

**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.