

Legislation Text

File #: 24-732, **Version:** 1

PRESENTER:

Jared Werner, Assistant City Manager

SUBJECT:

Approval of a five-year renewal of the current agreement beginning October 1, 2024 until September 30, 2029, between the City of New Braunfels and the Greater New Braunfels Chamber of Commerce Inc. concerning the use of Hotel Occupancy Tax

DEPARTMENT: CMO/Finance

COUNCIL DISTRICTS IMPACTED: All

BACKGROUND INFORMATION:

Since at least the 1970's, The City and the Chamber of Commerce have partnered through the Convention and Visitor's Bureau (CVB) for destination marketing and tourism promotional services. The City's current contract expires on September 30, 2024. Staff recommends a renewal of an additional five years to continue this partnership with the Chamber and CVB.

Contract - The current and proposed contract renewal allocates 50% of all actual hotel occupancy tax (HOT) collections to the Chamber/CVB to provide a continuous program of initiatives and investments for the purpose of attracting visitors, tourists, and conventions to the City by advertising in appropriate tourist and general market mediums.

The proposed contract is attached to this agenda report. Changes from the existing contract are entirely administrative in nature, such as, but not limited to the streamlining the payment procedures to the CVB and budget/HOT revenue reconciliation. Both City and Chamber staff believe these changes simplify and create efficiencies as it relates to the administration of this contract and funds.

ISSUE:

N/A

STRATEGIC PLAN REFERENCE:

☒Economic Mobility ☐Enhanced Connectivity ☐Community Identity
☐Organizational Excellence ☐Community Well-Being ☐N/A

FISCAL IMPACT:

As mentioned above, the renewal does not increase or decrease the percentage of HOT funds dedicated for CVB purposes. Therefore, there is no direct fiscal impact from the renewal of the contract.

RECOMMENDATION:

Staff recommends approval.