

## MEMORANDUM

**To:** Mayor and City Councilmembers  
Steve Parker, City Manager

**From:** Susan Caddell, Director of Finance

**Subject:** Occupancy Tax Civic Organization Budgets

**Date:** November 30, 2022

During the fiscal year 2023 budget process, City Council approved funding to various civic organizations through the Occupancy Tax Fund. According to the Texas Tax Code in order to provide the funding to these organizations they must also submit a revised budget according to their approved funding. Attached are the budgets, which were returned from each organization and resolutions for your approval.

Please let me know if you have any further questions.

**CITY OF SEGUIN**

**RESOLUTION NO. \_\_\_\_\_**

**STATE OF TEXAS**

**A RESOLUTION APPROVING THE SEGUIN CONSERVATION SOCIETY  
HOTEL OCCUPANCY TAX BUDGET**

**WHEREAS,** The City of Seguin and the Seguin Conservation Society have entered into an agreement for the Seguin Conservation Society to promote the historical restoration and preservation activities in the City of Seguin; and

**WHEREAS,** V.A.T.S. Tax Code requires that the City of Seguin approve the Seguin Conservation Society proposed budget for use of the hotel occupancy tax prior to entering into an agreement; and

**WHEREAS:** The City Council has reviewed and desire to approve the proposed Hotel Occupancy Tax budget of the Seguin Conservation Society.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Seguin, Texas that the Hotel Occupancy Tax Budget of the Seguin Conservation Society attached hereto as Exhibit "A" is approved.

**PASSED AND APPROVED** this 6<sup>th</sup> day of December, 2022.

\_\_\_\_\_  
Donna Dodgen, Mayor

ATTEST:

\_\_\_\_\_  
Naomi Manski, City Secretary

# Exhibit A

## **2022-23 Seguin Conservation Society** **Occupancy Tax Funding** **Revised for Allocation**

### **Holiday Tour of Homes----Dec. 3<sup>rd</sup>, 2022**

Advertising & Promotion (Print, radio & social media).....\$150

### **Mother/Daughter Tea---(April 15<sup>th</sup>, 2023)**

Promotion (Print, radio & social media).....\$100.

### **Seguin Birthday Party (Aug. 11<sup>th</sup>, 2023)**

Advertising & Promotion----Print, Radio, Social media.....\$150.

### **Seguin Conservation Society---General**

Advertising, mailings, Social Media, brochures.....\$1,000.

(New item coloring books of Seguin/Texas landmarks)

Web page Maintenance/Adm.; Facebook boosts, etc.....\$1,000.

Property Maintenance/Repair.....\$3,700.\*

### **Texas Theatre—Operations**

Advertising/Marketing---Radio/Print/TV/etc.

Social Media/Web Advertising.....\$2,200.

Mailings & Special Events recruitment.....\$1,200.

**Total Actual Hotel/Motel expenditures.....\$9,500.**

\*A major project for 2023 will be the exterior refurbishing of the Dietz-Castilla Doll House. Scraping & painting, repairing of woodwork including rotting wood on porch railings and spindles. In addition to other maintenance at SCS properties. Will have to look for donations to complete projects due to limited funds.

*The Seguin Conservation Society and Texas Theatre has NO paid staff, strictly operated with dedicated volunteers. Additional Funds for property maintenance including insurance premiums, utilities, lawn care and bookkeeping services are paid from membership dues, donations, rentals and fundraising events.*

**CITY OF SEGUIN  
STATE OF TEXAS**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION APPROVING THE MID-TEXAS SYMPHONY  
HOTEL OCCUPANCY TAX BUDGET**

**WHEREAS,** The City of Seguin and the Mid-Texas Symphony have entered into an agreement for the Mid-Texas Symphony to promote the arts in the City of Seguin; and

**WHEREAS,** the Texas Tax Code requires that the City of Seguin approve the Mid-Texas Symphony proposed budget for use of the hotel occupancy tax prior to entering into an agreement; and

**WHEREAS,** The City Council has reviewed and desire to approve the proposed Hotel Occupancy Tax budget of the Mid-Texas Symphony.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Seguin, Texas that the Hotel Occupancy Tax Budget of the Mid-Texas Symphony attached hereto as Exhibit "A" is approved.

