

**ANNUAL HOTEL OCCUPANCY TAX (HOT) REPORT
FOR CITY OF SEGUIN
FOR FISCAL YEAR ENDED SEPTEMBER 30, 2019**

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Occupancy Tax Rate 7%
FY 2019 Revenue Collected \$ 794,621
FY 2019 Revenue Budgeted \$ 775,000

Allocation based upon budget	Percentage	Amount
Convention or information centers	37.6%	\$ 291,682
Registration of convention delegates	0.0%	\$ -
Advertising to attract tourists	51.0%	\$ 395,250
The promotion and improvements of the arts	2.5%	\$ 19,740
Historical restoration and preservation projects	15.6%	\$ 121,176
Signage directing the public to sights and attractions	0.0%	\$ -
Certain expenses, including promotional expenses, directly related to a sporting event	6.6%	\$ 50,975