



# City of Greensboro

Melvin Municipal  
Office Building  
300 W. Washington Street  
Greensboro, NC 27401

## Agenda Report

File Number: 2024-235

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### Agenda Item# G.10.

**Agenda Date:** 5/7/2024. **Department:** Legislative/City Council  
**Meeting Type:** Council Meeting **Category:** Consent Agenda

**Title:** 2024 – 235 Ordinance to Approve Greensboro/Guilford County Tourism Development Authority 2024-2025 Fiscal Year Budget in the Amount of \$1,533,000

**Council Priority: Place an 'x' in the box.**

- |  |  |
|--|--|
| <input type="checkbox"/> Safest City                     | <input type="checkbox"/> Most Skilled Workforce                            |
| <input type="checkbox"/> Easiest Place to Do Business    | <input type="checkbox"/> Most Connected City                               |
| <input type="checkbox"/> Youth Sports Capital            | <input checked="" type="checkbox"/> Hub of Recreation and Entertainment    |
| <input type="checkbox"/> Abundance of Attainable Housing | <input type="checkbox"/> Other/Admin <u>Briefly Explain 3 word maximum</u> |

**Council District:** All

**Public Hearing:** No  
**Advertising Date/By:** N/A

**Contact 1 and Phone:** Marlene Druga, Ext 2077  
**Contact 2 and Phone:** Jon Decker, Ext 4181

**PURPOSE:**

To approve the Greensboro/Guilford County Tourism Development Authority 2024-2025 Fiscal Year Budget in the amount of \$1,533,000. This is an annual authorization by the City Council.

**BACKGROUND:**

The budget of the Greensboro/Guilford County Tourism Development Authority is funded from a combination of the County-wide Hotel/Motel Room Occupancy Tax, the Greensboro Hotel/Motel Room Occupancy Tax and other revenue. The budget requires approval by the Authority, the County and the City. The total proposed FY 2024-2025 Budget of the Authority is \$8,578,650, of which \$1,533,000 represents projected revenue from the Greensboro Hotel/Motel Room Occupancy Tax. That amount represents 20% of the City's Hotel/Motel Tax Levy which is allocated to the Authority to fund travel and tourism activities and is the portion of the Authority's Budget that is subject to approval by City Council.

**BUDGET IMPACT:**

As authorized by statute, the City's Hotel/Motel Room Occupancy Tax Levy is allocated between the City and the Authority, with the City receiving 80% of the tax proceeds and the Authority receiving 20% of the tax proceeds.

*Vision Statement: "A Community with Endless Economic Opportunities and Exceptional Quality of Life."*

**ACCOUNT NUMBER:**

N/A

**RECOMMENDATION / ACTION REQUESTED:**

It is recommended that the City Council approve the Greensboro/Guilford County Tourism Development Authority 2024-2025 Fiscal Year Budget in the amount of \$1,533,000.