

To: Bryan City Secretary
From: Councilmembers Saenz and Pena
Subject: Agenda Item Titled: Texas Reds and Hotel Tax Fund (HOT)

Please place the following item on the Bryan City Council Regular Agenda for the first meeting in August 2014:

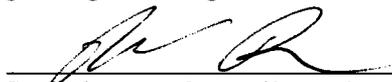
Discussion consideration and possible action to direct staff to develop a council policy to: Require the Texas Reds HOT funding to use the "City of Bryan Hotel Tax Fund Expenditure Grant Application Packet" (attached) to request hotel tax funding and to send the request to the Convention & Visitors Bureau for processing.

Description: The attached application and process was designed by the Convention & Visitors Bureau and the City of Bryan to establish guidelines to apply universally to all events and activities requesting funds from the City of Bryan in regards to financial support from the City Hotel Tax Fund. There are stringent requirements in the Tax Code regulating the use of HOT funds. A copy of the applicable sections of the Tax Code has been included in this packet (Page 11). A Convention & Visitors Bureau Committee will review the application and make recommendations to the City of Bryan regarding approval or denial of the request. The need in the local community for the event and the economic impact will be considered relative to other previously scheduled events in the community at the same time. The committee will also provide a recommendation on the amount of the funding based on the estimated economic impact of the event. This process will encourage any applicant to pursue event visitors from out of town. Visitors from out of town have a much greater impact on restaurant sales, retail sales tax, liquor sales and hotel/motel occupancy.

Presentations: Councilmember Pena and Saenz.

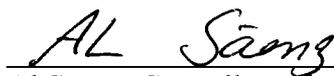
This agenda item placement is in accordance with the Bryan City Charter (j) (1) a. 2. Also the Texas Attorney General Opinion Number DM-228 (1993) states no policy can preclude a councilmember from placing an item on the agenda for public discussion.

Any changes to this agenda item must be approved in writing by both under signs prior to posting to the agenda.



Rafael Pena, Councilmember, District 2

Date: 8-4-14



Al Saenz, Councilmember, District 1

Date: 8-4-2014

Attachment: City of Bryan Hotel Tax Fund Expenditure Grant Application Packet

