



## *Agenda Briefing*

---

**Date of Meeting:** June 18, 2019

**Submitting Department:** Communications

**Date Submitted:** 6/13/19

**Prepared By:** LeaAnn Dearman Petersen

**Presenter:** Petersen

**Will there be a guest/visitor presenter who is not an employee?**      Yes            No

**Guest/Visitor Presenter's first and last name:**

---

**Subject:**

2019/20 Hotel Occupancy Tax Event/Program Funding Requests

---

Agenda Briefing Form  
Page 2

**Type of Item:**

<b>Ordinance</b>	<b>Public Hearing</b>
<b>Resolution</b>	× <b>Discussion &amp; Direction</b>
<b>Contract/Agreement</b>	<b>Other :</b>

---

**Executive Summary:**

Attached and made a part of the Council Agenda is staff recommendations on funding events/program which qualify to receive Hotel Occupancy Tax. According to the state, 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:

- Convention Centers and Visitor Centers
- Registration of Convention Delegates
- Advertising, Solicitation and Promotions
- Promotion of the Arts
- Historical Restoration and Preservation
- Sporting Event Expense: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million. (Seabrook does not qualify)
- Sporting Facilities Enhancements
- Transportation of Tourists
- Signage

Additional information for each these categories is available online at:  
<http://seabrooktx.gov/312/Event-Sponsorships>.

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.

Agenda Briefing Form  
Page 3

**Background/Issue** (What prompted this need?):

Please refer to [HOT 19\\_20 Event Program Sponsorships.pdf](#)

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.

Agenda Briefing Form  
Page 4

**Budget Analysis/Funding Comments:**

Please refer to [HOT 19\\_20 Event Program Sponsorships.pdf](#)

---

**Expenditure Required: \$**

**Budgeted?      Yes            No**

**If yes, Budgeted Amount: \$**

**Source of Funds/Funding Account:** [HOT 150-5466](#)

**If not budgeted and approved, the following will be included in the next Budget Amendment:**

**Addition to Revenue Account: \$**

**Addition to Expenditure Account: \$**

**1295 Form Required?      Yes            No**

---

**Name of Applicant (if applicable):**

**Legal Description/Location (if applicable):**

Agenda Briefing Form  
Page 5

**Supporting Materials Attached:**

- 1. HOT 19\_20 Event Program Sponsorships.pdf 4. 7.
- 2. 2019-2020 HOT Applications.zip 5. 8.
- 3. 6. 9.

**Recommended Placement on Agenda:** NEW BUSINESS

**Recommended Action:**

For your consideration, the current HOT fund has seen a decrease of taxes received from Seabrook hotels. The overall decrease to the HOT fund is forecasted to be approximately \$50,000. With the possibility of this trend continuing into next year, it is the recommendation of staff to revert back to the 2017/18 funding allocations for events/programs.

**REVIEWED AND APPROVED BY:  
(as appropriate)**

DocuSigned by:  
  
 EEA150B1AA3D422...  
 \_\_\_\_\_  
 Department Director

6/13/2019  
 \_\_\_\_\_  
 Date

DocuSigned by:  
  
 DAE0009BB7004D0...  
 \_\_\_\_\_  
 Finance Director

6/14/2019  
 \_\_\_\_\_  
 Date

\_\_\_\_\_  
 City Attorney


\_\_\_\_\_  
 Date

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.

Agenda Briefing Form  
Page 6

\_\_\_\_\_  
Deputy City Manager

\_\_\_\_\_  
Date

DocuSigned by:  
  
B8CE768D777F40E...

6/14/2019

\_\_\_\_\_  
City Manager

\_\_\_\_\_  
Date

**Please add any other documents for your item here, instead of placing them in the AGENDAS folder in the P drive. Just click on the paperclip icon to the right and upload any documents you have for your item.**



**For example: Ordinance, Ordinance Attachment, Monthly Report, Spreadsheet, etc.)**

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.