



**SEABROOK HOTEL OCCUPANCY TAX ADVISORY COMMITTEE
NOTICE OF MEETING
MONDAY, MARCH 17, 2025 - 6:00 PM**

For city information visit www.seabrooktx.gov
For agendas visit www.seabrooktx.gov/agendas

THIS AGENDA IS BEING POSTED AS A COURTESY AND FOR INFORMATIONAL PURPOSES ONLY. THE HOTEL OCCUPANCY TAX (HOT) ADVISORY COMMITTEE ESTABLISHED BY RESOLUTIONS 2024-22 IS AN ADVISORY BOARD AND IS NOT SUBJECT TO THE 72-HOUR POSTING REQUIREMENT UNDER THE TEXAS OPEN MEETINGS ACT. NO FORMAL ACTION WILL BE TAKEN AT THIS MEETING AND WILL BE ADVISORY IN NATURE FOR ACTION OF THE SEABROOK CITY COUNCIL.

1. PUBLIC COMMENT AND ANNOUNCEMENTS

2. NEW BUSINESS

- 2.1 Approve the minutes of the February 24, 2025 Hotel Occupancy Tax Advisory Board meeting.
- 2.2 Establishing procedures for reviewing applications and post-event reports for Hotel Occupancy Tax (HOT) funding.
- 2.3 Review and discussion of the last three years' applications and post-event reports for Hotel Occupancy Tax (HOT) funding.

3. ROUTINE BUSINESS

- 3.1 Michael Gibbs, Director of Finance with the City of Seabrook will provide itemized budget expenditures related to Hotel Occupancy Tax (HOT) funds.
- 3.2 Selecting a date for the next regularly scheduled meeting, establishing its recurrence, and determining agenda items for future meetings.

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR OTHER ACCOMMODATIONS OR INTERPRETIVE SERVICES, MUST BE MADE, 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (281) 291-5663 OR CITYSEC@SEABROOKTX.GOV

FOR FURTHER INFORMATION.

I certify that this notice was posted on the bulletin board on or before Friday, March 14, 2025 no later than 5:00 p.m. and that this notice will remain posted until the meeting has ended.

Lexie Graham,
Tourism and Special Events Coordinator



**MEETING MINUTES
FEBRUARY 24, 2025**

**SEABROOK HOTEL OCCUPANCY TAX
ADVISORY COMMITTEE
MEETING**

Lexie Graham called the Seabrook Hotel Occupancy Tax Advisory Committee to order at 6:05 p.m. in the Council Chambers in Seabrook City Hall. Present were Kelly Stewart, Chao Yung Chen, Kylie Wilson, Rushi Patel, Jackie Rasco, Michael Giangrosso, and Michael Gibbs.

1. NEW BUSINESS

1.1 Nomination and vote for a Chair and Vice Chair of the Hotel Occupancy Tax Advisory Board.

Motion:	To approve the nomination of Rushi Patel for Chair and Kelly Stewart for Vice Chair
Made By:	Mike Giangrosso
Seconded By:	Jackie Rasco
Vote:	unanimously by all present

2. PRESENTATIONS

2.1 Scott Joslove, President & CEO of the Texas Hotel & Lodging Association will deliver a virtual presentation providing an informative HOT 101 overview, covering all essential aspects of the Hotel Occupancy Tax (HOT), including legal requirements, compliance, and industry best practices.

Scott Joslove delivered a virtual presentation on Hotel Occupancy Tax (HOT) procedures, covering legal requirements, compliance, and industry best practices, and addressed questions from the board.

2.2 Michael Gibbs, Director of Finance with the City of Seabrook will provide a financial overview presentation, covering current financial reports, key budget items, and financial considerations related to the Hotel Occupancy Tax (HOT).

Michael Gibbs provided a financial overview presentation, discussing current financial reports, key budget items related to Hotel Occupancy Tax (HOT), and had a discussion with the board, answered questions, and received a request for itemized budget items for the next board meeting.

3. ROUTINE BUSINESS

3.1 Selecting a date for the next regularly scheduled meeting, establishing its recurrence, and determining agenda items for future meetings.

The board will select the next meeting date via email at a later time.

APPROVED: _____
Chair

DATE: _____

ATTEST: _____
Lexie Graham
Tourism and Special Events Coordinator

HOT Advisory Board Meeting Checklist

March 17, 2025

Meeting Start and End:

- Start Time: _____
- End Time: _____

Attendance:

- | | |
|--|--|
| ☐ Kelly Stewart | ☐ Jackie Rasco |
| ☐ David Chen | ☐ Mike Giangrosso |
| ☐ Kylie Wilson | ☐ Michael Gibbs |
| ☐ Rushi Patel | |

Agenda Items:

2.1 Approve the minutes of the February 24, 2025 Hotel Occupancy Tax Advisory Board meeting.

- ☐ Chair and Vice Chair sign the meeting minutes. End of meeting.

