailed post-event report and presentation to Seabrook City Council.

Application Process: Events and qualifying programs that wish to receive a HOT Fund Sponsorship must apply by completing an annual HOT Funding Request application. The application requires all applicants to submit a detailed budget (including profit/loss statement), marketing plan, historical event/program details, and documented proof that prior events/programs have had a direct impact on Seabrook hotels. Events/programs that do not generate measurable hotel activity may not be eligible for receipt of HOT funds.

Applications will be reviewed by city staff and then placed on a regular City Council meeting. Applicants will be notified of the meeting and are highly encouraged to attend. All applications will then be reviewed by Seabrook City Council and a decision of funding will be made during the review process; applications are typically reviewed by May/June each year. Special consideration may be given to first-time events/programs. First-time

events/programs should immediately contact the Office of Community and Visitor Relations for information on how to proceed with an application.

Sponsorship Agreement: At the beginning of each fiscal year, city staff will prepare an agreement between the city and the awarded applicants. The agreement must be executed prior to the distribution of funds. The amount allocated in the agreement will reflect Seabrook City Council's decision during the application process. By executing the agreement, the event/program holder agrees to the fund distribution procedure and understands the City of Seabrook may not distribute funds if the reimbursement request does not meet qualifying expenditure criteria or in the event of a force majeure.

Fund Distribution Procedure: Funds will be distributed to awarded applicants by the reimbursement of qualifying event/program expenditures. Qualifying expenditures include but may not be limited to advertising, marketing, promotional material, signage, promotion of the arts expenditures, visitor transportation expenses, and other expenditures that align with state law. All awarded applicants must provide:

- original vendor invoicing;
- proof of vendor payment and;
- an event/program invoice submitted to the City of Seabrook

All documentation and invoices must be submitted by email to the Office of Community and Visitor Relations at citycomm@seabrooktx.gov. All invoices shall fully identify the vendor with complete contact information. City staff will verify expenditures align with state law and may contact awarded applicants or vendors for clarification if needed. Once expenditures are approved the invoice will be submitted for processing according to the City of Seabrook Purchasing Policy. All awarded applicants must complete a City of Seabrook Vendor Packet prior to the distribution of funds. Funds shall only be distributed in the name of the event/program holder designated an authorized in the executed agreement.

Special Event Permit Application: *All awarded applicants must complete a City of Seabrook Special Event Permit Application 45 days in advance of the event/program. The permit application will review the event/program in its entirety to ensure public safety is a top priority. Awarded applicants who do not complete the special event permit application according to city procedure may jeopardize the reimbursement/distribution of funds. **Events not held in Seabrook city limits and/or certain programs may receive a waiver if special event permit is not applicable.*

Event/Program Marketing, Advertising and Promotional Requirements: To the best of the awarded applicants' ability all Seabrook lodging facilities should be listed on the event/program website and include current contact information and links to the facility. All Seabrook hoteliers must be made aware of the event/program, have access to mailing lists, and have sufficient time to participate in the bidding process for both primary bookings and overflow. Any promotional materials (brochures, website, advertisements, etc.) using HOT funds must include the City of Seabrook logo and www.seabrooklove.com website. Also, any event/program signage is required to include the City of Seabrook logo and comply with all other City requirements. Contact the Office of Community and Visitor Relations for the City of Seabrook branding and logo guidelines.

Post-Event Report and Presentation: Awarded applicants must provide a Post-Event Report and present the report to Seabrook City Council within 60 days of the event/program completion. Awarded applicants must include documentation of how granted funds were spent and provide proof of payment. Seabrook City Council meets on the first and third Tuesday each month. The event/program holder must coordinate with the Office of Community and Visitor Relations and the Office of the City of Security for placement on a Seabrook City Council agenda. Any future consideration of funding from the City of Seabrook is dependent on the awarded applicant providing a report on the use and outcomes from prior funding by the City of Seabrook.

The outlined HOT Sponsorship Funding Procedures serves as a guide for city staff, applicants, and award applicants. The use of HOT fund revenue is limited to expenditures that directly enhance and promote tourism and the convention and hotel industry in Seabrook in accordance with law. Priority will be given to events/programs based on their ability to demonstrate overnight visitors and tourism revenue to Seabrook.
