

**ANNUAL HOTEL OCCUPANCY TAX (HOT) REPORT
FOR CITY OF SEGUIN
FOR FISCAL YEAR ENDED SEPTEMBER 30, 2017**

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Occupancy Tax Rate 7%
FY 2017 Revenue Collected \$ 818,429
FY 2017 Revenue Budgeted \$ 750,000

Allocation based upon budget	Percentage	Amount
Convention or information centers	29.0%	\$ 289,544
Registration of convention delegates	0.0%	\$ -
Advertising to attract tourists	51.0%	\$ 382,500
The promotion and improvements of the arts	3.3%	\$ 24,997
Historical restoration and preservation projects	16.1%	\$ 120,983
Signage directing the public to sights and attractions	10.0%	\$ 75,000
Certain expenses, including promotional expenses, directly related to a sporting event	6.4%	\$ 47,780