2.2 Establishing procedures for reviewing applications and post-event reports for Hotel Occupancy Tax (HOT) funding.

- ☐ Provide staff recommendation procedures
- ☐ Provide x2 rubric for scoring
- ☐ Review timeline for FY25-FY26
- ☐ Update on FY24-FY25 post-event reports
- ☐ How would the board like to receive application documents? They are submitted digitally. Do you want them in presentation form on the TV monitor, or print out all documents and create physical folders for each application?

2.3 Review and discussion of the last three years' applications and post-event reports for Hotel Occupancy Tax (HOT) funding.

- ☐ Practice reviewing Keels & Wheels application and post-event report

3.1 Michael Gibbs, Director of Finance with the City of Seabrook will provide an itemized budget of expenditures related to Hotel Occupancy Tax (HOT) funds.

3.2 Selecting a date for the next regularly scheduled meeting, establishing its recurrence, and determining agenda items for future meetings.

City of Seabrook Hotel Occupancy Tax (HOT) Advisory Board

Application Review Rubric

Each application will be scored based on the following criteria. The total score will help determine funding recommendations to the City Council.

Name of Board Member completing this form: _____

Date of Evaluation: _____

Name of the Event/Applicant: _____

Category	Excellent (10-8 Points)	Satisfactory (7-5 Points)	Needs Improvement (4-1 Points)	NOT PROVIDED (0 Points)	Score
Tourism & Hotel Impact	Strong potential to attract overnight visitors; well-documented plan to drive hotel stays.	Moderate potential to attract visitors; impact on hotel stays is not fully developed.	Limited or unclear impact on tourism and hotel stays.		
Alignment with HOT Fund Uses	Clearly fits within one or more approved HOT fund categories; strong justification provided.	Fits within HOT fund categories but lacks strong justification.	Questionable alignment with HOT fund uses or unclear explanation.		
Budget & Fund Appropriateness	Budget is well-documented, realistic, and appropriately scaled to the event's impact.	Budget is somewhat detailed but may have inconsistencies or unclear allocations.	Budget is incomplete, unrealistic, or lacks clarity.		

Marketing & Promotion Plan	Comprehensive marketing plan focused on attracting tourists from outside Seabrook.	Basic marketing plan with some tourist outreach but lacks depth.	Minimal or no marketing strategy for attracting tourists.		
Event/Project History	Proven track record of successful events/projects with measurable impact.	Some experience with events/projects, but results are inconsistent.	No prior experience or unsuccessful past events/projects.		
Requested Fund Amount	Requested amount is appropriate for the event's scale, impact, and expenses.	Amount is somewhat reasonable but may need adjustments.	Requested amount is excessive or not justified by the event's needs.		
Application Completeness	Application is thorough, well-organized, and complete.	Application is mostly complete but missing minor details.	Application is incomplete or lacks essential information.		
Overall Feasibility & Readiness	Strong evidence that the event/project will be successfully executed.	Some concerns about execution, but generally feasible.	Significant concerns about the event's feasibility or readiness.		

Scoring Guide:

- **64-80 Points:** Strongly recommended for full funding.
- **48-63 Points:** Consider partial funding with possible conditions.
- **Below 48 Points:** Not recommended for funding.

City of Seabrook Hotel Occupancy Tax (HOT) Advisory Board

Post-Event Report Review Rubric

This rubric ensures that funded organizations provide thorough, accurate, and meaningful post-event reporting.

Name of Board Member completing this form: _____

Date of Evaluation: _____

Name of the Event/Applicant: _____

Category	Excellent (10-8 Points)	Satisfactory (7-5 Points)	Needs Improvement (4-1 Points)	NOT PROVIDED (0 Points)	Score
Event Impact on Tourism & Hotels	Clear, well-supported evidence of increased overnight stays and tourist activity.	Some evidence of impact on tourism and hotel stays, but data is incomplete.	Little or no evidence provided of tourism or hotel impact.		
Financial Accountability	Complete, accurate budget showing all expenditures aligned with approved HOT fund use.	Budget is mostly clear but may have minor gaps or questionable expenses.	Budget is incomplete, inaccurate, or shows misuse of funds.		
Marketing Outcomes	Detailed report on marketing efforts with measurable results (reach, engagement, etc.).	Some marketing efforts reported, but results lack clarity or depth.	Minimal or no marketing outcomes reported.		
Attendance & Participation Data	Clear, well-documented attendance numbers and	Attendance data provided but lacks detail or documentation.	Attendance numbers are missing or unsupported by evidence.		

	participant demographics.				
Compliance with HOT Fund Use	All expenditures align fully with HOT fund guidelines and state laws.	Most expenditures align, but some require clarification.	A significant portion of funds used inappropriately or not documented.		
Seabrook Hotel Collaboration	Strong collaboration with Seabrook hotels, including documented bookings, room blocks, and partnerships.	Some collaboration with local hotels, but not fully documented.	Minimal or no effort to work with Seabrook hotels.		
Post-Event Report Quality	Report is thorough, well-organized, and includes all required documentation.	Report is mostly complete but missing minor details.	Report is incomplete, disorganized, or missing essential information.		
Overall Event Success	Event met or exceeded goals, with strong community and tourism impact.	Event met some goals, but the impact was limited.	Event did not meet goals or had minimal impact.		

