



AGENDA ITEM COMMENTARY

MEETING NAME:	City Council
MEETING DATE:	September 16, 2024
ITEM TITLE:	Consider and take appropriate action on request from Frenship Alumni and Friends for Hotel Occupancy Tax funds in the amount of \$2,000 to support Frenship Homecoming events.
STAFF INITIATOR:	Terri Robinette, City Secretary

BACKGROUND:

For many years, HOT funds have been donated to the Frenship Alumni and Friends Association to help fund their Homecoming Tailgate event. The tailgate is held prior to the Homecoming football game on October 25 and is advertised to Alumni groups including those celebrating 5, 10, 15, and 20+ reunions. This organization is once again requesting funds in the amount of \$2,000.

Under Texas law, local HOT revenue can be used only to directly promote tourism and the convention/hotel industry. This means the proceeds should be spent on projects or events that result in visitors or attendees staying overnight in the community, generating more hotel occupancy tax. With the expected attendance from returning alumni, these events are eligible for funding.

Current available HOT funds total just over \$600,000. Receipt of revenue averages \$8,000 per month.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION:

Approve donation of HOT funds to Frenship Alumni Association in the amount of \$2,000