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.

ATTEST:	Don Keil, Mayor	
Naomi Manski, City Secretary		

2019-20

Seguin Conservation Society Occupancy Tax Funding Actual Based on \$8,400 Funding

Heritage Christmas Tour of Homes---Dec. 7, 2019

,
General AdvertisingPrint & Radio (Includes Brochures, Posters, etc)\$150.
Seguin Birthday Party (Aug. 7)/ Mother-Daughter Tea (May 9) all at Heritage Village
Marketing/Advertising/Education\$100.
Seguin Conservation SocietyGeneral
Advertising, mailings, Social Media, Brochures\$600. Web page Adm. Facebook boosts, etc\$600. Property Maintenance/Repair**\$3,250.
Texas Theatre—General
Advertising/MarketingRadio/Print/TV/etc. Social Media/Web Advertising\$2,000. Mailings & Special Events recruitment\$1,700.
Total Request\$8,400.

The Seguin Conservation Society and the Texas Theatre still operates with NO paid staff, strictly with dedicated volunteers who we are deeply indebted too. Funds for property maintenance including insurance premiums, utilities, lawn maintenance and bookkeeping services are all 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.

ATTEST:	Don Keil, Mayor	
Naomi Manski, City Secretary		

Mid-Texas Symphony Society, Inc. 2019-20 Season Proposed Budget for 2019-20 City of Seguin Occupancy Tax Grant Award

Budget:

Income

Occupancy Tax Grant Award-

\$4,251.00

Expenses-

Artist Fees for December 15, 2019 Concert-

\$2,125.50

Artist Fees for April 5, 2020 Concert-

\$2,125.50

Net Income-

\$0.00

List of events funding will be used for:

A Postcard from Spain, Sunday, September 15, 2019, 4:00 p.m., Jackson Auditorium at Texas Lutheran University. Estimated total program/event expense \$44,101.59.

Holiday Favorites, Sunday, December 15, 2019, 4:00 p.m., Jackson Auditorium at Texas Lutheran University. Estimated total program/event expense \$24,166.59.

Rhythm of Life, Sunday, April 5, 2020, 4:00 p.m., Jackson Auditorium at Texas Lutheran University. Estimated total program/event expense \$31,445.39.

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.

ATTEST:	Don Keil, Mayor	
Naomi Manski, City Secretary		

Detailed Budget for which Teatro is requesting City of Seguin Occupancy Tax Funding 2019-2020 Revised Budget

Awarded

Support & Revenue

\$

11,000

Expenses

Artists, performing groups, etc

\$

4,000

Hispanic Heritage Activities, Juan Seguin Memorial Ceremony, Conjunto Festival, Pecan Fest and Noche de Gala

Cultural & Artistic Exhibits

\$

500

Hispanic Heritage Activities, Juan Seguin Memorial Ceremony, Conjunto Festival, Pecan Fest and Noche de Gala

Marketing, publicity, etc

\$

500

Hispanic Heritage Activities, Juan Seguin Memorial Ceremony, Conjunto Festival, Pecan Fest and Noche de Gala

Program Coordinator

\$

4.000

Hispanic Heritage Activities, Juan Seguin Memorial Ceremony, Conjunto Festival, Pecan Fest and Noche de Gala

Rental Fees, Utilities & Liability Insurance

2,000

Hispanic Heritage Activities, Juan Seguin Memorial Ceremony, Conjunto Festival, Pecan Fest and Noche de Gala

Total Expenses \$

11,000

These expenses and projects will vary depending on amount of support and revenue

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.