**PASSED AND APPROVED** this 6<sup>th</sup> day of December, 2022.

\_\_\_\_\_  
Donna Dodgen, Mayor

ATTEST:

\_\_\_\_\_  
Naomi Manski, City Secretary

# Exhibit A

## **Mid-Texas Symphony Society, Inc. 2022-23 City of Seguin Hotel Occupancy Tax Grant**

### **Activity Plan:**

In September 2022, the Mid-Texas Symphony will begin it's 44<sup>th</sup> season. The symphony has three Seguin concerts planned for the 2022-23 Season. Each concert will be presented in Jackson Auditorium at Texas Lutheran University.

### **List of Events:**

#### ***Celebrating the Americas***

Sunday, September 11, 2022, 4:00 p.m.

Jackson Auditorium, Texas Lutheran University, Seguin, Texas

Vanguel Tangarov, clarinet

Ballet Folklorico De La Rosa-Teatro De Artes de Juan Seguin, dancers

#### ***A Storybook Holiday***

Sunday, December 11, 2022, 4:00 p.m.

Jackson Auditorium, Texas Lutheran University, Seguin, Texas

Akiko Fujimoto, conductor

Rusty Brockman, narrator

#### ***Symphonie Fantastique***

Sunday, April 30, 2023, 4:00 p.m.

Jackson Auditorium, Texas Lutheran University, Seguin, Texas

Akiko Fujimoto, conductor

John Henry Crawford, cello

### **Proposed Budget:**

#### **Expenses-**

#### ***Celebrating the Americas***

Sunday, September 11, 2022, 4:00 p.m.

Jackson Auditorium, Texas Lutheran University, Seguin, Texas

Conductor Performance	\$4,800.00
Conductor Air Travel	\$555.00
Conductor Auto Rental	\$350.00
Conductor Lodging	\$1,150.00
Musicians	\$30,440.00
Music Librarian	\$1,000.00
Stage Manager	\$300.00
Production Coordinator	\$1,000.00
Soloist	\$4,350.00
Instrument Tuning/Rental	\$175.00
Music Purchase/Rental	\$4,590.00
<u>Concert Recordings and Audio</u>	<u>\$332.00</u>
<b>Total</b>	<b>\$49,042.00</b>

Income (September, October 2022 and April 2023 Concerts)-

Ticket Sales	\$54,763.00
Sponsorships	\$8,000.00
2021-22 City of Seguin	\$6,000.00
Hotel Occupancy Tax Grant	
Texas Commission on the Arts	\$2,250.00
Arts Create Grant	
Contributions (Corporate, Board and Individual)	\$32,000.00
<u>Total Income</u>	<u>\$103,013.00</u>
<b>Net Income</b>	<b>(\$9,904.00)</b>

**CITY OF SEGUIN  
STATE OF TEXAS**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION APPROVING THE TEATRO DE ARTES DE JUAN SEGUIN  
HOTEL OCCUPANCY TAX BUDGET**

**WHEREAS,** The City of Seguin and the Teatro de Artes de Juan Seguin have entered into an agreement for the Teatro de Artes de Juan Seguin to promote the arts in the City of Seguin; and

**WHEREAS,** the Texas Tax Code requires that the City of Seguin approve the Teatro de Artes de Juan Seguin proposed budget for use of the hotel occupancy tax prior to entering into an agreement; and

**WHEREAS,** The City Council has reviewed and desire to approve the proposed Hotel Occupancy Tax budget of the Teatro de Artes de Juan Seguin.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Seguin, Texas that the Hotel Occupancy Tax Budget of the Teatro de Artes de Juan Seguin attached hereto as Exhibit "A" is approved.

**PASSED AND APPROVED** this 6<sup>th</sup> day of December, 2022.

\_\_\_\_\_  
Donna Dodgen, Mayor

ATTEST:

