



**SEAGOVILLE CITY COUNCIL
MEETING AGENDA
MONDAY, AUGUST 29, 2016**

WORK SESSION – 6:30 P.M.
Council Chambers, City Hall
702 N. Hwy 175

AGENDA

1. Staff updates
2. Discussion of agenda item(s)
3. Adjourn

REGULAR MEETING – 7:00 P.M.
Council Chambers, City Hall
702 N. Hwy 175

AGENDA

Invocation
Pledge of Allegiance
Mayor's Report
Recognition of Visitors / Proclamations / Presentations
Citizens Public Comment Period

[Each speaker will be allowed six (6) minutes to address the council on any item on the agenda except for Public Hearing items]

AGENDA (cont'd)

CONSENT AGENDA

- 1C. Approval of minutes.
- 2C. Approval of a Resolution authorizing the City Manager to execute the Dallas Area Household Hazardous Waste Network Interlocal Agreement Amendment No. 4 between the City of Seagoville and Dallas County from October 1, 2016 through September 30, 2017; and providing an effective date.
- 3C. Approval of an Ordinance amending Chapter 17, Division 2, Parking Regulations on Specific Streets, by amending Subsection 17.04.062 to provide for no parking of vehicles weighing over one (1) ton on either side of Elizabeth Lane, for the entire distance between Simonds Road and Tunnell Street; authorizing the City Manager or Designee to erect the appropriate signage; providing a savings clause; providing for a severability clause; providing a penalty of fine not to exceed the sum of Two Hundred Dollars (\$200.00) for each offense; providing for publication; and providing an effective date.
- 4C. Approval of an Ordinance amending Chapter 17, Division 2, Parking Regulations on Specific Streets, by amending Subsection 17.04.063 to provide for no parking of vehicles weighing over one (1) ton on either side of Tunnell Street, for the entire distance between U.S. Highway 175 and the dead end; authorizing the City Manager or Designee to erect the appropriate signage; providing a savings clause; providing for a severability clause; providing a penalty of fine not to exceed the sum of Two Hundred Dollars (\$200.00) for each offense; providing for publication; and providing an effective date.

REPORTS/RECOMMENDATIONS/REQUESTS

5. Conduct a public hearing to receive citizen input on the proposed tax rate of \$0.743800 per \$100 valuation, which exceeds the effective tax rate calculated by the Dallas County Tax Assessor/Collector of \$0.678387 or 11.94%. This rate will raise more revenue from property taxes than last year's budget by an amount of \$390,972.
6. Discuss and consider directing staff on the proposed tax rate of \$0.743800 per \$100 valuation.
7. Conduct a public hearing to receive citizen input on the proposed FY 2016-2017 budget for all City funds. This budget will raise more property taxes than last year's budget by \$390,972 or 11.94%, and of that amount, \$80,009 is tax revenue to be raised from new property added to the tax roll this year.
8. Discuss and consider directing staff on proposed FY 2016-2017 budget for all City funds.

AGENDA (cont'd)

9. Remove from table; discuss and consider directing staff on the proposed grant application(s) for FY 2016-2017 hotel occupancy tax funds.

10. Discuss and consider Second and Final Reading of an Ordinance amending Chapter 19, Division 2, Rates and Charges, by amending Section 19.03.061, Water Rates and Section 19.03.062, Sewer Rates, to provide new rates for water and sewer services within the City; providing for a penalty clause; repealing conflicting Ordinances; providing for the publication of the caption hereof; and providing an effective date.

11. Receive Councilmember Reports – Items of community interest regarding which no action will be taken, as authorized by Section 551.0415 of the Government Code.

12. Receive Citizen Comments – Citizens may speak 6 minutes each on any matter, other than personnel matters, or matters under litigation.

13. Receive Future Agenda Items – Items to be placed on a future agenda which no action or discussion will be taken at this meeting.

14. Adjourn.

Posted Thursday, August 25, 2016 by 5:00 P.M.



Dara Crabtree, City Secretary

As authorized by Section 551.071(2) of the Texas Government Code, this meeting may be convened into closed executive session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item listed herein.

The City of Seagoville does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. If you have a request for services that will make this program accessible to you, please contact the City of Seagoville at least 72 hours in advance at (972) 287-6819. (TDD access 1-800-RELAY-TX)

DATES TO REMEMBER

- Monday, September 5, 2016, City offices closed in observance of Labor Day.
- Monday, September 12, 2016 @ 7:00 p.m., City Council meeting.
- Monday, October 3, 2016 @ 7:00 p.m., City Council meeting.
- Monday, October 17, 2016 @ 7:00 p.m., City Council meeting.

Agenda Item 1C

Approval of minutes.

BACKGROUND OF ISSUE:

Approval of minutes for meetings held on August 15, 2016.

FINANCIAL IMPACT:

N/A

**CITY COUNCIL
WORK SESSION
AUGUST 15, 2016**

The City Council held a work session on Monday, August 15, 2016 at 6:31 p.m. with a quorum present, to wit:

Dennis Childress	Mayor
Jose Hernandez	Mayor Pro Tem
Rick Howard	Councilmember
Harold Magill	Councilmember
Mike Fruin	Councilmember
Jon Epps	Councilmember

The following staff members were also present: City Manager Pat Stallings, Community Development Director Ladis Barr, Finance Director Patrick Harvey, Asst. Finance Director Tan Beatty; Fire Chief Todd Gilcrease; Fire Training Officer James Allen; Library Director Liz Gant; Police Chief Ray Calverley; Water Utilities Director Phil DeChant; SEDC Executive Director Kirk Clennan; City Attorney Alexis Allen and City Secretary Dara Crabtree.

ITEM 1. STAFF UPDATES.

ITEM 2. DISCUSSION OF AGENDA ITEMS.

ITEM 6. Bryan Sullivan with Texas Hotel & Lodging Association spoke on Hotel Occupancy Tax funds.

ITEM 8. Following an inquiry, Finance Director Harvey stated the rate consultant used the numbers of 5,000/10,000 gallons but he would obtain what the average home water usage per month and forward the information.

The work session was adjourned at 6:59 p.m.

APPROVED:

MAYOR

ATTEST:

CITY SECRETARY

**CITY COUNCIL
REGULAR MEETING
AUGUST 15, 2016**

The City Council held a regular meeting on Monday, August 15, 2016 at 7:11 p.m. with a quorum present, to wit:

Dennis Childress	Mayor
Jose Hernandez	Mayor Pro Tem
Rick Howard	Councilmember
Harold Magill	Councilmember
Mike Fruin	Councilmember
Jon Epps	Councilmember

Dr. Don Cole provided the invocation and Mayor Childress led the Pledge of Allegiance.

MAYOR'S REPORT. Mayor Childress reported he and Police Chief Calverley attended the reopening of the Army Reserve Gun Range (showed photographs); the Fire Department is currently selling Breast Cancer Awareness t-shirts; and the next City Council meeting will be held on Monday, August 29, 2016.

Mayor Childress issued a proclamation recognizing September as *Blood Cancer Awareness Month*.

Mayor Childress issued a proclamation recognizing September 5 – 9, 2016 as *National Payroll Week*.

CITIZENS PUBLIC COMMENT PERIOD (items on the agenda). No one spoke.

CONSENT AGENDA.

Councilmember Epps made a motion, seconded by Councilmember Magill, to approve Consent Agenda Items 1C through 3C. A vote was cast 5 in favor, 0 against.

ITEM 1C. Approve minutes for meetings held on August 01, 2016.

ITEM 2C. Approve Ordinance No. 26-16 amending the Code of Ordinances by amending Chapter 21, Building Regulations, Article 21.01, General Regulations, Division 2. "Administrative Provisions", by repealing Section 21.01.059, "Repair, Demolition or Removal of Dangerous Buildings", repealing the provisions which conflict with Article 21.03, concerning dangerous and substandard buildings; providing a severability clause; providing a savings clause; and providing an effective date.

ITEM 3C. Approve Resolution No. 47-R-16 authorizing the City Manager to execute a contract with Dallas Area Agency on Aging (DAAA) for the

reimbursement of congregate meals and a program grant for the Seagoville Senior Citizens Activities and Transportation (SSCAT) program; providing for the repeal of any and all resolutions in conflict; providing for a severability clause; and providing an effective date.

ITEM 4. Mayor Childress opened the public hearing at 7:19 p.m. to receive citizen input on the proposed tax rate of \$0.743800 per \$100 valuation, which exceeds the effective tax rate calculated by the Dallas County Tax Assessor/Collector of \$0.678387 or 11.94%. This rate will raise more revenue from property taxes than last year's budget by an amount of \$390,972. No one spoke for or against the proposed tax rate. The public hearing was closed at 7:19 p.m. Mayor Childress announced the proposed tax rate would be adopted at the September 12, 2016 City Council meeting.