Scoring Guide:

- **64-80 Points:** Eligible for full remaining 25% fund disbursement.
- **48-63 Points:** Eligible for partial remaining funds; improvements needed.
- **Below 48 Points:** Ineligible for remaining funds; significant issues with reporting or compliance.

City of Seabrook
HOT Post-Event Report Checklist

1. Event Impact on Tourism & Hotels

- ☐ Supporting data or statistics showing the event's impact on local tourism and hotels.
- ☐ Documentation of collaboration with Seabrook hotels (e.g., hotel bookings, partnerships, special promotions).
- ☐ Hotel Listings on event website.

2. Financial Accountability

- ☐ Complete, accurate budget showing all income and expenditures.
- ☐ Provide receipts, invoices, or any other supporting financial documentation.

3. Marketing Outcomes

- ☐ Detailed report on marketing efforts (website, social media, ads, press releases, etc.).
- ☐ Measurable marketing results (reach, engagement, clicks, shares, etc.)
- ☐ Proper representation of City of Seabrook as a sponsor.

4. Attendance & Participation Data

- ☐ Clear and well-documented attendance numbers.
- ☐ Breakdown of participant demographics (age groups, origin, etc.).
- ☐ Any relevant participant surveys or feedback.

5. Post-Event Report Quality

- ☐ Report is thorough and well-organized, covering all required sections.
- ☐ All requested documentation is included (photos, receipts, attendee surveys, etc.).
- ☐ Report is clear, concise, and easy to understand.

6. Overall Event Success

- ☐ Event met or exceeded its goals.

- ☐ Strong community and tourism impact.
- ☐ If applicable, a reflection on any challenges faced and how they were overcome.
- ☐ Was the City of Seabrook logo prominently displayed on ALL marketing initiatives as the event sponsor?

City of Seabrook Hotel Occupancy Tax (HOT) Advisory Board

Procedures for Reviewing Applications for HOT Funds

1. Application Submission:

- ☐ All organizations requesting HOT funds must complete and submit the official HOT funding application form online at www.seabrooktx.gov/hotrequest.
- ☐ Applications must be submitted by the posted deadline to be considered for the funding cycle. Late or incomplete applications will not be considered.

2. Initial Review:

- ☐ The City of Seabrook staff liaison will conduct an initial review to ensure applications are complete and meet basic eligibility requirements.
- ☐ Eligible applications will be forwarded to the HOT Advisory Board for consideration.

3. Compliance Check:

- ☐ Applications must demonstrate compliance with Chapter 351 of the Texas Tax Code regarding the use of HOT funds.
- ☐ Requests must directly enhance and promote tourism and the hotel and convention industry in Seabrook.
- ☐ Proposed activities must fit into one or more of the allowable categories of HOT fund use, such as:
 - Convention Centers and Visitor Centers
 - Registration of Convention Delegates
 - Advertising, Solicitation, and Promotions
 - Promotion of the Arts
 - Historical Restoration and Preservation
 - Sporting Event Expense
 - Sporting Facilities
 - Transportation of Tourists

4. Application Evaluation:

- ☐ The HOT Advisory Board will evaluate applications based on:
 - Potential impact on overnight hotel stays in Seabrook.
 - Potential to bring in tourists from over 50 miles away.

- Alignment with the city's tourism and marketing goals.
- Detailed and realistic budget showing appropriate use of funds.
- Organization's history of successful events or projects (if applicable).
- Marketing and promotional plans aimed at attracting tourists.
- Whether the amount of money requested is appropriate for the type, scale, and projected impact of the event or project.

5. Applicant Presentations:

- ☐ Applicants may be invited to present their proposals to the HOT Advisory Board.
- ☐ Presentations should focus on the event/project's potential impact on tourism and overnight stays.

6. Board Recommendations:

- ☐ After reviewing and discussing applications, the HOT Advisory Board will make funding recommendations to the Seabrook City Council.
- ☐ Recommendations will be based on application quality, projected tourism impact, and alignment with HOT fund guidelines.

7. City Council Approval:

- ☐ Final decisions on HOT fund allocations will be made by the Seabrook City Council.
- ☐ Organizations will be notified of funding decisions following City Council approval.

