



Agenda Briefing

Date of Meeting: May 11, 2021

Responsible Department: Community & Visitor Relations

Presenter: LeaAnn Dearman Petersen

Briefing Prepared By: LeaAnn Dearman Petersen

Strategic Focus Area: Engage and Inform Public

General Information / Subject:

Consider and take all appropriate action on the 2021 Celebration Seabrook budget to fund event expenditures that exceed the amount of revenue generated by the event, in an amount not to exceed \$55,000, from the FY 2020/21 Hotel Occupancy Tax fund.

Executive Summary / Background:

Celebration 2020 was canceled as a result of the COVID-19 pandemic and city staff would like to request Council's consideration for the 2021 event to be held on Saturday, October 9, 2021. The requested \$55,000 is the same amount that was funded from the Hotel Occupancy Tax Fund for the 2019. Use of these funds will include public relations and marketing services, creative services, event advertisements, promotional items, promotion of the arts, directional signage and printing costs. All of these expenses are considered to be qualifying expenditures for Hotel Occupancy Tax Funds.

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.

Funding / Fiscal Information:

Account Number: 15-150-5467

Amount Budgeted: TBD

Amount Requested / Required: 55,000

Funding Source (if not budgeted):

All expenses for Celebration are prepaid and will be funded from next fiscal year.

Supporting Materials Attached:

Prior Action / Review by Council, Boards, Commissions:

2019 Celebration Seabrook, Council approved to fund the event from HOT for a total of \$55,000.

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Staff Recommendation:

Approval of item as written.

**APPROVED BY:
(as appropriate)**

LeaAnn Dearman Petersen
Preparer or Department Director

5/4/21
Date

Building Official

Date

City Engineer/Asst. Dir. of PW

Date

City Secretary

Date

Community and Visitor Relations Director

Date

Director of Municipal Court

Date

Deputy City Manager

Date

EDC Director

Date

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Emergency Services Director

Michael G. Aba

Date

05 / 07 / 2021

Finance Director

Date

HR Director

Date

IT Director

Date

Police Chief

Date

Public Works Director

Gayle Cook

Date

05 / 06 / 2021

City Manager

Date

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