ITEM 5. Mayor Childress opened the public hearing at 7:20 p.m. to receive citizen input on the proposed FY 2016-2017 budget for all City funds. This budget will raise more property taxes than last year's budget by \$390,972 or 11.94%, and of that amount, \$80,009 is tax revenue to be raised from new property added to the tax roll this year. No one spoke for or against the proposed budget. The public hearing was closed at 7:21 p.m.

ITEM 6. Mayor Childress opened the public hearing at 7:21 p.m. to receive citizen input along with receiving presentations on the proposed FY 2016-2017 hotel/motel tax budget; and direct staff on proposed FY 2016-2017 hotel/motel tax budget. Bryan Sullivan with Texas Hotel and Lodging Association, spoke on Hotel Occupancy Tax funding; and Phil Greenawalt, Seagoville Chamber of Commerce, 107 Hall Road provided presentations for the following grant application requests: Mayfest /Cinco de Mayo in the amount of \$8,000; Seagofest in the amount of \$8,000; and 4th of July Celebration in the amount of \$8,000. The public hearing was closed at 7:27 p.m. Following a discussion, Mayor Pro Tem Hernandez made a motion, seconded by Councilmember Fruin, to table directing Staff on preparation of Grants until the August 29, 2016 City Council meeting and requested the Chamber of Commerce resubmit new applications with hard numbers. A vote was cast 4 for, 1 against (Howard).

ITEM 7. Mayor Childress opened the public hearing at 7:49 p.m. to receive citizen input on the proposed increase of water and sewer rates. No one spoke for or against the rate increase. The public hearing was closed at 7:49 p.m.

ITEM 8. Mayor Pro Tem Hernandez made a motion, seconded by Councilmember Howard, to approve the First Reading of Ordinance No. 27-16 amending Chapter 19, Division 2, Rates and Charges, by amending Section 19.03.061, Water Rates and Section 19.03.062, Sewer Rates, to provide new rates for water and sewer services within the City; providing for a penalty clause; repealing conflicting Ordinances; providing for the publication of the caption hereof; and providing an effective date. A vote was cast 5 for, 0 against.

ITEM 9. Seagoville Economic Development Corporation Executive Director Kirk Clennan provided a presentation on the Seagoville Economic Development Corporation proposed FY 2016-2017 budget. Q & A followed.

ITEM 10. COUNCILMEMBER REPORTS.

Harold Magill – inquired as to the timing of the traffic lights at Hall Road and Highway 175.

Rick Howard – expressed his appreciation to everyone and all their efforts.

Jose Hernandez – reported both Seagoville High School and Central Elementary will have new principals this school year; and Pre-K spots remain available at Central Elementary.

ITEM 11. CITIZEN COMMENTS.

Dr. Don Cole, 108 E. Farmers Road – stated backpacks were going to be given away to school age children in need on Tuesday from 8:00 a.m. until noon at First Baptist Church.

ITEM 12. FUTURE AGENDA ITEMS. No items were reported.

ITEM 13. The City Council recessed into Executive Session at 8:17 p.m. in compliance with Texas Government Code Section 551.074, Personnel, to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee to wit: City Manager and City Secretary. The City Council reconvened into open session at 8:37 p.m.

ITEM 14. No action was taken as a result of the Executive Session.

ITEM 15. The meeting adjourned at 8:38 p.m.

APPROVED:

MAYOR

ATTEST:

CITY SECRETARY

Agenda Item 2C

Approval of a Resolution authorizing the City Manager to execute the Dallas Area Household Hazardous Waste Network Interlocal Agreement Amendment No. 4 between the City of Seagoville and Dallas County from October 1, 2016 through September 30, 2017; and providing an effective date.

BACKGROUND OF ISSUE:

The Household Hazardous Waste Interlocal Agreement is part of the City of Seagoville's Storm Water Pollution Program which was adopted in 1994. This program provides a means for the citizens of Seagoville to dispose of household hazardous waste legally rather than illegally dumping the hazardous waste in our rights of way or onto private property. It protects the storm waters running into our creeks and our lakes.

The attached agreement is in the fourth (4th) renewal of the five-year total contract term. The contract initiated in FY 2012-2013 under Dallas County Commissioner Court Order 2012-1223. As in the past, each renewal is brought to the Council annually for consideration.

FINANCIAL IMPACT:

This expenditure is included in the FY17 budget.

A RESOLUTION OF THE CITY OF SEAGOVILLE, TEXAS

RESOLUTION NO. 48-R-16

A RESOLUTION OF THE CITY OF SEAGOVILLE, TEXAS, AUTHORIZING THE CITY MANAGER TO EXECUTE THE DALLAS AREA HOUSEHOLD HAZARDOUS WASTE NETWORK INTERLOCAL AGREEMENT AMENDMENT NO. 4 BETWEEN THE CITY OF SEAGOVILLE AND DALLAS COUNTY, FROM OCTOBER 1, 2016 UNTIL SEPTEMBER 30, 2017; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, it is the desire of the City to join with the County and other interested jurisdictions to participate in a HHW collection program as a continuation of the 1994-2016 program; and

WHEREAS, the Dallas County Commissioners Court adopted Court Order No. 94-751 establishing the HHW Network to coordinate the planning and implementation of a HHW collection program; and

WHEREAS, the City Council has determined that the Dallas Area Household Hazardous Waste Network is in the best interest for the citizens of Seagoville; and

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

SECTION 1. That the City Manager is hereby authorized to execute an Interlocal Agreement Amendment No. 4 with Dallas County, a copy of which is attached hereto and incorporated herein as Exhibit "A", for the collection and disposal of household hazardous waste for FY 2016-2017.

SECTION 2. All resolutions of the City of Seagoville heretofore adopted which are in conflict with the provisions of this resolution be, and the same are hereby repealed, and all resolutions of the City of Seagoville not in conflict with the provisions hereof shall remain in full force and effect.

SECTION 3. If any article, paragraph, subdivision, clause or provision of this resolution, as hereby amended, be adjudged invalid or held unconstitutional for any reason, such judgment or holding shall not affect the validity of this resolution as a whole or any part or provision thereof, as amended hereby, other than the part so declared to be invalid or unconstitutional.

SECTION 4. This resolution shall take effect immediately from and after its passage, and it is accordingly so resolved.

DULY ORDERED by the City Council of the City of Seagoville, Texas, this the 29th day of August, 2016.

APPROVED:

MAYOR

ATTEST:

CITY SECRETARY

APPROVED AS TO FORM:

CITY ATTORNEY

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

**AMENDMENT NO. 4
TO THE HOUSEHOLD HAZARDOUS WASTE INTERLOCAL AGREEMENT
(The "Agreement")
BETWEEN
DALLAS COUNTY
AND
CITY OF SEAGOVILLE
(The "City")
A MEMBER CITY OF
THE DALLAS AREA HOUSEHOLD HAZARDOUS WASTE NETWORK**

WHEREAS, on July 5, 2016, the Dallas County Commissioners Court was briefed on a request from the cities of the Dallas Area Household Hazardous Waste Network to renew and revise the effective term and specify new fiscal year budgets for the Household Hazardous Waste Program Interlocal Agreement ("Agreement") that permits four additional one-year renewals for a five-year total contract term and was authorized by Court Order 2012-1223; and

WHEREAS, Amendment 3, which was authorized by Court Order 2015-1251 to renew and extended the FY2015 agreement through FY2016, will expire on September 30, 2016; and

WHEREAS, the proposed Amendment No. 4, along with the attachment C2017, will serve to continue the Household Hazardous Waste Program through fiscal year 2017, while updating overall program budget amounts and individual city budget limits for the new fiscal year; and

WHEREAS, proposed Amendment No. 4 contains no other changes in the basic terms and conditions of the Agreement and incurs no cost to Dallas County;

NOW THEREFORE, by execution of this Amendment No. 4, the Agreement is amended hereby with respect to the items and features described in the Articles below.

**I.
PURPOSE**

The purpose of this Amendment is to amend the effective term and fiscal year budget of the Agreement without change to the basic terms and provisions. No other sections, provisions, clauses or conditions of the Agreement are waived, deleted or changed hereby, and they shall remain in full force and effect throughout the term of the Agreement and any duly authorized amendments.

