



Agenda Briefing

Date of Meeting: May 19, 2020

Responsible Department: Communications

Presenter: LeaAnn Dearman Petersen

Briefing Prepared By: LeaAnn Dearman Petersen

Strategic Focus Area: Engage and Inform Public

General Information / Subject:

Discuss and take all appropriate action on the inclusion of a COVID-19 Disclaimer for FY20/21 HOT sponsorship applications.

Executive Summary / Background:

At this time, Seabrook and other communities in the region and state are predicting between a 60% to 40% decrease in hotel occupancy funds for FY21. City staff has significantly cut the current budget and recently reviewed with Council those cuts and the anticipated amount needed from reserves by the end of this fiscal year.

In an effort to avoid utilizing reserves for FY21, additional cuts will need to be made for FY21. A reduction of approximately 60% from the HOT event/program sponsorship line items is recommended with additional reduction in other line items with the exception of personnel.

Prior to accepting HOT Sponsorship applications the inclusion of a COVID-19 Pandemic Disclaimer is recommended which will notify applicants of the budget impacts and potential reductions in sponsorship funding.

Below is the recommended disclaimer for your review.

COVID-19 PANDEMIC DISCLAIMER

The COVID-19 Pandemic has negatively impacted the overnight stays at Seabrook hotels and the trend is expected to continue into the next fiscal year. At this time, the City of Seabrook is operating under the assumption that hotel occupancy tax revenue for FY20/21 will be reduced by 60%. Therefore, Seabrook City Council will not be increasing any HOT sponsorships for any event or program held between October 1, 2020, through September 30, 2021. In addition, events and programs may have sponsorship reductions and some events and programs may be cut altogether. Please keep this in mind as you complete the FY20/21 HOT Sponsorship Application Form. We encourage events to reduce costs where necessary and seek additional sponsorships outside the City of Seabrook.

Funding / Fiscal Information:

Account Number: HOT 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)**

DocuSigned by:

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5/13/20

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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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



5/14/2020

City Manager

Date