ATTEST:	Don Keil, Mayor	

Seguin Guadalupe County Hispanic Chamber of Commerce

P. O. Box 1154 971 West Court Street Seguin, Texas 78155

Phone: 830 372-3151

Fax: 830-372-9499

e-mail: hcoc@sbcglobal.net

Event Line Item Budget, FY2020

\$3,250.00

Line Items	Fiestas Juan Seguin June, 2020 \$1,625.00	Fiestas Patrias September, 2020 \$1,625.00	Combined Annual Events Line Item Budget \$3,250.00	Amount Prorated to Occupancy
Advertisement/ Radio	\$1,500.00	\$1,500.00	\$3,000.00	\$300.00
Posters	\$300.00	\$300.00	\$600.00	
Bands	\$6,000.00	\$8,800.00	\$14,800.00	\$2,300.00
Police Security	\$1,050.00	\$1,050.00	\$2,100.00	
Facility Rental	\$900.00	\$900.00	\$1,800.00	\$650.00
Security Fencing	\$1,386.00	\$1,386.00	\$2,772.00	
Grounds Clean-Up	\$1,000.00	\$1,000.00	\$2,000.00	
Liability Insurance/TABC Permit	\$1,120.00	\$1,120.00	\$2,240.00	
Stage	\$1000.00	\$1000.00	\$2000.00	
Licensed Electrician	0	0	0	
TOTAL	\$14,256.00	\$17,056.00	\$31,312.00	\$3,250.00

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.

ATTEST:	Don Keil, Mayor	
Naomi Manski, City Secretary		

JANUARY-MARCH -1,250.00

EXHIBT-BLACK HISTORY

EXHIBIT-1900 VALENTINE

CARDS&DRAWINGS.

EXHIBIT-THEN&NOW PHOTOS

APRIL-JUNE-\$1,250.00

1800-1900 WEDDING DRESSES
OF PEOPLE FROM SEGUIN.
EXHIBIT-VARIOUS VINTAGE
FARM TOOLS &SUN BONNET
EXHIBIT-SADDLES,SPURS,AND
WESTERN WEAR ETC.
ANNIVERSARY OPEN HOUSE.

JULY-SEPTEMBER-\$1,250.00

EXHIBIT-HONORNG ALL

BRANCHES OF THE MILITARY

SHOWING ALL UNIFORMS

AND ALL WARS. ALL UNIFORMS ARE FROM THE

PEOPLE OF GUADALUPE

COUNTY. 4TH OF JULY

OF FLAGS AND VARIOUS
PICTURES OF CHRISTMAS
PARADES.

OCTOBER-DECEMBER

PREVENTION CONTEST
WITH ANTIQUE FIRE TRUCK.
SIP & STROLL, OPEN HOUSE
TIMMERMANN SISTER OLD
CHRISTMAS ORNAMENTS.

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.

ATTEST:	Don Keil, Mayor
Naomi Manski, City Secretary	

GUADALUPE AGRICULTURAL & LIVESTOCK FAIR ASSOCIATION CITY OF SEGUIN - CIVIC ORGANIZATION FUNDING REQUEST PROPOSED BUDGET 2020

Event: Guadalupe County Fair & PRCA Rodeo

2nd Weekend of October 2020

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	1250	50%	625	35.29%	220.56
Women's Pro Rodeo Fees	110	50%	55	35.29%	19.41
Lancaster Pro Rodeo	33800	50%	16900	35.29%	5,964.00
Pro Rodeo Added Money	18300	50%	9150	35.29%	3,229.03
Judge/Announcer Expense	1500	50%	750	35.29%	264.67
Specialty Act	5000	25%	1250	35.29%	441.12
Security	4000	25%	1000	35.29%	352.90
Paramedics	1500	25%	375	35.29%	132.34
Rental	7000	15%	1050	35.29%	370.54
Parking/Gates	3450	10%	345	35.29%	121.75
*Advertising	10000	90%	9000	35.29%	3,176.10
Insurance	7000	15%	1050	35.29%	370.54
Hospitality Room	1400	0%	0	35.29%	0.00
Signs/Awards	1800	40%	720	35.29%	254.09
Office Expense:					
Telephone	500	10%	50	35.29%	17.64
Office Supplies	450	10%	45	35.29%	15.88
Supplies	1400	10%	140	35.29%	49.41
Total Requested	\$98,460.00		\$42,505.00		\$15,000

*Advertising consists of:

IHeart Media

KKYX Radio/Website (CMG)

San Antonio Express News

New Braunfels Herald

Wilson County News

Seguin Gazette-Texas 2x2 (Advertising throughout the state of Texas)

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

LaVernia News

Gonzales Inquirer

CITY OF SEGUIN STATE OF TEXAS

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.

