

**THE GREENSBORO/GUILFORD COUNTY TOURISM DEVELOPMENT AUTHORITY
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE
2020-2021 BUDGET WORKSHEET
CITY OCCUPANCY TAX**

| | | BUDGET-CITY |
|---------------|---|-----------------------|
| CODE | REVENUES: | |
| 1102 | OCCUPANCY TAX-CITY | <u>830,000.00</u> (1) |
| | TOTAL REVENUES | <u>830,000.00</u> |
| EXPENDITURES: | | |
| 0202 | BROCHURES, BOOKS, PUBLICATIONS | 48,000.00 |
| 0301P | PROFESSIONAL SERVICES | 64,000.00 |
| 0307 | ADVERTISING | 200,000.00 |
| 0308 | TRADE SHOWS | 60,000.00 |
| 0348 | PROMOTIONS | |
| | CLIENT SPONSORSHIPS | 35,000.00 |
| | AENC TRADESHOW | 10,000.00 |
| | PROMOTIONS | 113,000.00 |
| | SPORTS MARKETING | <u>300,000.00</u> |
| | TOTAL EXPENDITURES | <u>830,000.00</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 2020-2021 BUDGETED OCCUPANCY TAX AMOUNT REFLECTS
A 25% DECREASE FROM THE BUDGETED AMOUNT FROM 2019-2020
FROM HOTELS IN THE GREENSBORO CITY LIMITS.