

**ANNUAL HOTEL OCCUPANCY TAX (HOT) REPORT  
FOR CITY OF SEGUIN  
FOR FISCAL YEAR ENDED SEPTEMBER 30, 2020**

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Occupancy Tax Rate 7%  
FY 2020 Revenue Collected \$ 686,559  
FY 2020 Revenue Budgeted \$ 725,000

Allocation based upon budget	Percentage	Amount
Convention or information centers	36.4%	\$ 263,599
Registration of convention delegates	0.0%	\$ -
Advertising to attract tourists	48.0%	\$ 348,227
The promotion and improvements of the arts	3.0%	\$ 21,568
Historical restoration and preservation projects	13.5%	\$ 97,953
Signage directing the public to sights and attractions	0.0%	\$ -
Certain expenses, including promotional expenses, directly related to a sporting event	6.4%	\$ 46,443