



Agenda Briefing

Date of Meeting: 7/20/21

Responsible Department: Community & Visitor Relations

Presenter: LeaAnn Petersen

Briefing Prepared By: LeaAnn Petersen

Strategic Focus Area: Engage & Inform the Public

General Information / Subject:

Review and approve an update to the Hotel Occupancy Tax Sponsorship for events and programs which result in overnight stays in Seabrook.

Executive Summary / Background:

In June Council was given an update on the progress of the new process for Hotel Occupancy Tax Sponsorships. Upon request by Council, staff has updated the procedure for Council's review and consideration. Below is a brief overview of the updates:

- The 75/25 split will remain, however, to receive the final 25% event holders only need to submit their post event report to the city which should include a general overview of how the funds were spent. Invoices and receipts will no longer be required.
- Event holders will still need to submit a Special Event Permit, however, additional clarification has been added as to why this is necessary and plus more information was added on the waiver process for certain events/programs.
- Because the final 25% will be released by submission of the Post Event Report rather than the submission of invoices, the Post Event Report section has been updated to include more details.

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:

Amount Budgeted:

Amount Requested / Required:

Funding Source (if not budgeted):

Supporting Materials Attached:

Prior Action / Review by Council, Boards, Commissions:

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Staff Recommendation:

**APPROVED BY:
(as appropriate)**

LeaAnn Petersen

07 / 12 / 2021

Preparer or Department Director

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

07 / 15 / 2021

Finance Director

Date

HR Director

Date

IT Director

Date

Police Chief

Date

Public Works Director

Byyle Cook

City Manager

Date

07 / 14 / 2021

Date

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