**II.
AMENDED PROVISIONS**

A. The new term of the Agreement shall be October 1, 2016, through September 30, 2017.

B. The language contained in Paragraph 1, *Section IV. City Responsibilities* shall be deleted in its entirety and replaced with the following language:

- 1. "A sum not to exceed \$ 5,000.00 for disposal, setup, operational, capital and transportation costs for HHW collection for residents of the City during the period from October 1, 2016 through September 30, 2017.
 - a. Collection, setup, and disposal costs will be paid after-the-fact, based on actual usage by the City at events and at the collection center.
 - b. Operational and capital costs shall be paid quarterly in advance.
 - c. In the event of early withdrawal, the operational and capital costs will not be pro-rated for partial quarter participation but will become immediately due and payable in full."

C. The language contained in Exhibit C2016 of the Agreement entitled *FY2016 HHW Program Budget Summary* shall be deleted in its entirety and shall be replaced with the attached Exhibit C2017 entitled *FY2017 HHW Program Budget Summary*.

IN WITNESS WHEREOF, by their signatures below, the duly authorized representatives of Dallas County and **City of Seagoville**, a member city of the Dallas Area Household Hazardous Waste Network, do hereby agree and append this Amendment No. 4 to the Agreement.

EXECUTED THIS the 29th day of August, 2016.

DALLAS COUNTY:

CITY OF SEAGOVILLE:

BY: Clay Lewis Jenkins
County Judge

BY: Patrick Stallings
TITLE: City Manager

APPROVED AS TO FORM:*
Susan Hawk
District Attorney

BY: Randall Miller
Assistant District Attorney

* By law, the Dallas County District Attorney's Office may only advise or approve contracts or legal documents on behalf of its clients. It may not advise or approve a contract or legal document on behalf of other parties. Our review of this document was conducted solely from the legal perspective of our client. Our approval of this document was offered solely for the benefit of our client. Other parties should not rely on this approval, and should seek review and approval by their own respective attorney(s).

Exhibit C2017

FY2017 HHW PROGRAM BUDGET SUMMARY

This exhibit summarizes the total program funding for FY2017 as approved by the Dallas Area Household Hazardous Waste Network at its regular meeting on March 24, 2016, and replaces the language contained in Amendment 3, Exhibit C2016 of the Household Hazardous Waste Program Interlocal Agreement that was authorized by Court Order 2012-1223.

Fixed Costs include personnel expense, operating costs, and capital budget, which are shared by the Network cities based on single-family household projections published by North Central Texas Council of Governments.

- Personnel Expense includes all HHW staff salaries and fringe.
- Operating Expense includes supplies, equipment, advertising, public education, volunteer support, staff development, printing, postage, facility maintenance, utilities, and all other direct programming costs.
- Capital Expense includes building repairs, equipment repair or replacement, mechanical upgrades, and expansion projects.

Variable costs include estimated direct costs for collection and disposal of hazardous household wastes, which vary according to actual usage and are indicated in the budget summary for planning purposes only. ***Funding for actual collection, contract labor, and disposal costs will be collected from the cities after the fact, on an as-used basis.***

- Collection/Mobilization/Disposal Budget includes estimated costs for staging of events, recycling services, waste containers, waste transportation, and disposal.
- Contract Labor Expense is for part-time, seasonal labor provided by the disposal vendor.

Budget adjustments made to the Operational Budget during the term of the agreement shall not result in a City Funding amount that exceeds the approved budget total shown herein. The County may make line item transfers within the operating budget when these transfers do not exceed \$5,000. Budget adjustments in excess of \$5,000 must be approved by the HHW Network.

BUDGET SECTION	CITY FUNDING
FIXED COSTS (OPERATIONAL BUDGET)	
Personnel Costs	\$ 464,027
Operating Costs	\$ 206,325
Capital Expense	\$ 93,000
Sub-Total	\$ 763,352
ESTIMATED VARIABLE COSTS (COLLECTION / LABOR / DISPOSAL BUDGET)	
	\$ 943,000
TOTAL PROGRAM BUDGET	\$1,706,352

**COURT ORDER
2016-0835**



FY2017 Budget/Renewal of Interlocal Agreement for Household Hazardous Waste Program

On a motion made by Commissioner Dr. Elba Garcia, District 4, and seconded by Commissioner John Wiley Price, District 3, the following order was passed and adopted by the Commissioners Court of Dallas County, State of Texas:

BRIEFING DATE: 7/5/2016

Be it resolved and ordered that the Dallas County Commissioners Court does hereby approve the Household Hazardous Waste Program's FY2017 interlocal agreement renewal amendment and proposed FY2017 budget, including the use of \$70,000 of prior-year carryover for contract labor, \$20,000 carryover for operational costs, and \$50,000 for capital costs, and authorizes the County Judge to sign said renewal amendment with each of the program's participating cities.

Done in open court July 5, 2016, by the following vote:

IN FAVOR: Honorable Clay Lewis Jenkins, County Judge
Commissioner Dr. Theresa M. Daniel, District 1
Commissioner Mike Cantrell, District 2
Commissioner John Wiley Price, District 3
Commissioner Dr. Elba Garcia, District 4

OPPOSED: None

ABSTAINED: None

ABSENT: None

Recommended by: Rick Loessberg
Originating Department: Planning and Development

COURT ORDER

ORDER NO: 2012 1223

DATE: August 7, 2012

STATE OF TEXAS §

COUNTY OF DALLAS §

BE IT REMEMBERED, at a regular meeting of the Commissioners Court of Dallas County, Texas, held on the 7th day of August 2012, on motion made by John Wiley Price, District No. 3 and seconded by Dr. Elba Garcia, District No. 4, the following Order was adopted:

WHEREAS, on July 10, 2012, the Dallas County Commissioners Court was briefed on the proposed FY2013 Household Hazardous Waste (HHW) interlocal agreement and FY2013 budget, including use of prior-year carryover for \$80,000 of contract labor; and

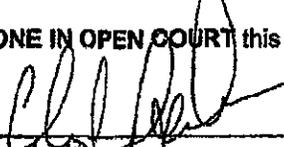
WHEREAS, the County and the cities of the Dallas Area HHW Network wish to continue the HHW Program without substantive change under the proposed agreement and budget; and

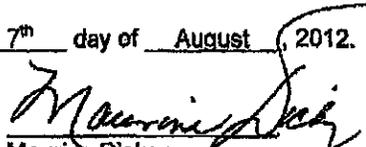
WHEREAS, the term of the agreement will be October 1, 2012 through September 30, 2013, with the option to renew for four additional years; and

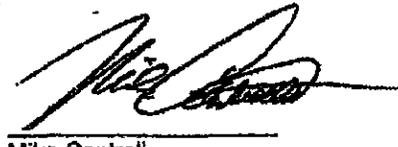
WHEREAS, the continuation of the HHW Program is consistent with the County's Strategic Plan of being a model interagency partner and addressing critical regional issues;

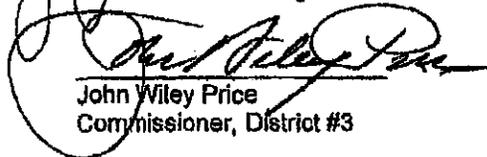
NOW THEREFORE IT IS ORDERED, ADJUDGED, AND DECREED that the Dallas County Commissioners Court does hereby approve the attached FY2013 Household Hazardous Waste interlocal agreement and the FY2013 HHW program budget of \$1,395,821, which includes the use of \$80,000 in prior-year carry-over for contract labor, for the period of October 1, 2012 through September 30, 2013, and authorizes the County Judge to sign all related documents.

DONE IN OPEN COURT this the 7th day of August, 2012.


Clay Jenkins
County Judge


Maurine Dickey
Commissioner, District #1


Mike Cantrell
Commissioner, District #2


John Wiley Price
Commissioner, District #3


Dr. Elba Garcia
Commissioner, District #4

Recommended by: 

Agenda Item 3C

Discuss and consider an Ordinance amending Chapter 17, Division 2, Parking Regulations on Specific Streets, by amending Subsection 17.04.062 to provide for no parking of vehicles weighing over one (1) ton on either side of Elizabeth Lane, for the entire distance between Simonds Road and Tunnell Street; authorizing the City Manager or Designee to erect the appropriate signage; providing a savings clause; providing for a severability clause; providing a penalty of fine not to exceed the sum of Two Hundred Dollars (\$200.00) for each offense; providing for publication; and providing an effective date.

BACKGROUND OF ISSUE:

On or about August 1, 2016, the City Council approved Ordinance No. 25-16 prohibiting parking on Elizabeth Lane. Individuals continuously park vehicles two (2) and (3) deep along the street and block the fire hydrants. This creates a safety hazard for emergency vehicles to get down the street.