ATTEST:	Don Keil, Mayor	
Naomi Manski, City Secretary		

Budget for the 2020 Seguin LULAC Council 682 Cinco De Mayo Event

The \$5,000 that the City of Seguin allocated from the Hotel Occupancey Tax collections will be used for the Cinco De Mayo event.

Expenses

Bands	\$2,160
Security	\$2,000
Advertising	\$300
Downtown Event Rental Fee	\$540
Totals	\$5,000

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.

ATTEST:	Don Keil, Mayor
Naomi Manski, City Secretary	



2019-2020 City of Seguin Occupancy Tax Funding Request Revised Budget November 8, 2019

Yulefest (We will use \$1,710. of our City Of Seguin funding for this event) Date: Dec. 6, 2020

Non-	TOH.	Funds	Expenses	
INVIII-	1101	ruiius	FYDC11363	

Subtotal	\$1,285 .
Supplies/Décor	<u>50.</u>
Food (vendor hospitality)	50.
Security	210.
Coliseum rental	\$975.

HOT Funds Qualified Expenses

Subtotal	\$360.
Parade Participation	<u>300.</u>
Yard Signs	TBD
Printing/Posters	TBD
Banner Placement	\$60.

Advertising

Seguin Gazette	\$500.
New Braunfels Herald	200.
KWED Radio	350.
KWED Daily News	150.
Holiday Stroll Float	<u>150.</u>
Subtotal	\$1 350

\$1710. **HOT Funds Qualified subtotal Yulefest Budget Total** \$3,345.

Pecanfest Paint Out and Wet Paint Sale (We will use \$500. of City Of Seguin funding for this event.) Dates: Oct. 23-24, 2020

Non-HOT Funds Expenses

	Artist Hos	pitality	refreshments	\$100.
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Judge 200. (United Way)

Prizes 500. (\$250., \$150., \$75.) (United Way)

Ribbons 40.

Subtotal \$840.

HOT Funds Qualified Expenses

Street Banner update \$125. Banner Placement <u>30.</u> Subtotal \$155.

Advertising

News outlets to be determined <u>\$500.</u>

Subtotal \$500.

Hot Funds Qualified Subtotal \$655. Paint Out/WP Sale Budget Total: \$1,495. Veterans' Annual Art Show (We will NOT USE our City of Seguin funding for this event) Dates: November 2020 TBA

Non-HOT Funds Expenses

Refreshments \$150. Supplies/Decor 50.

Awards & Ribbons \$300. (sponsored by Woodmen of the World)

Subtotal \$500.

HOT Funds Qualified Expenses

Printing and promotions \$100.

Advertising 400.

Subtotal \$500.

HOT Funds Qualified Subtotal N/A
Veterans Show Budget Total \$1,000.

Third Thursday Art (We will use \$440. of our City of Seguin funding for these four events) Dates to be determined

Non-Hot Funds Expenses

Musician \$200.
Refreshments 400.
Subtotal \$600.

HOT Funds Qualified Expenses

Advertising (for 4 events) \$600.

HOT Funds Qualified Subtotal \$600.
Third Thursday Budget Total \$1,200.

How I See It Photography Show (We will NOT USE our City of funding request for this event) Dates: September 2020 TBA

Non-Hot Funds Expenses

Refreshments \$400.

Awards 500. (United Way) Judging 200. (United Way)

Subtotal \$1,100.

HOT Funds Qualified Expenses

Advertising \$500.
Subtotal \$500.

HOT Funds Qualified Subtotal N/A

How I See It Budget Total \$1,600.

