

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEER PARK
DESIGNATING THE CITY OF DEER PARK, TEXAS AS THE DESTINATION MARKETING
ORGANIZATION (DMO) FOR DEER PARK, TEXAS.**

WHEREAS, a destination marketing organization (DMO) is defined as an entity that promotes a town, city, region or country in order to increase the number of visitors; and

WHEREAS, a DMO is also responsible for operating as an interface between public sector tourism initiatives and private sector businesses delivering tourism; and

WHEREAS, the City of Deer Park collects hotel occupancy tax from eight hotel properties within its city limits based on parameters set forth in the Texas Tax Code; and

WHEREAS, one accepted use of hotel occupancy tax per the Texas Hotel and Lodging Association (THLA) is paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity; and

WHEREAS, the City of Deer Park allocates a portion of the hotel occupancy tax collected each year for the purpose of tourism advertising; and

WHEREAS, the City of Deer Park employs staff members whose primary focus is to create and disseminate tourism advertising and complete other tourism initiatives; and

WHEREAS, the City of Deer Park has an active Tourism Committee which includes City Council members, appropriate staff members and members of the business and tourism communities; and

WHEREAS, the Tourism Committee works with restaurants, retail entities and other tourism attractions to include their products in outgoing advertising; and

WHEREAS, advertising generated by City of Deer Park staff and reviewed by the Tourism Committee is placed in physical and digital publications at the local, regional, state and national level throughout the calendar; and

WHEREAS, the City of Deer Park is the only entity marketing the entire community of Deer Park including all of its tourism assets.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DEER PARK, TEXAS:

That the City of Deer Park, Texas municipality be recognized as the official Destination Marketing Organization for Deer Park, Texas.

In accordance with Article VIII, Section 1 of the City Charter, this Ordinance was introduced before the City Council of the City of Deer Park, Texas, **passed, approved and adopted** on this the ____ day of _____, 2018 **by a vote of** _____ **“Ayes” and** _____ **“Noes”**.

MAYOR, City of Deer Park, Texas

ATTEST:

City Secretary

APPROVED:

City Attorney