



Legislation Text

File #: AUT 19-037, **Version:** 1

Consideration of and action on an advertising campaign to encourage visitation to Deer Park and San Jacinto Monument - Re-direction of funding previously allocated for San Jacinto Day Festival sponsorship (HOT Funds).

Summary:

Since FY 2016-17, the City of Deer Park has allocated \$10,000 in Hotel Occupancy Tax (HOT) funding each year to sponsor the San Jacinto Day Festival and Battle Reenactment, a major tourism event drawing attendees from throughout the region, state and nation.

Due to the Intercontinental Terminals Company (ITC) fire and response of March-April 2019, the festival that was scheduled for April 13, 2019 did not take place, and the City of Deer Park was not invoiced for the \$10,000 sponsorship.

In an effort to encourage tourism to the site following its reopening - as well as to continually promote visitation to Deer Park - staff has developed an alternative plan to utilize the funds. The proposal involves funding a \$10,000 advertising campaign through the Houston Chronicle to promote visitation to Deer Park and the San Jacinto Monument throughout the summer months, spotlighting the "BIG ENERGY" exhibit and accompanying app-based audio tour - created by Shell Deer Park, the San Jacinto Museum of History and the City of Deer Park.

This plan would accomplish two goals - it would allow the funds allocated during FY 2018-19 to be spent during the intended time period, and it would reinvigorate tourism to the San Jacinto Monument and San Jacinto Museum at an opportune time.

With Council approval, the campaign will be executed during Summer 2019 and will reach an audience both in the greater Houston area and in other major cities in Texas.

The ad suite will be presented during the July 2nd Council meeting

Fiscal/Budgetary Impact:

\$10,000 in Hotel Occupancy Tax (HOT) funding allocated for the FY 2018-19 San Jacinto Day Festival sponsorship - funds which were never dispensed - to be redirected to advertising efforts. No additional financial impact.

Authorize the reallocation of the \$10,000 in HOT funds for an advertising campaign to promote tourism to Deer Park and the San Jacinto Monument.