\_\_\_\_\_  
Naomi Manski, City Secretary

# Exhibit A

## Detailed Budget for which Teatro is requesting City of Seguin Occupancy Tax Funding Budget - June 10, 2022

	Awarded
<b>Support &amp; Revenue</b>	<b>\$ 15,000</b>
<b>Expenses</b>	
<b>Artists, performing groups, etc</b>	<b>\$ 6,000</b>
Hispanic Heritage Activities, Juan Seguin Memorial Ceremony, De Mano a Mano, Pecan Fest, Dia de los Muertos, Noche de Gala/Mariachi Festival; and Cinco de Mayo/Recital Festival	
<b>Cultural &amp; Artistic Exhibits</b>	<b>\$ 2,000</b>
Hispanic Heritage Activities, Juan Seguin Memorial Ceremony, De Mano a Mano, Pecan Fest, Dia de los Muertos, Noche de Gala/Mariachi Festival; and Cinco de Mayo/Recital Festival	
<b>Marketing, publicity, Supplies, etc</b>	<b>\$ 2,000</b>
Hispanic Heritage Activities, Juan Seguin Memorial Ceremony, De Mano a Mano, Pecan Fest, Dia de los Muertos, Noche de Gala/Mariachi Festival; and Cinco de Mayo/Recital Festival	
<b>Secretary Registrar</b>	<b>\$ 3,000</b>
Hispanic Heritage Activities, Juan Seguin Memorial Ceremony, De Mano a Mano, Pecan Fest, Dia de los Muertos, Noche de Gala/Mariachi Festival; and Cinco de Mayo/Recital Festival	
<b>Rental Fees, Utilities &amp; Liability Insurance</b>	<b>\$ 2,000</b>
Hispanic Heritage Activities, Juan Seguin Memorial Ceremony, De Mano a Mano, Pecan Fest, Dia de los Muertos,	



## 2022-2023 Activity Plan

The Occupancy tax funds will be used to promote arts, specifically the artistic and cultural events detailed in the proposed budget that brings visitors to the City of Seguin.

The funds will be used to part for artists' fees, musicians, performing groups, lecturers, historians, rental fees, marketing, publicity, flyers, exhibits, banners, program coordinator, utilities, etc.

The advertisement plan includes paid advertising, newspapers, radio, press releases to the media, direct mailing to out of town recipients. In addition, all of Teatro events are published state wide thru the Texas Commission on the Arts; Texas Department of Transportation; Seguin Chamber of Commerce Weekly Calendar; Twitter and Facebook advertisements that reaches all 50 states as well as internationally; website ([www.teatrodeartes.org](http://www.teatrodeartes.org)); word of mouth; posters; flyers; marquee, downtown banner, brochures, memos, mailouts, etc. As mentioned above, the advertising reaches national and international levels via the website, twitter and Facebook.



*Teatro De Artes De Juan Seguin 921 W. New Braunfels St. Seguin, TX 78155*

## **Fall 2022**

Sept – May	Ballet Folklórico De La Rosa and Mariachi Music weekly classes
Sept	*Ballet Folklórico De La Rosa Performance during the Mid-Texas Symphony “Celebrating the Americas” concert
Sept - Dec	*Hispanic Heritage Activities (including the Seguin Public Library, Heritage Museum, businesses, Teatro Cultural Art Center, downtown window displays, Seguin Art Center, etc.)
October	*Pecan Fest Activities including Juan Seguin exhibits, lecturers, family members/speakers, film presentations, etc.
October	De Mano a Mano Open Air Artisan Fair/Market; BBQ plates, fajita tacos, etc

## **Spring 2023**

Jan -- May	*Hispanic Heritage Activities (including the Seguin Public Library, Heritage Museum, businesses, Teatro Cultural Art Center, downtown window displays, Seguin Art Center, etc.)
March	*38 <sup>th</sup> Annual Noche De Gala Competencia de Vocalistas & <b>Juan Seguin Festival del Mariachi (2 Day Event)</b> . Community/School Mariachi Showcase on Friday evening. On Saturday morning will hold Master Classes per instrument followed by 38th Noche De Gala Competencia de Vocalistas Saturday evening.
April – May	*Cinco de Mayo/Recital Celebration
June	Summer Agriculture, Culinary & Visual Arts Camp; Ballet Folklórico Camp; Mariachi Music Camp; and/or theater arts camp (pending funding)

\* Partial funding for these events will be provide by the City of Seguin, Texas (Hotel Occupancy Tax)

**CITY OF SEGUIN**

**RESOLUTION NO. \_\_\_\_\_**

**STATE OF TEXAS**

**A RESOLUTION APPROVING THE SEGUIN-GUADALUPE COUNTY  
HISPANIC CHAMBER OF COMMERCE HOTEL OCCUPANCY TAX BUDGET**

**WHEREAS,** The City of Seguin and the Seguin-Guadalupe County Hispanic Chamber of Commerce have entered into an agreement for the Seguin-Guadalupe County Hispanic Chamber of Commerce to promote the arts in the City of Seguin; and

