



## *Agenda Briefing*

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### **Date of Meeting:**

**Responsible Department:** Administration – City Manager

**Presenter:** David Parker, DPC Hospitality

**Briefing Prepared By:** Gayle Cook, City Manager

**Strategic Focus Area:** Economic Growth

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### **General Information / Subject:**

**During this meeting, a presentation will be made by DPC Hospitality:**

**Presentations –**

Presentation of the Highest and Best Use Market Study for the Water Activity District (WAD). *David Parker, DPC Hospitality*

**Consider, discuss and take all appropriate action to accept the Highest and Best Use Market Study for the Water Activity District (WAD) by DPC Hospitality. *Gayle Cook, City Manager***

On January 15, 2019, Seabrook City Council discussed and approved a Highest and Best Use Study proposal by DPC Hospitality for certain acreage in the Water Activity District (WAD) within the city. The study's scope was to determine an independent analysis on various uses and future value of their potential income streams.

**Executive Summary / Background:**

The City of Seabrook continues to receive interest from hotel brands and developers interested in developing new facilities with the Water Activity District (WAD) of the city. A hotel study was needed to validate this interest and provide greater insight into Seabrook's market for hotels and related amenities.

**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:** N/A

**Amount Budgeted:**

**Amount Requested / Required:**

**Funding Source (if not budgeted):**

The study was funded with the Hotel Occupancy Tax Fund and met the required criteria for funding.

The State of Texas has established a two-part test for every expenditure of local hotel occupancy tax by Texas Tax Code § 351.101. This study will directly enhance and promote tourism with the development of a full service hotel and convention center. AND This study will further the acquisition of site(s) for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

**Supporting Materials Attached:**

**May, 2020 Market Study by DPC Hospitality**

**Prior Action / Review by Council, Boards, Commissions:**

On January 15, 2019, City Council approved the proposal with DPC Hospitality.

**Staff Recommendation:**

To accept the Highest and Best Use Study as presented for the Water Activity District (WAD).

**REVIEWED BY: (as appropriate)**

_____	_____	_____	_____	_____
City Manager	Deputy CM	Finance	HR	IT
_____	_____	_____	_____	_____
PD	Emer Svcs	City Sec	EDC	Bldg
_____	_____	_____		
PW	Court	Visitor Relations		

**APPROVED BY:  
(as appropriate)**

\_\_\_\_\_  
Preparer or Department Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
Building Official, if needed

\_\_\_\_\_  
Date

\_\_\_\_\_  
City Secretary, if needed

\_\_\_\_\_  
Date

\_\_\_\_\_  
Community and Visitor Relations Director

\_\_\_\_\_  
Date

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if needed

\_\_\_\_\_  
Court Administrator, if needed

\_\_\_\_\_  
Date

\_\_\_\_\_  
Deputy City Manager, if needed

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Date

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EDC Director, if needed

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Date

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Emergency Services Director, if needed

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Date

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Finance Director, if needed

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Date

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HR Director, if needed

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IT Director, if needed

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Date

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Police Chief, if needed

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Date

\_\_\_\_\_  
Public Works Director, if needed

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date

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