

Texas Comptroller's Annual Hotel Occupancy Tax (HOT) Report	
Municipality Name	Vernon
Report year (most recent completed fiscal year)	2019
Contact Name	Martin
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Municipality's HOT information	
Rate (%)	7.00%
Amount of annual revenue collected	\$417,901.580

Amounts (\$) allocated for non-population bracketed beneficiaries of revenue	
Convention or information centers	\$ 15,000.00
Registrating convention delegates	\$ 5,724.79
Advertising to attract tourists	\$ 68,680.00
The promotion and improvement of the arts	\$ 14,372.69
Historical restoration and preservation projects	\$ 114,996.00
Signage directing the public to sights and attractions	\$ 47,550.00
Administration	\$51,904

Percent of total (%) for non-population bracketed beneficiaries of revenue	
Convention or information centers	4.62%
Registrating convention delegates	0.77%
Advertising to attract tourists	35.08%
The promotion and improvement of the arts	20.54%
Historical restoration and preservation projects	1.08%
Signage directing the public to sights and attractions	19.79%
Administration	18.13%

Municipality's sports and community venue tax information	
Rate (%)	0.00%
Amount of annual revenue collected	\$ -