**WHEREAS,** the Texas Tax Code requires that the City of Seguin approve the Seguin-Guadalupe County Hispanic Chamber of Commerce proposed budget for use of the hotel occupancy tax prior to entering into an agreement; and

**WHEREAS,** The City Council has reviewed and desire to approve the proposed Hotel Occupancy Tax budget of the Seguin-Guadalupe County Hispanic Chamber of Commerce.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Seguin, Texas that the Hotel Occupancy Tax Budget of the Seguin-Guadalupe County Hispanic Chamber of Commerce attached hereto as Exhibit "A" is approved.

**PASSED AND APPROVED** this 6<sup>th</sup> day of December, 2022.

\_\_\_\_\_  
Donna Dodgen, Mayor

ATTEST:

\_\_\_\_\_  
Naomi Manski, City Secretary

# Exhibit A

## SEGUIN GUADALUPE COUNTY HISPANIC CHAMBER OF COMMERCE

971 West Court Street Seguin, TX 78155

Phone: 830 372-3151 Fax: 830 372-9499

E-mail: [hcoc@sbcglobal.net](mailto:hcoc@sbcglobal.net)

Tax ID# 74-2540115

**CITY OF SEGUIN 2023 OCCUPANCY FUNDS ALLOCATION: \$3,700.00**

### BUDGET PROPOSAL AND PLANNED ACTIVITIES

#### FIESTAS JUAN SEGUIN, FIRST SATURDAY IN JUNE, 2023

**BUDGETED AMOUNT: \$1,850.00**

Advertisement	Radio, Newspaper, Community Calendars	\$250.00
Entertainment	Cultural Promotion of Hispanic Music	\$1000.00
Facility Rental		\$600.00
Security		\$0
Total		\$1,850.00

#### FIESTAS PATRIAS, FIRST SATURDAY IN SEPTEMBER, 2023

**BUDGETED AMOUNT: \$1,850.00**

Advertisement	Radio, Newspaper, Community Calendars, Posters	\$250.00
Entertainment	Cultural Promotion of Hispanic Music	\$1000.00
Facility Rental		\$600.00
Security		\$
Total		\$1,850.00

**CITY OF SEGUIN  
STATE OF TEXAS**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION APPROVING THE SEGUIN HERITAGE MUSEUM  
HOTEL OCCUPANCY TAX BUDGET**

**WHEREAS,** The City of Seguin and the Seguin Heritage Museum have entered into an agreement for the Seguin Heritage Museum to promote the historical restoration and preservation activities in the City of Seguin; and

**WHEREAS,** the Texas Tax Code requires that the City of Seguin approve the Seguin Heritage Museum proposed budget for use of the hotel occupancy tax prior to entering into an agreement; and

**WHEREAS,** The City Council has reviewed and desire to approve the proposed Hotel Occupancy Tax budget of the Seguin Heritage Museum.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Seguin, Texas that the Hotel Occupancy Tax Budget of the Seguin Heritage Museum attached hereto as Exhibit "A" is approved.

**PASSED AND APPROVED** this 6<sup>th</sup> day of December, 2022.

\_\_\_\_\_  
Donna Dodgen, Mayor

ATTEST:

\_\_\_\_\_  
Naomi Manski, City Secretary



**THE HERITAGE MUSEUM**  
**114 N River Street • Seguin, Texas 78155**

November 29, 2022

To: City of Seguin

Attn: Susan Caddell

Enclosed is our proposed budget for the hotel occupancy expenses. Please advise if there is anything I have not included. My Mobile number is 210-844-3303. Thank you.

Respectfully submitted,

Susie Sulaica

Office manager



# THE HERITAGE MUSEUM

114 N River Street • Seguin, Texas 78155

November 29, 2022

To: City of Seguin

Attn: Susan Caddell

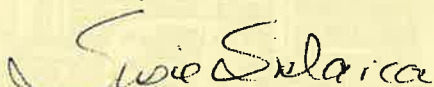
We are submitting our proposed budget for use of 2023 hotel occupancy expenses.

\$4,000 Utilities to include water, electric and gas.

