

**ANNUAL HOTEL OCCUPANCY TAX (HOT) REPORT  
FOR CITY OF SEGUIN  
FOR FISCAL YEAR ENDED SEPTEMBER 30, 2021**

Contact: Susan Caddell, Director of Finance  
(830) 401-2450  
[scaddell@seguintexas.gov](mailto:scaddell@seguintexas.gov)

Occupancy Tax Rate 7%  
FY 2021 Revenue Collected \$ 869,271  
FY 2021 Revenue Budgeted \$ 507,500

Allocation based upon budget	Percentage	Amount
Convention or information centers	36.1%	\$ 183,070
Registration of convention delegates	0.0%	\$ -
Advertising to attract tourists	45.0%	\$ 228,375
The promotion and improvements of the arts	1.4%	\$ 7,005
Historical restoration and preservation projects	13.1%	\$ 66,237
Signage directing the public to sights and attractions	0.0%	\$ -
Certain expenses, including promotional expenses, directly related to a sporting event	3.4%	\$ 17,157