8. Agreement and Initial Invoice:

- ☐ Upon City Council approval, the organization and the City of Seabrook will enter into a formal funding agreement.
- ☐ After signing the agreement, the organization must submit an initial invoice for 75% of the approved funds as outlined in the funding procedures.

9. Reporting Requirements:

- ☐ Approved applicants must submit post-event reports detailing actual income and expenditures and measured impact on hotel stays.
 - Event Budget - Revenue vs. Expenditures
 - Copies of all receipts showing eligible HOT expenditures

- Marketing Plan (How did you spread the word? Social media ads/metrics etc)
 - Event/program details (Details of the event, including its schedule and activities. Evaluation of the expected and actual attendance figures.)
 - Documented evidence that the event had a direct impact on Seabrook hotels
- ☐ Failure to submit required reports may impact future funding eligibility.

10. Final Invoice:

- ☐ Once the post-event report has been submitted and approved by the HOT Advisory Board, the organization may submit a final invoice for the remaining 25% of the approved funds.
- ☐ The final invoice must be submitted in accordance with the timeline specified in the funding agreement.

11. Amendments:

- ☐ Any changes to approved funding amounts or project scope must be reviewed and approved by the HOT Advisory Board and the City Council.

12. Annual Review:

- ☐ The HOT Advisory Board will conduct an annual review of funded projects and their impacts to ensure effective use of HOT funds and alignment with tourism goals.

Standard Operating Procedure (SOP) for Staff Liaison Processing Hotel Occupancy Tax (HOT) Applications

Objective:

To outline the procedures for the staff liaison of the HOT Advisory Board when processing Hotel Occupancy Tax (HOT) applications to ensure consistency, accuracy, and thorough documentation.

1. Preparing Application Materials:

- ☐ Ensure the most current version of the application form is available and properly formatted.
- ☐ Make a copy of the blank HOT funding agreement with the current year's information and any revised terms or conditions.
- ☐ Ensure the website is updated with timelines and information regarding the current fiscal year.

2. Outreach and Communication:

- ☐ Create an email distribution list compiled of past applicants and individuals who have filled out the interest form on the city's website to inform them of the new application cycle and encourage their participation.
- ☐ Develop and execute a social media campaign targeting Nextdoor, Facebook, and Instagram to promote the HOT funding application process and timeline.

3. Reviewing Applications:

- ☐ Confirm all required fields in the application are completed.
- ☐ Verify the application meets the established eligibility requirements for HOT funding.
- ☐ Cross-check supporting documentation (budgets, marketing plans, etc.) for accuracy and completeness.
- ☐ Identify any missing or unclear information and follow up with the applicant for clarification.

4. Organizing Application Files:

- ☐ Create a folder for each application. Adding the appropriate sub-folders.
 - APPLICATION
 - BLANK Agreement
 - Signed Agreement
 - Invoices
 - Post-Event Report
- ☐ Add all received documents.

5. Updating the HOT Allocations Working Spreadsheet:

- ☐ Record each application's key details, including:
 - Event/Program
 - Amount requested
 - Amount Approved
- ☐ Maintain accurate and up-to-date information for easy reference.

6. Preparing Materials for the HOT Advisory Board:

- ☐ Create one-page quick reference sheet for each application.
- ☐ Print out rubrics for the Advisory Board review process.
- ☐ Prepare application packets for board review, ensuring each board member has access to the necessary materials.
- ☐ Document HOT Advisory Board recommendations for city council.

9. Presentation to City Council:

- ☐ Prepare a comprehensive presentation for the City Council, summarizing the HOT Advisory Board's recommendations and key application details.
- ☐ Invite all applicants to the meeting to assist in questions related to their event.

10. Post-Council Follow-Up:

- ☐ Update the working spreadsheet with the City Council's final funding decisions and allocations.
- ☐ Revise the HOT funding agreements to reflect the approved funding amounts and any specific terms or conditions set by the council.
- ☐ Draft and send personalized emails to each applicant, informing them of the City Council's decision and providing the final updated agreement for signature.
- ☐ Ensure signed agreements are collected, properly filed, and stored in the respective application folders.

12. Continuous Improvement:

- ☐ Review and update this SOP annually or as needed based on feedback and process changes.

Timeline for HOT Applications 2024-2025 Fiscal Year

June 10, 2024	Application's Open
July 19, 2024	Application Deadline
July 23, 2024	City Staff Review and Discussion
July 31, 2024	City Council Review and Decision
August 1, 2024	Notification of Council's Decision

Timeline for HOT Applications 2025-2026 Fiscal Year

Monday, April 7, 2025	Application's Open
Friday, May 30, 2025	Application Deadline
June 2025	Hotel Occupancy Tax Advisory Board Review and Discussion
Tuesday, July 15, 2025	City Council Decision
Friday, August 1, 2025	Notification of Council's Decision