\$3,500 Building insurance (actual cost of building insurance will be \$8,700)

\$7,500

Respectfully submitted,

  
Susie Sulaica

Office Manager

**CITY OF SEGUIN**

**RESOLUTION NO. \_\_\_\_\_**

**STATE OF TEXAS**

**A RESOLUTION APPROVING THE GUADALUPE COUNTY FAIR  
ASSOCIATION HOTEL OCCUPANCY TAX BUDGET**

**WHEREAS,** The City of Seguin and the Guadalupe County Fair Association have entered into an agreement for the Guadalupe County Fair Association to promote a sporting event in the City of Seguin; and

**WHEREAS,** the Texas Tax Code requires that the City of Seguin approve the Guadalupe County Fair Association proposed budget for use of the hotel occupancy tax prior to entering into an agreement; and

**WHEREAS,** The City Council has reviewed and desire to approve the proposed Hotel Occupancy Tax budget of the Guadalupe County Fair Association.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Seguin, Texas that the Hotel Occupancy Tax Budget of the Guadalupe County Fair Association attached hereto as Exhibit "A" is approved.

**PASSED AND APPROVED** this 6<sup>th</sup> day of December, 2022.

\_\_\_\_\_  
Donna Dodgen, Mayor

ATTEST:

\_\_\_\_\_  
Naomi Manski, City Secretary



# Exhibit A

## GUADALUPE AGRICULTURAL & LIVESTOCK FAIR ASSOCIATION CITY OF SEGUIN - CIVIC ORGANIZATION FUNDING REQUEST PROPOSED BUDGET 2022-23

### Event: Guadalupe County Fair & PRCA Rodeo

2nd Weekend of October 2022

Rodeo runs from Thursday - Saturday (3 days); takes place in the arena

BUDGET DETAIL	BUDGET AMOUNT	%	REQUESTED AMOUNT	% OF REQ FUNDED	FUNDED AMOUNT
Pro Rodeo Membership Fees	1350	60%	810	28.47%	230.59
Women's Pro Rodeo Fees	150	60%	90	28.47%	25.62
Lancaster Pro Rodeo	38500	60%	23100	28.47%	6,575.96
Pro Rodeo Added Money	20500	60%	12300	28.47%	3,501.49
Digital Board	8300	50%	4150	28.47%	1,181.40
Judge/Announcer Expense	1500	60%	900	28.47%	256.21
Specialty Act	5000	60%	3000	28.47%	854.02
Security	4000	50%	2000	28.47%	569.35
Paramedics	1080	50%	540	28.47%	153.72
Rental	19000	15%	2850	28.47%	811.32
Parking/Gates	13500	10%	1350	28.47%	384.31
*Advertising	5000	60%	3000	28.47%	854.02
Insurance	9600	40%	3840	28.47%	1,093.15
Hospitality Room	1500	10%	150	28.47%	42.70
Signs/Awards	2200	40%	880	28.47%	250.51
Office Expense:			0		
Telephone	2400	15%	360	28.47%	102.48
Office Supplies	550	15%	82.5	28.47%	23.49
Supplies	2100	15%	315	28.47%	89.67
Total Requested:	\$136,230.00		\$59,717.50		\$17,000

### \*Advertising consists of:

- IHeart Media
- KKYX Radio/Website (CMG)
- San Antonio Express News
- GVEC Review Magazine
- Several Horse /Ranch Magazines (Texas)
- PRCA website/advertising (covers multiple states)
- Facebook
- www.gcfair.org (our own website)
- Chamber of Commerce
- KWED/Seguin Daily News
- Street Banners-Seguin/Schertz

# PRCA RODEO ACTION

PARTIAL FUNDING FOR THIS EVENT WAS PROVIDED BY THE CITY OF SEGUIN, TEXAS

**Lancaster & Jones**  
**Pro Rodeo**  
**is THE show to see!**  
**Join us Thurs.-Sat.,**  
**Oct. 6-8.**



Lancaster & Jones Pro Rodeo Company will be here again this year with their always entertaining show. PRCA Rodeo dates are Oct. 7th, 8th, & 9th. Rodeo action at the Guadalupe County Fairgrounds will kick off each night at 7:30 pm.

