

**ANNUAL HOTEL OCCUPANCY TAX (HOT) REPORT  
FOR CITY OF SEGUIN  
FOR FISCAL YEAR ENDED SEPTEMBER 30, 2018**

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Occupancy Tax Rate 7%  
FY 2018 Revenue Collected \$ 824,785  
FY 2018 Revenue Budgeted \$ 775,000

Allocation based upon budget	Percentage	Amount
Convention or information centers	38.4%	\$ 297,947
Registration of convention delegates	0.0%	\$ -
Advertising to attract tourists	51.0%	\$ 395,250
The promotion and improvements of the arts	3.6%	\$ 28,130
Historical restoration and preservation projects	15.4%	\$ 119,081
Signage directing the public to sights and attractions	0.0%	\$ -
Certain expenses, including promotional expenses, directly related to a sporting event	6.6%	\$ 51,100