

COMMITTEE REPORT



REPORT TYPE: Tourism & Visitors Bureau Committee

MEETING: November 15, 2022

Present: LeAnn Durfey, Chair, Lon Reisman, Bob Newby, Gerald Cook

Absent: None

DEPARTMENT: Tourism

STAFF CONTACT: Michaela Bierman

Discuss & Consider Hotel Occupancy Taxes (HOT) & Short-Term Rental (STR) Reporting & Collection Services:

Staff presented the Avenu Insights sample contract to the committee. The cost of the services is \$23,000 for Year 1 and \$18,000 for Years 2 and 3 each. Avenu Insights provides discovery, online reporting and payment, education, and auditing services for STR as well as standard HOT lodging establishments. Avenu Insights estimates roughly 31 STR properties in our boundaries. Avenu Insights scrubs over 80 websites and documents the existence of rental advertisements for STRs to assist in the collection of Occupancy Taxes.

State Statute Section 351.1012 states “a municipality may spend each year not more than the lesser of one percent or \$75,000 of the revenue derived from the tax authorized by this chapter during that year for the creation, maintenance, operation, and administration of an electronic tax administration system.” Therefore, the full cost of this contract can be paid from HOT funds.

Councilwoman Durfey made the motion to forward the contract to full Council with a positive recommendation. Councilman Cook seconded the motion. Motion passed unanimously.

Discuss Implementation of Wayfinding Signs through National Sign Plazas:

Committee discussed the Wayfinding Sign Project and the estimate provided by National Sign Plazas. This is a sole source purchase. The Tourism budget has \$182,500 for this project. The project will be designed to stay within the budget. Once the design process is completed, the fabrication process is expected to be completed within 3-6 months.

Councilwoman Durfey made the motion to forward the project to full Council with a positive recommendation. Councilman Cook seconded the motion. Motion passed unanimously.

Discuss Having a Digital Sign Placed for Advertisements, Schedule of Events, etc. for the City of Stephenville:

Committee discussed a digital sign project and the estimate provided by Signs Express Plus. This is a sole source purchase. The Tourism budget has \$55,000, the most current estimate received from Signs Express Plus is \$44,000.