Following recent discussions with several business owners there are very limited options for parking. With this in mind, the main concern by Staff is the large vehicles weighing over one (1) ton.

Staff recommends amending the current Ordinance to prohibit parking of vehicles weighing over one (1) ton on both sides of Elizabeth Lane.

FINANCIAL IMPACT:

N/A

AN ORDINANCE OF THE CITY OF SEAGOVILLE, TEXAS

ORDINANCE NO. 28-16

AN ORDINANCE OF THE CITY OF SEAGOVILLE, TEXAS AMENDING CHAPTER 17 OF THE CODE OF ORDINANCES, DIVISION 2. PARKING REGULATIONS ON SPECIFIC STREETS, BY AMENDING SUBSECTION 17.04.062 TO PROVIDE FOR NO PARKING OF VEHICLES WEIGHING OVER ONE (1) TON ON EITHER SIDE OF ELIZABETH LANE, FOR THE ENTIRE DISTANCE BETWEEN SIMONDS ROAD AND TUNNELL STREET; AUTHORIZING THE CITY MANAGER OR DESIGNEE TO ERECT THE APPROPRIATE SIGNAGE; PROVIDING A SAVINGS CLAUSE; PROVIDING FOR A SEVERABILITY CLAUSE; PROVIDING A PENALTY OF FINE NOT TO EXCEED THE SUM OF TWO HUNDRED DOLLARS (\$200.00) FOR EACH OFFENSE; PROVIDING FOR PUBLICATION; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City provides for no stopping, standing or parking on specific streets within the City when signs are erected or curbs are painted on such street providing notice; and,

WHEREAS, the City has determined that it is necessary to amend the prohibition against the stopping, standing and parking on Elizabeth Lane, to apply only to vehicles weighing over one (1) ton, as described herein;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SEAGOVILLE, TEXAS:

SECTION 1. That Chapter 17 of the Code of Ordinances of the City of Seagoville, Texas, be and is hereby amended by amending Division 2. "Parking Regulations on Specific Streets", by amending Subsection 17.04.062 to provide for no parking of vehicles weighing over one (1) ton the entire distance of Elizabeth Lane between Simonds Road and Tunnell Street, which shall read as follows:

"Division 2. Parking Regulations for Specific Streets

.....

Sec. 17.04.062 Elizabeth Lane

It shall be unlawful for any person to leave, stand, or park any motor vehicle weighing more than one (1) ton at any time the entire distance of Elizabeth Lane between Simonds Road and Tunnell Street.

Secs. 17.04.063-17.04.090 Reserved"

SECTION 2. That the City Manager or designee is hereby directed to erect appropriate signs giving notice of the no parking zone established herein and such provision shall not be effective unless such signs or markings are in place at the time of an alleged offense.

SECTION 3. That all ordinances of the City of Seagoville in conflict with the provisions of this ordinance be and the same are hereby repealed and all other ordinances of the City of Seagoville not in conflict with the provisions of this ordinance shall remain in full force and effect.

SECTION 4. That an offense committed before the effective date of this ordinance is governed by the prior law and the provisions of the Code of Ordinances, as amended, in effect when the offense was committed and the former law is continued in effect for this purpose.

SECTION 5. That should any sentence, paragraph, subdivision, clause, phrase or section of this ordinance be adjudged or held to be unconstitutional, illegal or invalid, the same shall not affect the validity of this ordinance as a whole, or any part or provision thereof other than the part so decided to be invalid, illegal or unconstitutional, and shall not affect the validity of the Code of Ordinances as a whole.

SECTION 6. That any person, firm or corporation violating any of the provisions or terms of this ordinance shall be subject to the same penalty as provided for in the Code of Ordinances of the City of Seagoville, as heretofore amended, and upon conviction shall be punished by a fine not to exceed the sum of two hundred dollars (\$200.00) for each offense.

SECTION 7. This ordinance shall take effect from and after its passage and the publication of the caption as the law and Charter in such cases provide.

DULY PASSED by the City Council of the City of Seagoville, Texas, this the 29th day of August, 2016.

APPROVED:

MAYOR

ATTEST:

CITY SECRETARY

APPROVED AS TO FORM:

CITY ATTORNEY

AN ORDINANCE OF THE CITY OF SEAGOVILLE, TEXAS

ORDINANCE NO. 25-16

AN ORDINANCE OF THE CITY OF SEAGOVILLE, TEXAS AMENDING CHAPTER 17 OF THE CODE OF ORDINANCES, DIVISION 2. PARKING REGULATIONS ON SPECIFIC STREETS”, BY ADDING SUBSECTION 17.04.062 TO PROVIDE FOR NO PARKING ON EITHER SIDE OF ELIZABETH LANE, FOR THE ENTIRE DISTANCE BETWEEN SIMONDS ROAD AND TUNNELL STREET; AUTHORIZING THE CITY MANAGER OR DESIGNEE TO ERECT THE APPROPRIATE SIGNAGE; PROVIDING A SAVINGS CLAUSE; PROVIDING FOR A SEVERABILITY CLAUSE; PROVIDING A PENALTY OF FINE NOT TO EXCEED THE SUM OF TWO HUNDRED DOLLARS (\$200.00) FOR EACH OFFENSE; PROVIDING FOR PUBLICATION; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City provides for no stopping, standing or parking on specific streets within the City when signs are erected or curbs are painted on such street providing notice; and,

WHEREAS, the City has determined that it is necessary to prohibit the stopping, standing and parking on Elizabeth Lane, as described herein;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SEAGOVILLE, TEXAS:

SECTION 1. That Chapter 17 of the Code of Ordinances of the City of Seagoville, Texas, be and is hereby amended by amending Division 2. “Parking Regulations on Specific Streets”, by adding Subsection 17.04.062 to provide for no parking the entire distance of Elizabeth Lane between Simonds Road and Tunnell Street, which shall read as follows:

“Division 2. Parking Regulations for Specific Streets

.....

Sec. 17.04.062 Elizabeth Lane

It shall be unlawful for any person to leave, stand, or park any motor vehicle ~~or other vehicle or impediment~~ **weighing more than one (1) ton** at any time the entire distance of Elizabeth Lane between Simonds Road and Tunnell Street.

Secs. 17.04.063-17.04.090 Reserved”

SECTION 2. That the City Manager or designee is hereby directed to erect appropriate signs giving notice of the no parking zone established herein and such provision shall not be effective unless such signs or markings are in place at the time of an alleged offense.

SECTION 3. That all ordinances of the City of Seagoville in conflict with the provisions of this ordinance be and the same are hereby repealed and all other ordinances of the City of Seagoville not in conflict with the provisions of this ordinance shall remain in full force and effect.

SECTION 4. That an offense committed before the effective date of this ordinance is governed by the prior law and the provisions of the Code of Ordinances, as amended, in effect when the offense was committed and the former law is continued in effect for this purpose.

SECTION 5. That should any sentence, paragraph, subdivision, clause, phrase or section of this ordinance be adjudged or held to be unconstitutional, illegal or invalid, the same shall not affect the validity of this ordinance as a whole, or any part or provision thereof other than the part so decided to be invalid, illegal or unconstitutional, and shall not affect the validity of the Code of Ordinances as a whole.

SECTION 6. That any person, firm or corporation violating any of the provisions or terms of this ordinance shall be subject to the same penalty as provided for in the Code of Ordinances of the City of Seagoville, as heretofore amended, and upon conviction shall be punished by a fine not to exceed the sum of two hundred dollars (\$200.00) for each offense.

SECTION 7. This ordinance shall take effect from and after its passage and the publication of the caption as the law and Charter in such cases provide.

DULY PASSED by the City Council of the City of Seagoville, Texas, this the 1st day of August, 2016.

APPROVED:

Dennis K. Childress
MAYOR

ATTEST:

Dara Crabtree
CITY SECRETARY

APPROVED AS TO FORM:

Alexis G. Allen
ALEXIS G. ALLEN, CITY ATTORNEY
(/cdb 07/26/2016)

Agenda Item 4C

Discuss and consider an Ordinance amending Chapter 17, Division 2, Parking Regulations on Specific Streets, by amending Subsection 17.04.063 to provide for no parking of vehicles weighing over one (1) ton on either side of Tunnell Street, for the entire distance between U.S. Highway 175 and the dead end; authorizing the City Manager or Designee to erect the appropriate signage; providing a savings clause; providing for a severability clause; providing a penalty of fine not to exceed the sum of Two Hundred Dollars (\$200.00) for each offense; providing for publication; and providing an effective date.

