

**THE GREENSBORO/GUILFORD COUNTY TOURISM DEVELOPMENT AUTHORITY
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE
2023-2024 BUDGET WORKSHEET
CITY OCCUPANCY TAX**

| | | BUDGET-CITY |
|---------------|---|-------------------------|
| CODE | REVENUES: | |
| 1102 | OCCUPANCY TAX-CITY | <u>1,260,000.00</u> (1) |
| | TOTAL REVENUES | <u>1,260,000.00</u> |
| EXPENDITURES: | | |
| 0202 | BROCHURES, BOOKS, PUBLICATIONS | 59,000.00 |
| 0301P | PROFESSIONAL SERVICES | 138,000.00 |
| 0307 | ADVERTISING | 351,000.00 |
| 0308 | TRADE SHOWS | 93,000.00 |
| 0348 | PROMOTIONS | |
| | CLIENT SPONSORSHIPS | 53,000.00 |
| | AENC TRADESHOW | 13,000.00 |
| | PROMOTIONS | 154,000.00 |
| | SPORTS MARKETING | 399,000.00 |
| | TOTAL EXPENDITURES | <u>1,260,000.00</u> |
| | EXCESS OF REVENUES OVER EXPENDITURES | 0.00 |
| | FUND BALANCE AT BEGINNING OF PERIOD | <u>0.00</u> |
| | FUND BALANCE AT END OF PERIOD | <u><u>0.00</u></u> |

(1) THE 2023-2024 BUDGETED OCCUPANCY TAX AMOUNT REFLECTS
A 83% INCREASE FROM THE BUDGETED AMOUNT FROM 2022-2023
FROM HOTELS IN THE GREENSBORO CITY LIMITS. FY24 REVENUE ESTIMATE
REPRESENTS 90% OF FY23 EXPECTED ACTUAL.