



City of Pflugerville

Legislation Text

File #: 2021-0273, **Version:** 1

Authorizing the City Manager to execute an agreement between the City of Pflugerville and the Pflugerville Chamber of Commerce (Convention and Visitors Chamber) providing for the payment and use of hotel tax revenue.

The City of Pflugerville launched the PfunTX tourism brand with City Council adoption in November of 2014. Since then, the brand, website and PfunTX Facebook page were established and have been maintained by the City of Pflugerville Communications Department.

In the proposed agreement, the Chamber of Commerce would operate as the Convention and Visitor's Chamber for the City of Pflugerville. Since FY 2015, the net revenue collected by the City is approximately \$130,785 after economic incentive expenditures and commitments related to agreements in place with the hotel and conference center. For FY 21, the City anticipates approximately \$34,000. The proposed tourism annual budget for 2022 is \$58,000 utilizing existing funds. The annual tourism budget will be presented to the City Council annually (with purchase receipts) and a report on tourism progress.

The Chamber would use the hotel tax funds as permitted and authorized in Tax Code §351.101(a) for directly enhancing and promoting tourism and the convention and hotel industry through advertising and conducting solicitations and promotional programs to attract tourists and convention delegates to the city, and construct, improve and maintain convention center facilities and a visitor information center.

Deadline for City Council Action

N/A

Funding Expected: Revenue ___ Expenditure ___ N/A

Budgeted Item: Yes ___ No ___ N/A ___

Amount: _____

1295 Form Required? Yes ___ No

Legal Review Required: N/A Required Date Completed: 6/15/2021

Supporting documents attached:

Agreement

Exhibit A

Recommended Action

Authorize the City Manager to execute an agreement between the City of Pflugerville and the Pflugerville Chamber of Commerce (Convention and Visitors Chamber) providing for the payment and use of hotel tax revenue.