BACKGROUND OF ISSUE:

See Agenda Item 3C.

The same issues and concerns exist on Tunnell Street as does Elizabeth Lane.

Staff recommends amending the current Ordinance to prohibit parking of vehicles weighing over one (1) ton on both sides of Tunnell Street.

FINANCIAL IMPACT:

N/A

AN ORDINANCE OF THE CITY OF SEAGOVILLE, TEXAS

ORDINANCE NO. 29-16

AN ORDINANCE OF THE CITY OF SEAGOVILLE, TEXAS AMENDING CHAPTER 17 OF THE CODE OF ORDINANCES, DIVISION 2. PARKING REGULATIONS ON SPECIFIC STREETS, BY AMENDING SUBSECTION 17.04.063 TO PROVIDE FOR NO PARKING OF VEHICLES WEIGHING OVER ONE (1) TON ON EITHER SIDE OF TUNNELL STREET, FOR THE ENTIRE DISTANCE BETWEEN U.S. HIGHWAY 175 AND THE DEAD END; AUTHORIZING THE CITY MANAGER OR DESIGNEE TO ERECT THE APPROPRIATE SIGNAGE; PROVIDING A SAVINGS CLAUSE; PROVIDING FOR A SEVERABILITY CLAUSE; PROVIDING A PENALTY OF FINE NOT TO EXCEED THE SUM OF TWO HUNDRED DOLLARS (\$200.00) FOR EACH OFFENSE; PROVIDING FOR PUBLICATION; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City provides for no stopping, standing or parking on specific streets within the City when signs are erected or curbs are painted on such street providing notice; and,

WHEREAS, the City has determined that it is necessary to amend the prohibition against the stopping, standing and parking vehicles on Tunnell Street to apply only to vehicles weighing over one (1) ton, as described herein;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SEAGOVILLE, TEXAS:

SECTION 1. That Chapter 17 of the Code of Ordinances of the City of Seagoville, Texas, be and is hereby amended by amending Division 2. "Parking Regulations on Specific Streets", by amending Subsection 17.04.063 to provide for no parking of vehicles weighing over one (1) ton on either side of Tunnell Street, for the entire distance between U.S. Highway 175 and the dead end, which shall read as follows:

"Division 2. Parking Regulations for Specific Streets

.....

Sec. 17.04.063 Tunnell Street

It shall be unlawful for any person to leave, stand, or park any motor vehicle weighing more than one (1) ton at any time on Tunnell Street, for the entire distance between U.S. Highway 175 and the dead end.

Secs. 17.04.064-17.04.090 Reserved"

SECTION 2. That the City Manager or designee is hereby directed to erect appropriate signs giving notice of the no parking zone established herein and such provision shall not be effective unless such signs or markings are in place at the time of an alleged offense.

SECTION 3. That all ordinances of the City of Seagoville in conflict with the provisions of this ordinance be and the same are hereby repealed and all other ordinances of the City of Seagoville not in conflict with the provisions of this ordinance shall remain in full force and effect.

SECTION 4. That an offense committed before the effective date of this ordinance is governed by the prior law and the provisions of the Code of Ordinances, as amended, in effect when the offense was committed and the former law is continued in effect for this purpose.

SECTION 5. That should any sentence, paragraph, subdivision, clause, phrase or section of this ordinance be adjudged or held to be unconstitutional, illegal or invalid, the same shall not affect the validity of this ordinance as a whole, or any part or provision thereof other than the part so decided to be invalid, illegal or unconstitutional, and shall not affect the validity of the Code of Ordinances as a whole.

SECTION 6. That any person, firm or corporation violating any of the provisions or terms of this ordinance shall be subject to the same penalty as provided for in the Code of Ordinances of the City of Seagoville, as heretofore amended, and upon conviction shall be punished by a fine not to exceed the sum of two hundred dollars (\$200.00) for each offense.

SECTION 7. This ordinance shall take effect from and after its passage and the publication of the caption as the law and Charter in such cases provide.

DULY PASSED by the City Council of the City of Seagoville, Texas, this the 29th day of August, 2016.

APPROVED:

MAYOR

ATTEST:

CITY SECRETARY

APPROVED AS TO FORM:

CITY ATTORNEY

AN ORDINANCE OF THE CITY OF SEAGOVILLE, TEXAS

ORDINANCE NO. 24-16

AN ORDINANCE OF THE CITY OF SEAGOVILLE, TEXAS AMENDING CHAPTER 17 OF THE CODE OF ORDINANCES, DIVISION 2. PARKING REGULATIONS ON SPECIFIC STREETS”, BY ADDING SUBSECTION 17.04.063 TO PROVIDE FOR NO PARKING ON EITHER SIDE OF TUNNELL STREET, FOR THE ENTIRE DISTANCE BETWEEN U.S. HIGHWAY 175 AND THE DEAD END; AUTHORIZING THE CITY MANAGER OR DESIGNEE TO ERECT THE APPROPRIATE SIGNAGE; PROVIDING A SAVINGS CLAUSE; PROVIDING FOR A SEVERABILITY CLAUSE; PROVIDING A PENALTY OF FINE NOT TO EXCEED THE SUM OF TWO HUNDRED DOLLARS (\$200.00) FOR EACH OFFENSE; PROVIDING FOR PUBLICATION; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City provides for no stopping, standing or parking on specific streets within the City when signs are erected or curbs are painted on such street providing notice; and,

WHEREAS, the City has determined that it is necessary to prohibit the stopping, standing and parking on Tunnell Street, as described herein;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SEAGOVILLE, TEXAS:

SECTION 1. That Chapter 17 of the Code of Ordinances of the City of Seagoville, Texas, be and is hereby amended by amending Division 2. “Parking Regulations on Specific Streets”, by adding Subsection 17.04.063 to provide for no parking on either side of Tunnell Street, for the entire distance between U.S. Highway 175 and the dead end, which shall read as follows:

“Division 2. Parking Regulations for Specific Streets

.....

Sec. 17.04.063 Tunnell Street

It shall be unlawful for any person to leave, stand, or park any motor vehicle or other vehicle or impediment **weighing more one (1) ton** at any time on Tunnell Street, for the entire distance between U.S. Highway 175 and the dead end.

Secs. 17.04.064-17.04.090 Reserved”

SECTION 2. That the City Manager or designee is hereby directed to erect appropriate signs giving notice of the no parking zone established herein and such provision shall not be effective unless such signs or markings are in place at the time of an alleged offense.

SECTION 3. That all ordinances of the City of Seagoville in conflict with the provisions of this ordinance be and the same are hereby repealed and all other ordinances of the City of Seagoville not in conflict with the provisions of this ordinance shall remain in full force and effect.

SECTION 4. That an offense committed before the effective date of this ordinance is governed by the prior law and the provisions of the Code of Ordinances, as amended, in effect when the offense was committed and the former law is continued in effect for this purpose.

SECTION 5. That should any sentence, paragraph, subdivision, clause, phrase or section of this ordinance be adjudged or held to be unconstitutional, illegal or invalid, the same shall not affect the validity of this ordinance as a whole, or any part or provision thereof other than the part so decided to be invalid, illegal or unconstitutional, and shall not affect the validity of the Code of Ordinances as a whole.

SECTION 6. That any person, firm or corporation violating any of the provisions or terms of this ordinance shall be subject to the same penalty as provided for in the Code of Ordinances of the City of Seagoville, as heretofore amended, and upon conviction shall be punished by a fine not to exceed the sum of two hundred dollars (\$200.00) for each offense.

SECTION 7. This ordinance shall take effect from and after its passage and the publication of the caption as the law and Charter in such cases provide.

DULY PASSED by the City Council of the City of Seagoville, Texas, this the 1st day of August, 2016.

APPROVED:

Dennis K. Childress
MAYOR

ATTEST:

Dara Crabtree
CITY SECRETARY

APPROVED AS TO FORM:

Alexis G. Allen
ALEXIS G. ALLEN, CITY ATTORNEY
(cdb 07/26/2016)

Agenda Item 5

Conduct a public hearing to receive citizen input on the proposed tax rate of \$0.743800 per \$100 valuation, which exceeds the effective tax rate calculated by the Dallas County Tax Assessor/Collector of \$0.678387 or 11.94%. This rate will raise more revenue from property taxes than last year's budget by an amount of \$390,972.

BACKGROUND OF ISSUE:

This is the second and final public hearing to receive citizen input on the proposed tax rate of \$0.743800 per \$100 valuation, which exceeds the effective tax rate calculated by the Dallas County Tax Assessor/Collector of \$0.678387 or 11.94%.