Seguin is actually one of the first rodeos of the 2022 fiscal year for the PRCA since their calendar year runs from Oct. 1st to Sept. 30th each year. That means the Cowboys and Cowgirls are all looking to get a head start on their chance to qualify for the 2022 NFR. Lancaster stated, Since Seguin has increased the added money for the contestants, creating must enter rodeo for the contestants who are looking for that edge in the world standings for the new rodeo season. As each year in the past, several world champions have entered the Guadalupe PRCA Rodeo, & this year could be no different.

Lancaster & Jones always bringing family entertainment, have enlisted John Harrison with his unique rodeo clown & barrel man acts. Guadalupe County Fair & PRCA Rodeo, "The Place to Be"

## JOHN HARRISON



John Harrison and team are affectionately known as "The Clown Family" among rodeo fans and professionals. You rarely see John at a rodeo without his tribe. He and his wife, Carla have had 4 children. Addy, their oldest is embarking on a fun journey of her own. She interviews contestants & personnel and then asks them questions kids want to know about. Caz, their son, is often dressed just like John entertaining and doing flips during the mutton busting. The father - son duo have opened the WNFR 3 times. Next in line would be Billie, a daughter that is an angel in Heaven now. Capping off the crew is the youngest girl, Charlie.

John comes by the family aspect honestly, while he is a noted rodeo clown and barrelman, his late grandfather was rodeo legend, Freckles Brown. (Freckles rode the "unrideable" bull Tornado, the subject of Western Music songs, and was a World Champion Bull Rider) John was around rodeo and rodeo people his whole life. John became a member of the Professional Rodeo Cowboys Association (PRCA) in 1999, as a trick and roman rider, and trick roper. He later diversified and added barrelman to his PRCA card.

John has worked rodeos from coast to coast and has made 8 appearances at the prestigious Wrangler National Finals Rodeo, three times as a specialty act performer and five times as a barrelman, and he's headed back this year for his 6th time! 2012, 2014, 2015, 2020 John picked up the coveted award of Comedy Act of the Year. He brought home the gold buckle that represents his achievement as Coors Man in the Can 3 times. He feels blessed to be doing what he loves and with those he loves at his side.

## CHARLIE THROCKMORTON



Rodeo announcer Charlie Throckmorton's career spans more than 40 years. He announced his first rodeo in 1969 while still in high school. Now, a PRCA Gold Card member, Throckmorton has covered rodeo and barrel riding in more than 40 states across the nation. Some of the major events he has announced include:

- 1991 Wrangler National Finals Rodeo (announcing team)
- 3-time announcer PBR World Finals, Las Vegas, 2001-2003
- 18-time announcer National Finals Steer Roping, 1990, 2001-2017 (tied the record in the PRCA of most consecutive times to announce the event).
- 11-time announcer Texas PRCA Circuit Finals
- Ram National Circuit Finals 1992
- Xtreme National Finals Bull Riding, Reno, NV 2005
- Timed Event Championships, Lazy Guthrie, Okla. 4 times

In April of 2007 Throckmorton was inducted into the Texas Rodeo Cowboy Hall of Fame. The PRCA media guide calls Throckmorton a repository of knowledge (even among fellow gold card members) with extensive knowledge of the sport of rodeo.

His voice is heard on many radio and television stations in various venues throughout the country, including billboard's on live NEB television. Throckmorton is sponsored by Justin Boots and Wrangler.

**CITY OF SEGUIN  
STATE OF TEXAS**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION APPROVING THE SEGUIN LULAC COUNCIL #682  
HOTEL OCCUPANCY TAX BUDGET**

**WHEREAS,** The City of Seguin and the Seguin LULAC Council #682 have entered into an agreement for the Seguin LULAC Council #682 to promote the arts in the City of Seguin; and

**WHEREAS,** the Texas Tax Code requires that the City of Seguin approve the Seguin LULAC Council #682 proposed budget for use of the hotel occupancy tax prior to entering into an agreement; and

**WHEREAS,** The City Council has reviewed and desire to approve the proposed Hotel Occupancy Tax budget of the Seguin LULAC Council #682.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Seguin, Texas that the Hotel Occupancy Tax Budget of the Seguin LULAC Council #682 attached hereto as Exhibit "A" is approved.

