

**THE GREENSBORO/GUILFORD COUNTY TOURISM DEVELOPMENT AUTHORITY  
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE  
2018-2019 BUDGET WORKSHEET  
CITY OCCUPANCY TAX**

|               |   | BUDGET-CITY           |
|---------------|---|-----------------------|
| CODE          | REVENUES:                               |                       |
| 1102          | OCCUPANCY TAX-CITY                      | <u>922,000.00</u> (1) |
|               | TOTAL REVENUES                          | <u>922,000.00</u>     |
| EXPENDITURES: |   |                       |
| 0202          | BROCHURES, BOOKS, PUBLICATIONS          | 60,000.00             |
| 0307          | ADVERTISING                             | 300,000.00            |
| 0308          | TRADE SHOWS                             | 85,000.00             |
| 0348          | PROMOTIONS                              |                       |
|               | CLIENT SPONSORSHIPS                     | 45,000.00             |
|               | AENC TRADESHOW                          | 10,000.00             |
|               | PROMOTIONS                              | 120,000.00            |
|               | SPORTS MARKETING                        | <u>302,000.00</u>     |
|               | TOTAL EXPENDITURES                      | <u>922,000.00</u>     |
|               | EXCESS OF REVENUES OVER<br>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 2018-2019 BUDGETED OCCUPANCY TAX AMOUNT REFLECTS  
A 3% INCREASE OVER THE BUDGETED AMOUNT FROM 2017-2018  
FROM HOTELS IN THE GREENSBORO CITY LIMITS.