



Legislation Details (With Text)

File #: ID 20-0308 **Version:** 1 **Name:**
Type: Ordinance **Status:** Agenda Ready
File created: 3/31/2020 **In control:** City Council
On agenda: 6/2/2020 **Final action:**
Title: Ordinance to Approve Greensboro/Guilford County Tourism Development Authority 2020-2021 Fiscal Year Budget in the Amount of \$830,000

Sponsors:

Indexes:

Code sections:

Attachments: 1. CITY21.pdf, 2. Budget Detail FY2021.pdf, 3. 20-0308 ORD CVB Budget FY20-21.pdf

Date	Ver.	Action By	Action	Result
6/2/2020	1	City Council	adopt	Pass

Ordinance to Approve Greensboro/Guilford County Tourism Development Authority 2020-2021 Fiscal Year Budget in the Amount of \$830,000

Department: Legislative
Council District: All

Public Hearing: n/a
Advertising Date/By: n/a

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PURPOSE:

To approve the Greensboro/Guilford County Tourism Development Authority 2020-2021 Fiscal Year Budget in the amount of \$830,000. 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 2020-2021 Budget of the Authority is \$5,976,100, of which \$830,000 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.

RECOMMENDATION / ACTION REQUESTED:

It is recommended that the City Council approve the Greensboro/Guilford County Tourism Development Authority 2020-2021 Fiscal Year Budget in the amount of \$830,000.