FINANCIAL IMPACT:

N/A

Agenda Item 6

Discuss and consider directing staff on the proposed tax rate of \$0.743800 per \$100 valuation.

BACKGROUND OF ISSUE:

At this time, the City Council may direct staff to prepare an ordinance reflecting an ad valorem property tax rate of \$0.743800 for each \$100 valuation, if so desired.

Please note this item is solely for providing direction to staff to prepare an ordinance to be considered at the September 12th meeting. It is not a vote on the tax rate.

FINANCIAL IMPACT:

N/A

Agenda Item 7

Conduct a public hearing to receive citizen input on the proposed FY 2016-2017 budget for all City funds. This budget will raise more property taxes than last year's budget by \$390,972 or 11.94%, and of that amount, \$80,009 is tax revenue to be raised from new property added to the tax roll this year.

BACKGROUND OF ISSUE:

This is the second and final public hearing that provides an opportunity for the City Council to receive public input on the proposed FY 2017 budget.

FINANCIAL IMPACT:

N/A

Agenda Item 8

Discuss and consider directing staff on the proposed FY 2016-2017 budget for all City funds.

BACKGROUND OF ISSUE:

At this time, the City Council may direct staff to prepare an ordinance adopting the budget as presented.

Please note this item is solely for providing direction to staff to prepare ordinance to be considered at the September 12th meeting. It is not a vote on the budget.

FINANCIAL IMPACT:

N/A

Agenda Item 9

Remove from table; discuss and consider directing staff on the proposed grant application(s) for FY 2016-2017 hotel occupancy tax funds.

BACKGROUND OF ISSUE:

As a friendly reminder, the City Council directed Phil Greenawalt, on behalf of the Chamber of Commerce, to resubmit new applications with tangible numbers.

Hotel/Motel tax expenditures for FY 2016-2017 are estimated at \$24,000.00.

The Chamber of Commerce has resubmitted three (3) grant applications requesting funding in the amount of \$24,000.00 for the following:

Mayfest / Cinco de Mayo	\$10,000.00
Seagofest	\$10,000.00
4 th of July Celebration	\$ 4,000.00

Following all discussions, Staff seeks Council direction on the preparation of Hotel/Motel Fund Grant(s) to be considered at the September 12, 2016, Council Meeting.

LEGAL:

The City Attorney has reviewed the applicant's new Grant Applications and has ruled they do meet the intent of the law as applied to Texas Hotel Occupancy Tax (HOT) Fund use.

FINANCIAL IMPACT:

Hotel Occupancy Tax funding is available for this expenditure.



**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of Seagoville collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of

participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:

1. the commercial center of the city;
2. a convention center in the city;
3. other hotels in or near the city; or
4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

City Policy: The City of Seagoville accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application by **August 15th**. The application will be reviewed by the City of Seagoville City Council at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review.

Based on the application, the City Council will make the final decision on your request.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to City of Seagoville. The amount that you are requesting should not exceed more than 25 percent of the gross amount of hotel night revenue that you are predicting that will be created or sustained by your event (city should adapt this standard to meet what they consider to be a reasonable return on their investment of hotel occupancy tax funds). If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;**
- c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or**
- d) **examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.**

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the City of Seagoville's funding of a particular event.

Supplemental Information Required with Application: Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event

- Schedule of Activities or Events Relating to the Funded Project

Submit to: City of Seagoville
City Secretary's Office
702 N. Highway 175
Seagoville, TX 75159
(P) (972) 287-2819 (F) (972) 287-3891
dcrabtree@seagoville.us

Application

Date: August 10, 2016

Organization Information

Name of Organization: **Seagoville Chamber of Commerce Information and Tourism Bureau**

Address: **107 Hall Road**

City, State, Zip: **Seagoville, Texas 75159**

Contact Name: **Phil Greenawalt**

Contact Phone Number: **(214) 405-2203**

Web Site Address for Event or Sponsoring Entity: **www.seagovillecoc.org**

Non-Profit or For-Profit status: **Non-Profit** Tax ID #: **47-2234629**

Entity's Creation Date: **December 10, 1979**

Purpose of your organization: **To promote local businesses and tourism for Seagoville, Texas.**

Event Information

Name of Event or Project: **4th of July Celebration**

Date of Event or Project: **July 1st**

Primary Location of Event or Project: **C.O. Bruce Central Park**

Amount Requested: **\$4,000.00**

How will the funds be used: **Planning, promoting, and advertising the event. Paying for the entertainment. Secure staging, lighting, and sound. Portable stage and radio station announcements.**

Primary Purpose of Funded Activity/Facility:

To promote tourism for Seagoville. To spend money in order to bring people to our event that will spend money at our hotels/motels, our restaurants and buy their gas in Seagoville!

Percentage of Hotel Tax Support of Related Costs

20% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

N/A Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

30% Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities **30%**

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: **\$2,000.00**
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,

and other arts related to the presentation, performance, execution, and exhibition of these major art forms : **\$1,000.00**

e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____

f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ _____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: **\$1,000.00**

Live entertainment that includes a patriotic program. Tourist will also receive information about local attractions.

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: **5**
2. Expected Attendance: **18,000 to 20,000**
3. How many people attending the Event or Project will use Seagoville hotels? **25-50**
Number of the people many nights will they stay: **1**
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: **Not yet but continue to dialogue with hoteliers about how this benefits them.**
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
7/14	\$4,000.00	
7/15	\$5,000.00	
7/16	\$6,000.00	

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? **Survey Hoteliers and restaurants. Interview attendees and live remotes with 95.5 FM radio. Block rooms with hotels. Chamber tent will hold raffle and tickets will include information.**
7. Please list other organization, government entities, and grants that have offered financial support to your project: **None**

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

No admission charged. This event has never produced net profit it is done as a service and if there were profit it would go to the next event.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: X
Radio: X
TV: _____
Other Paid Advertising: X

Number of Press Releases to Media: **30**

Number Direct Mailings to out-of-town recipients': **19,000**

Other Promotions: **Flyers, Posters, Festivals of Texas ads, Radio announcements on 95.5 FM**

10. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? **Yes**

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?
Continuing to try.

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

95.5 FM will be running hourly ads and information. More and better website information.

Possible billboard.

13. What geographic areas does your advertising and promotion reach: **Mesquite, Forney, Crandall, Kaufman, Pleasant Grove, Hutchins and Ferris. 20 mile radius.**

14. How many individuals will your proposed marketing reach who are located in another city or county? **The broadcast radius is to include 500,000 potential listeners.**

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Attendance Monthly/Annually: **N/A**

Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Please Submit no later than August 15th to:

City of Seagoville
City Secretary's Office
702 N. Highway 175
Seagoville, TX 75159
(P) (972) 287-2819 (F) (972) 287-3891
dcrabtree@seagoville.us



2017 4th of July Celebration

2017 Proposed Marketing Plan for Funded Event

- Newspaper articles, flyers, and posters distributed in a twenty-mile radius.
- 19,000 direct mailings to surrounding areas.
- Promotions on 95.5 KSGV broadcasting in a twenty-mile radius.
- Advertising in the Festivals of Texas magazine which is the main source of festival information for Texas and surrounding states.

Schedule of Activities or Events Relating to the Funded Project

5:00 Entertainment/Activities

8:00 Music begins on the big stage

9:30 Patriotic Program

9:45 to 11:00 p.m. Music continues

Seagoville Chamber of Commerce
Information and Tourism Bureau
Hotel Occupancy Tax Grant Funds

2017
4th of July Celebration

Entertainment	\$2000.00
Staff Costs	\$1200.00
Advertising	\$500.00
Supplies	\$300.00

\$4,000.00



**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of Seagoville collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of

participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
1. the commercial center of the city;
 2. a convention center in the city;
 3. other hotels in or near the city; or
 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

City Policy: The City of Seagoville accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application by **August 15th**. The application will be reviewed by the City of Seagoville City Council at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review.

Based on the application, the City Council will make the final decision on your request.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to City of Seagoville. The amount that you are requesting should not exceed more than 25 percent of the gross amount of hotel night revenue that you are predicting that will be created or sustained by your event (city should adapt this standard to meet what they consider to be a reasonable return on their investment of hotel occupancy tax funds). If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;**
- c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or**
- d) **examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.**

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the City of Seagoville's funding of a particular event.