**PASSED AND APPROVED** this 6<sup>th</sup> day of December, 2022.

\_\_\_\_\_  
Donna Dodgen, Mayor

ATTEST:

\_\_\_\_\_  
Naomi Manski, City Secretary



# Exhibit A

	A	B	C	D	E
1		<b>LULAC Council 682</b>			
2		<b>Budget</b>			
3		<b>For</b>			
4		<b>2023 Cinco de Mayo</b>			
5					
6	<b>INCOME:</b>	<b>Proposed Budget 2023</b>		<b>Requested</b>	<b>Actual</b>
7				<b>M/H Funding</b>	<b>Budget</b>
8	Food Booths	\$17,000.00			
9	Arts and Craft booths	\$600.00			
10	Donations/In Kind	\$6,000.00			
11	Poster/Banners Ad Sales	\$2,500.00			
12	Motel/Hotel Funding	\$30,000.00			
13	Soda/ Water Sales	\$2,500.00			
14	Beer Sales	\$8,000.00			
15	<b>Total Income:</b>	<b>\$66,600.00</b>			
16					
17	<b>Expenses:</b>				
18	Food Booth Sales	\$13,600.00			
19	Music	\$25,000		\$20,000.00	\$3,000.00
20	Sound	\$1,500.00		\$750.00	\$600.00
21	Liquor Liability Ins.	\$900.00		\$450.00	
22	Beer License	\$300.00		\$150.00	\$100.00
23	Beer	\$3,500.00			
24	Soda/Water	\$500.00			
25	Security	\$3,500.00		\$1,800.00	\$1,000.00
26	Stage	\$2,000.00		\$1,000.00	\$500.00
27	Central Park Rental	\$500.00		\$300.00	\$200.00
28	Central Park deposit	\$500.00			
29	Printing costs	\$500.00		\$200.00	
30	Radio ads	\$900.00		\$400.00	\$200.00
31	Mailings	\$150.00		\$50.00	
32	Posters/Banners	\$600.00		\$200.00	
33	State Convention Promotion	\$1,000.00		\$300.00	
34	National Convention Promotion	\$1,500.00		\$500.00	
35	<b>Total Expenses</b>	<b>\$56,450.00</b>		<b>\$26,100.00</b>	<b>\$5,600.00</b>

## Events for LULAC Council 682

May 5-6, 2023-Cinco de Mayo Event-Central Park (Motel/Hotel Occupancy Tax Funded)

February 17, 2023- LULAC Council 682 Annual Awards Banquet

**CITY OF SEGUIN  
STATE OF TEXAS**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION APPROVING THE SEGUIN ART LEAGUE  
HOTEL OCCUPANCY TAX BUDGET**

**WHEREAS,** The City of Seguin and the Seguin Art League have entered into an agreement for the Seguin Art League to promote the arts in the City of Seguin; and

**WHEREAS,** the Texas Tax Code requires that the City of Seguin approve the Seguin Art League proposed budget for use of the hotel occupancy tax prior to entering into an agreement; and

**WHEREAS,** The City Council has reviewed and desire to approve the proposed Hotel Occupancy Tax budget of the Seguin Art League.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Seguin, Texas that the Hotel Occupancy Tax Budget of the Seguin Art League attached hereto as Exhibit "A" is approved.

**PASSED AND APPROVED** this 6<sup>th</sup> day of December, 2022.

\_\_\_\_\_  
Donna Dodgen, Mayor

ATTEST:

\_\_\_\_\_  
Naomi Manski, City Secretary

# Exhibit A



## 2022-2023 City of Seguin Occupancy Tax Funding Revised Budget Oct. 1, 2022 through Sept. 30, 2023

### Pecanfest Paint Out and Wet Paint Sale Dates: Oct. 28 & 29, 2022

Our October 2020 Paint Out and Sale was well attended, in spite of heavy rain on one of our painting days. In 2022 we will move our sale to the threshold of our building at 104 S. Austin. With our ground floor remodel completed, we hope to attract more artists and art lovers to our Wet Painting Sale.