Sip & Stroll (We will use NOT USE our City funding request for this event) Date: December 2020 TBA

Non-Hot Funds Expenses

Refreshments \$200.

Subtotal \$200.

HOT Funds Qualified Expenses

Advertising \$0.

Subtotal \$0.

HOT Funds Qualified Subtotal N/A
Sip 'n Stroll Budget Total \$200.



Description of Events (2019-2020)

Yulefest (Attendance 2000-3,000)

Our oldest and largest event is now entering its 13th year. Our vendors offer only handcrafted or hand embellished items, and quality is diligently monitored by Karen Roberson, our event chair. Our vendors do not normally stay overnight, but that has changed over the last two years; some are now staying in local hotels. We have expanded our total interior booths to 82 and added 28 outdoor booths. Our 2019 event date is Sunday, December 1st.

This event is planned and staffed by volunteers. SAL offers some original art items by our members in the lobby, as part of our ongoing fundraising for renovation of our building at 104 S. Austin street. We always provide a holiday craft area for children to make the day more enjoyable for them.

All visitors are greeted by Art League members and numerous door prizes are given throughout the day. With our expansion to outdoor booths we anticipate well over 2,000 "come and go" visitors this year. Many of our visitors tell us that they never miss Yulefest. We believe that this event promotes Seguin and its businesses by being free, fun and representative of our quality of life and quality of talented people. Based on our tracking of attendees' zip codes, more than 40% of visitors are from out of town.

Paint Out and Wet Paint Sale (Attendance 2000+)

This is our third year to host this event. Outdoor (plein air) painting has increased in popularity among artists in recent years. Seguin is a great setting for these events: our historic buildings, beautiful parks and ease of access are just what artists are looking for. They are able to paint all day, then relax and enjoy the Pecanfest activities, restaurants and convenient lodging for the rest of the weekend.

This year we are strongly encouraging artists to paint in downtown Seguin. Artists at work are warmly received by downtown visitors, and we feel that we add a special element of charm and interest to the downtown scene when we are visible. We will display their finished paintings at our booth on the square. People attending Pecanfest will be able to see the art, meet many of the artists, buy original art and vote for their favorite painting. This event was enthusiastically attended in 2017 and 2018, with hundreds of people voting for their favorite artwork.

Veterans Annual Art Show (expected attendance 200)

Since 2017, we have hosed this free event for all veterans. Invitations and posters are sent to all local VFW, American Legion and Disabled American Veterans posts. There are no entry fees. We provide a two day exhibit with opening and closing ceremonies and receptions. Cash awards are awarded to winners based on popular vote (written ballots) during the exhibit. Exhibits are presented at local veterans' organizations.

Third Thursday Art (Four events in 2019-20, attendance 100 per event)

With the anticipated opening of our storefront later this year, we will begin holding Third Thursday receptions. We will offer door prizes, snacks and drinks and feature the work of our finest artists. Each event will spotlight a visual artist. Some events will include live music by a local musician and refreshments by a local chef, brewery or winery.

How I See It Photography Show (attendance 400)

The Seguin Art League has been hosting photography shows since about 2010. It has drawn participants from beyond Guadalupe County, with a wide variety of excellent entries. As we open our storefront venue, we plan to expand this event to a full month. We will host an opening reception as well as an awards reception, with local music, local food and beverages and stunning regional photographic art.

Sip and Stroll (attendance 2,500)

We plan to use this well attended Downtown event to draw attention to our new storefront. We will display art, renovation plan drawings and engage visitors in discussions about our programs and shows. We expect to be open, so we will provide tours. Out of town visitors will be invited to provide hotel occupancy information. This information will qualify them for a free gift card drawing.

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.

ATTEST:	Don Keil, Mayor	
Naomi Manski, City Secretary		

Huber Ranch Budget For Hot Funds

10/28/2019

Item	Percent	Total
1) Promotional materials-	61%	\$20,930.93
2) Field maintenance and labor	36%	\$12,352.68
3) Customer internet	3%	\$1,029.39
	Totals	\$34,313.00