



## Legislation Text

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**File #:** RES 18-241, **Version:** 1

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Consideration of and action on a resolution to designate the City of Deer Park as the Destination Marketing Organization (DMO) for Deer Park, Texas.

### Summary:

A Destination Marketing Organization (DMO) is an entity that promotes a town, city, region, or country in order to increase the number of visitors. The City of Deer Park collects and utilizes Hotel Occupancy Tax (HOT) for bringing visitors to the City of Deer Park and attractions in its vicinity. The resolution will serve as documentation that the City is the official Destination Marketing Organization (DMO) for Deer Park.

### Fiscal/Budgetary Impact:

N/A

Approve the resolution.