#### **Hot Funds Expenses:**

Posters/ Invitations	10.00
Street Banner Expenses	70.00
Gazette Fair/Festival Ad	275.00
Ads KWED (Daily News Community Calendar, Texas Public Radio, Seguin Gazette Community Calendar)	
<b>Total</b>	<b>\$0. (No Hotel Visitors were documented)</b>

#### **Third Thursday 2022 Events**

Advertising for these events is included in our Downtown Business Assn. dues

Sept. 15: Scavenger Hunt  
Oct.: 20: Art Walk  
Nov. 17: Shop Small  
Dec.2: Holiday Stroll  
Dec 15: Merry Christmas Shop Small  
Jan. through Sept. 2023 to be announced

**Total: \$200. (advertising paid by DBA member dues, )**

#### **Veterans' Annual Art Show Fall 2022**

We look forward to bringing this event to our newly renovated gallery space. With some support from community sponsors, we bring this event to Seguin and our veterans free of charge. This is not a HOT Funds event: **(No Hotel Visitors documented).**

**Total: \$0**

#### 2022 Yulefest Date: December 4<sup>th</sup>

##### **Advertising**

LaVernia/Wilson County News	550.00
KWED	400.00
Seguin Gazette	955.00
Herald-Zeitung	260.00
Facebook	76.50.
<b>Total</b>	<b>\$2,241.50</b>

#### **April Earth Day Event dates TBA**

**Total \$330.**

**2023 Photography Show (event date TBA: not likely to be a HOT Funds event)**

**Grand Total \$2,771.50. (Grant allocation awarded \$2,700.00)**



## **Activity Plan for Hot Funds 2022-2023**

NEA Big Read exhibit October – November 12, 2022

October 1: 2022 Art & Wine Walk, Seguin Commission on the Arts

October 20: Art Walk Third Thursday

October 28-29: Pecan Fest Paint Out and Wet Paint Sale

Nov. 5 – 26: Veterans Annual Art Show

Nov. 17: Shop Small Third Thursday

Dec. 1, 2, 3, 4: Parade, Sip N Stroll, Holiday Stroll, YuleFest

Dec. 10 – Jan. 14, 2023: Our Best to You art show

December 15: Shop Small Third Thursday

January 19: Third Thursday

February 16: Third Thursday

March: Elementary/Middle School Art Show

March 16: Third Thursday

April: High School Art Show

April 20: Third Thursday

May 18: Third Thursday

June 15: Third Thursday

July 20: Third Thursday

August 17: Third Thursday

September 21: Third Thursday





## **Event List for Hot Funds 2022-2023**

### **Third Thursday events:**

October 20: Art Walk Third Thursday

Nov. 17: Shop Small Third Thursday

December 15: Shop Small Third Thursday

January 19: Third Thursday

February 16: Third Thursday

March 16: Third Thursday

April 20: Third Thursday

May 18: Third Thursday

June 15: Third Thursday

July 20: Third Thursday

August 17: Third Thursday

September 21: Third Thursday

### **Pecan Fest Paint Out Event:**

October 28-29: Pecan Fest Paint Out and Wet Paint Sale

### **YuleFest Event:**

Dec. 1, 2, 3, 4: Parade, Sip N Stroll, Holiday Stroll, YuleFest

**CITY OF SEGUIN**

**RESOLUTION NO. \_\_\_\_\_**

**STATE OF TEXAS**

**A RESOLUTION APPROVING THE FIELDS OF HUBER RANCH  
HOTEL OCCUPANCY TAX BUDGET**

**WHEREAS,** The City of Seguin and The Fields of Huber Ranch have entered into an agreement for The Fields of Huber Ranch to promote a sporting event in the City of Seguin; and

**WHEREAS,** the Texas Tax Code requires that the City of Seguin approve The Fields of Huber Ranch proposed budget for use of the hotel occupancy tax prior to entering into an agreement; and

**WHEREAS,** The City Council has reviewed and desire to approve the proposed Hotel Occupancy Tax budget of The Fields of Huber Ranch.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Seguin, Texas that the Hotel Occupancy Tax Budget of The Fields of Huber Ranch attached hereto as Exhibit "A" is approved.

**PASSED AND APPROVED** this 6<sup>th</sup> day of December, 2022.

\_\_\_\_\_  
Donna Dodgen, Mayor

ATTEST:

\_\_\_\_\_  
Naomi Manski, City Secretary

# Exhibit A

## Huber Ranch Budget For Hot Funds

2022-2023

<u>Item</u>	<u>Percent</u>	<u>Total</u>
1) Promotional materials- signage, awards, website, hats, social media, brochures, flyers, promotional drawstring bags, balls, feather flags	61%	\$24,400.00
2) Field maintenance and labor - drying agent, calcine clay, sports mix, grass, playing surface, mound clay	36%	\$14,400.00
3) Customer internet & fiber	3%	\$1,200.00
	Totals	<hr/> \$40,000.00