Supplemental Information Required With Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

Submit to: City of Seagoville
City Secretary's Office
702 N. Highway 175
Seagoville, TX 75159
(P) (972) 287-2819 (F) (972) 287-3891
dcrabtree@seagoville.us

Application

Date: August 10, 2016

Organization Information

Name of Organization: **Seagoville Chamber of Commerce Information and Tourism Bureau**

Address: **107 Hall Road**

City, State, Zip: **Seagoville, Texas 75159**

Contact Name: **Phil Greenawalt**

Contact Phone Number: **(214) 405-2203**

Web Site Address for Event or Sponsoring Entity: **www.seagovillecoc.org**

Non-Profit or For-Profit status: **Non-Profit** Tax ID #: **47-2234629**

Entity's Creation Date: **December 10, 1979**

Purpose of your organization: **To promote local businesses and tourism for Seagoville, Texas.**

Event Information

Name of Event or Project: **Mayfest**

Date of Event or Project: **May 4, 5, 6 & 7**

Primary Location of Event or Project: **C.O. Bruce Central Park**

Amount Requested: **\$10,000.00**

How will the funds be used: **Planning, promoting, and advertisement for the event. Securing live entertainment, lighting, staging, and sound. Secure signs and barriers. Acquire carnival, craft and food vendors. Three nights and four days of fun for our community and surrounding areas.**

Primary Purpose of Funded Activity/Facility:

To promote tourism for Seagoville and our area.

Percentage of Hotel Tax Support of Related Costs

30% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

N/A Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

35% Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities **30%**

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: **\$5,000.00**
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,

and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$3000.00

e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____

f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ _____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: **\$2,000.00**

What tourist attractions will be the subject of the signs? **Carnival, vendors, live music, car show, and motorcycle show. Local restaurants will be promoted**

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: **7**
2. Expected Attendance: **18,000 to 20,000 over four days**
3. How many people attending the Event or Project will use Seagoville hotels?
Number of the people many nights will they stay: **3**
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: **New owner is open and negotiations are ongoing.**
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
2014	\$4,000.00	
2015	\$5,000.00	
2016	\$6,000.00	

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? **Survey Hoteliers and restaurants. Interview attendees at live remotes with 95.5 FM radio, working on blocking rooms. Raffle at Chamber tent where raffle tickets would include information request.**
7. Please list other organization, government entities, and grants that have offered financial support to your project: **None**

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

No admission charged. If there is profit it will be used for the next event.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	<u>X</u>	
Radio:	<u>X</u>	24
TV:		_____
Other Paid Advertising:	<u>X</u>	

Number of Press Releases to Media: **25**

Number Direct Mailings to out-of-town recipients': **19,000**

Other Promotions: Flyers, Posters, direct mailings, Promotion on 95.5 FM and possible Billboard.

10. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? **Yes**

11. Will you negotiate a special rate or hotel/event package to attract overnight stays? **Yes**

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

Our own radio station and possible billboard

13. What geographic areas does your advertising and promotion reach: **Mesquite, Forney,**

Crandall, Kaufman, Pleasant Grove, Hutchins, Ferris, Balch Springs, South and Southeast

Dallas.

14. How many individuals will your proposed marketing reach who are located in another city or county? **The broadcast radius is to include 500,000 potential listeners.**

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Attendance Monthly/Annually: **N/A**

Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Please Submit no later than August 15th to:

City of Seagoville
City Secretary's Office
702 N. Highway 175
Seagoville, TX 75159
(P) (972) 287-2819 (F) (972) 287-3891
dcrabtree@seagoville.us



Seagoville

CHAMBER OF COMMERCE
INFORMATION
— (i) —
TOURISM BUREAU

2017 Mayfest

2017 Proposed Marketing Plan for Funded Event

- Newspaper articles, flyers, and posters distributed in a twenty-mile radius.
- 19,000 direct mailings to surrounding areas.
- Promotions on 95.5 KSGV broadcasting in a twenty-mile radius.
- Advertising in the Festivals of Texas magazine which is the main source of festival information for Texas and surrounding states.

Schedule of Activities or Events Relating to the Funded Project

Thursday - 5:00 p.m. Carnival, vendors, live music, and activities.

10:00 p.m. Evening ends

Friday - 5:00 p.m. Evening begins with same activities

11:00 p.m. Evening ends

Saturday- 9:00 a.m. Car Show sign-ins

11:00 a.m. Car Show begins

2:00 p.m. Carnival begins

4:00 p.m. Live music begins, Show end

11:00 p.m. Evening ends

Sunday - 1:00 p.m. to 9:00 p.m. Carnival and vendors

Seagoville Chamber of Commerce
Information and Tourism Bureau
Hotel Occupancy Tax Grant Funds

**2017
MAYFEST**

Entertainment	\$2700.00
Staff Costs	\$2500.00
Printing and Signs	\$600.00
Advertising	\$1700.00
Supplies/Postage	\$300.00
Event Insurance	\$700.00
Barriers	\$750.00
Tables & Chairs, etc.	\$750.00

\$10,000.00



**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of Seagoville collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of

participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
1. the commercial center of the city;
 2. a convention center in the city;
 3. other hotels in or near the city; or
 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

City Policy: The City of Seagoville accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application by **August 15th**. The application will be reviewed by the City of Seagoville City Council at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review.

Based on the application, the City Council will make the final decision on your request.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to City of Seagoville. The amount that you are requesting should not exceed more than 25 percent of the gross amount of hotel night revenue that you are predicting that will be created or sustained by your event (city should adapt this standard to meet what they consider to be a reasonable return on their investment of hotel occupancy tax funds). If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;**
- c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or**
- d) **examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.**

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the City of Seagoville's funding of a particular event.

Supplemental Information Required With Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

Submit to: City of Seagoville
City Secretary's Office
702 N. Highway 175
Seagoville, TX 75159
(P) (972) 287-2819 (F) (972) 287-3891
dcrabtree@seagoville.us

Application

Date: **August 10, 2016**

Organization Information

Name of Organization: **Seagoville Chamber of Commerce Information and Tourism Bureau**

Address: **107 Hall Road**

City, State, Zip: **Seagoville, Texas 75159**

Contact Name: **Phil Greenawalt**

Contact Phone Number: **(214) 405-2203**

Web Site Address for Event or Sponsoring Entity: **www.seagovillecoc.org**

Non-Profit or For-Profit status: **Non-Profit** Tax ID #: **47-2234629**

Entity's Creation Date: **December 10, 1979**

Purpose of your organization: **To promote local businesses and tourism for Seagoville, Texas.**

Event Information

Name of Event or Project: **Seagofest**

Date of Event or Project: **October 1, 2, 3 & 4**

Primary Location of Event or Project: **C.O. Bruce Central Park**

Amount Requested: **\$10,000.00**

How will the funds be used: **Securing live entertainment, lighting, staging, and sound. Promoting the event within a 20 mile radius with flyers, posters and announcements on 95.5 FM. Use of a portable stage. Securing carnival, food and craft vendors and a Car and Motorcycle Show.**

Primary Purpose of Funded Activity/Facility:

To promote tourism for Seagoville and the surrounding areas.

Percentage of Hotel Tax Support of Related Costs

30% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

N/A Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

30% Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities **30%**

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: **\$5,000.00**
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,

and other arts related to the presentation, performance, execution, and exhibition of these major art forms : **\$3,000.00**

e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ _____

f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ _____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: **\$2,000.00**

Carnival, live music, Car and Motorcycle Show along with food and craft vendors. Local restaurants will be promoted along with local attractions.

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: **23**
2. Expected Attendance: **20,000 to 25,000 over three nights four days**
3. How many people attending the Event or Project will use Seagoville hotels? **75-100**
Number of the people many nights will they stay: **3**
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: **Negotiating now**
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
10/2014	\$4,000.00	
10/2015	\$5,000.00	
10/2016	\$6,000.00	

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? **Interview hoteliers, restaurants, attendees, and live remotes done by 95.5 FM**
7. Please list other organization, government entities, and grants that have offered financial support to your project: **None**

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

No admission charged. Profits vary and will be used for the next event.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: X
Radio: X
TV: _____
Other Paid Advertising: X

Number of Press Releases to Media: **25**

Number Direct Mailings to out-of-town recipients': **19,000**

Other Promotions: **Flyers, Posters, P.S.A. from 95.5 FM and Festivals of Texas ads.**

10. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? **Yes**

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?
In the process

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

There will be announcements on 95.5 FM, live remotes from the event, and possible billboard.

