



Agenda Briefing

Date of Meeting: 6/16/2020

Responsible Department: Communications

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 allocation of funds for events/programs to be funded with Hotel Occupancy Tax (HOT) for FY 20/21.

Executive Summary / Background:

Council, attached to the agenda is the 2020/21 Event/Program HOT Sponsorship Request Applications which also includes a summary sheet for each application. Each year we require all events/programs who wish to seek funding, complete an online application detailing:

- General Event/Program Information
- Event/Program Attendance
- Previous Funding
- Additional Funding Received
- Marketing Plans
- Event/Program Budget
- Sample Advertisements and Press
- Impact to Seabrook Hotel
- Funding Amount Request

Sponsorship funds are provided by the City's Hotel Occupancy Tax (HOT) account. Funds from this account must meet a number of criteria as required by the state. Most events/programs that apply for funding qualify for these funds by using the funds received on advertising and/or art-related programs and promotions.

Please refer to the chart within the HOT 20/21 Event and Program Sponsorships summary attachment to review the staff recommended amounts. Complete event/program applications are attached to the June 16, 2020 Council agenda. At this time, Finance is forecasting a 60% decline in HOT revenue and staff's recommendations are based primarily on this forecast, while also taking into consideration the likelihood that the event and/or program will result in overnight stays in Seabrook. An overall 35% reduction to the total event account line is being recommended. Additional review of applications and further explanation of staff's recommendations will be provided during the June 16, 2020 City Council meeting.

Funding / Fiscal Information:

Account Number: 15-150-5466

Amount Budgeted:

Amount Requested / Required: 124,750

Funding Source (if not budgeted):

The budget for FY21 event line item 15-150-5466 has not been set yet. Staff recommends approving \$124,750 to this line item for next fiscal year.

Supporting Materials Attached:



Prior Action / Review by Council, Boards, Commissions:

Staff Recommendation:

**APPROVED BY:
(as appropriate)**



6/10/2020

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

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.

Michael Gibbs

6/10/2020

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

Gayle Cook

6/10/2020

City Manager

Date

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