13. What geographic areas does your advertising and promotion reach: **20 mile radius**

14. How many individuals will your proposed marketing reach who are located in another city or county? **20 mile broadcast radius is to include 500,000 potential listeners.**

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Attendance Monthly/Annually: **N/A**

Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Please Submit no later than August 15th to:

City of Seagoville
City Secretary's Office
702 N. Highway 175
Seagoville, TX 75159
(P) (972) 287-2819 (F) (972) 287-3891
dcrabtree@seagoville.us



Seagoville

CHAMBER OF COMMERCE
INFORMATION
—●—
TOURISM BUREAU

2017 Seagofest

2017 Proposed Marketing Plan for Funded Event

- Newspaper articles, flyers, and posters distributed in a twenty-mile radius.
- 19,000 direct mailings to surrounding areas.
- Promotions on 95.5 KSGV broadcasting in a twenty-mile radius.
- Advertising in the Festivals of Texas magazine which is the main source of festival information for Texas and surrounding states.

Schedule of Activities or Events Relating to the Funded Project

Thursday - 5:30 p.m. Seagofest begins with a Parade
6:30 p.m. Carnival, vendors, live music, and activities.
10:00 p.m. Evening ends

Friday - 5:00 p.m. Evening begins with same activities
11:00 p.m. Evening ends

Saturday- 9:00 a.m. Car Show sign-ins
11:00 a.m. Car Show begins, Antique tractor Show, Motorcycle Show
2:00 p.m. Carnival begins
4:00 p.m. Live music begins, Shows end
11:00 p.m. Evening ends

Sunday - 1:00 p.m. to 9:00 p.m. Carnival and vendors

Seagoville Chamber of Commerce
Information and Tourism Bureau
Hotel Occupancy Tax Grant Funds

2017
SEAGOFEST

Entertainment	\$3000.00
Staff Costs	\$2800.00
Printing and Signs	\$1500.00
Tables and Chairs	\$175.00
Advertising	\$1000.00
Supplies	\$150.00
Car Show	\$300.00
Event Insurance	\$735.00
Trophies	\$150.00
Postage and Mailing	\$190.00

\$10,000.00

Agenda Item 10

Discuss and consider Second and Final Reading of an Ordinance amending Chapter 19, Division 2, Rates and Charges, by amending section 19.03.061, Water Rates and Section 19.03.062, Sewer Rates, to provide new rates for water and sewer services within the City; providing for a penalty clause; repealing conflicting Ordinances; providing for the publication of the caption hereof; and providing an effective date.

BACKGROUND OF ISSUE:

To discuss and consider changes to the ordinance to incorporate proposed increases to water and sewer fees.

FINANCIAL IMPACT:

Proposing an increase in water/sewer rates to the amount of \$15.30 monthly and \$27.25 monthly for the average monthly user of 5,000 gallons and 10,000 gallons.

AN ORDINANCE OF THE CITY OF SEAGOVILLE, TEXAS

ORDINANCE NO. 27-16

AN ORDINANCE OF THE CITY OF SEAGOVILLE, TEXAS AMENDING THE CODE OF ORDINANCES, CHAPTER 19, DIVISION 2, RATES AND CHARGES, BY AMENDING SECTION 19.03.061, WATER RATES AND SECTION 19.03.062, SEWER RATES, TO PROVIDE NEW RATES FOR WATER AND SEWER SERVICES WITHIN THE CITY; PROVIDING FOR A PENALTY CLAUSE; REPEALING CONFLICTING ORDINANCES; PROVIDING FOR THE PUBLICATION OF THE CAPTION HEREOF; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Seagoville has established charges for water and sewer rates in Section 19.03.061 and 19.03.062 of the Code of Ordinances; and

WHEREAS, after reviewing said fees, the City has determined that the fees are inappropriate and should be amended; and

WHEREAS, the City Council of the City of Seagoville, Texas, has determined that Section 19.03.061 and 19.03.062 of the Code of Ordinances should be amended to provide new charges for water rates and sewer rates within the City;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SEAGOVILLE, TEXAS:

SECTION 1. That the Chapter 19, Division 2, Section 19.03.061, Water Rates, and Section 19.03.062, Sewer Rates, be amended to read as follows:

"Chapter 19. WATER, SEWER AND SEWAGE DISPOSAL

DIVISION 2. RATES AND CHARGES

Sec. 19.03.061. Water rates.

The monthly water rates charged by the City of Seagoville to all residential and commercial customers within the city limits, shall be, for the first two thousand (2,000) gallons or any portion thereof depending on the size of the customer's water meter, as shown in the charts below:

Apartments and Manufactured Homes (per unit):

Water Meter Size (Inches)	Rate
--	-------------

3/4 or less	\$22.24
1"	\$22.24
1.5"	\$22.24
2"	\$22.24
4"	\$22.24
6"	\$22.24
8"	\$22.24

All Others:

Water Meter Size (Inches)	Rate
3/4 or less	\$22.24
1"	\$33.99
1.5"	\$53.62
2"	\$77.08
3"	\$143.64
4"	\$210.19
6"	\$741.56
8" or larger	\$1,102.92

Water usage in excess of two thousand (2,000) gallons charged and collected at the following table rate per one thousand (1,000) gallons:

Water Usage in Gallons	Rate
2,001 - 5,000 gallons	\$2.68
5,001 - 10,000 gallons	\$3.35
10,001 - 15,000 gallons	\$4.04
15,001 - 20,000 gallons	\$4.71

20,001 - 25,000 gallons	\$5.36
Over 25,000 gallons	\$6.05

The above rates shall also apply to all water for resale or to water districts.

Sec. 19.03.062. Sewer rates.

(a) The monthly sewer rates charged by the city to all sewer utility customers within the city limits shall be seventeen dollars and sixty-one cents (\$17.61) minimum bill, up to two thousand (2,000) gallons of water usage, plus eight dollars and forty-seven cents (\$8.47) per one thousand (1,000) for consumption above 2,000 gallons of water usage.

(b) Each residential customer's average water usage for the months of December, January, February, and March will be computed, using the three (3) months with the least usage to average and determine that customer's billing volume for the twelve month period beginning in April of each year.

(c) Charges for new customers will be based on the city average of 4500 gallons until an average is established during December, January, February, and March.

(d) For commercial customers, the billing volumes are based on actual water usage."

SECTION 2. That all provisions of the Ordinances of the City of Seagoville, Texas, in conflict with the provisions of this ordinance be, and the same are hereby amended, repealed, and all other provisions of the Ordinances of the City not in conflict with the provisions of this ordinance shall remain in full force and effect.

SECTION 3. That should any word, sentence, paragraph, subdivision, clause, phrase or section of this ordinance, or of the Code of Ordinances, as amended hereby, be adjudged or held to be void or unconstitutional, the same shall not affect the validity of the remaining portions of said ordinance or the Code of Ordinances, as amended hereby, which shall remain in full force and effect.

SECTION 4. Any person, firm, corporation or business entity violating this Ordinance shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be subject to a fine not to exceed the sum of FIVE HUNDRED DOLLARS (\$500.00), unless the violation relates to fire safety, zoning or public health and sanitation, including dumping and refuse, in which the fine shall not exceed the sum of TWO THOUSAND AND NO/ 100 DOLLARS (\$2,000.00). Each continuing day's violation under this Ordinance shall constitute a separate offense. The penal provisions imposed under this Ordinance shall not preclude Seagoville from filing suit to enjoin the violation. Seagoville retains all legal rights and remedies available to it pursuant to local, state and federal law.

SECTION 5. This ordinance shall be in full force and affect after its passage and publication as required by law.

DULY PASSED by the City Council of the City of Seagoville, Texas, on the first reading on the 15th day of August, 2016.

DULY PASSED on second and final reading by the City Council of the City of Seagoville, Texas, on the 29th day of August, 2016.

APPROVED:

MAYOR

ATTEST:

CITY SECRETARY

Agenda Item 11

Receive Councilmember Reports.

BACKGROUND OF ISSUE:

Items of community interest regarding which no action will be taken, as authorized by Section 551.0415 of the Government Code.

FINANCIAL IMPACT:

N/A

Agenda Item 12

Receive Citizen Comments.

BACKGROUND OF ISSUE:

Citizens may speak 6 minutes each on any matter, other than personnel matters, or matters under litigation.

FINANCIAL IMPACT:

N/A

Agenda Item 13

Receive Future Agenda Items.

BACKGROUND OF ISSUE:

If a Councilmember should wish for an item to be placed on a future agenda it may be requested at this time. Please keep in mind, there **CANNOT** be a discussion amongst the City Council regarding this item because it is not listed on the posted agenda.

FINANCIAL IMPACT:

N/A

Agenda Item 14

Adjourn.

BACKGROUND OF ISSUE:

At this time, the Mayor may adjourn the meeting if there is no further business to conduct.

FINANCIAL IMPACT:

N/A