

**CITY OF DENTON  
HOTEL OCCUPANCY TAX  
AS OF MARCH 31, 2017**

|   | PY 2016<br>Actual   | PY 2017<br>Budget   | PY 2017<br>Estimate  | PY 2018<br>Requests  | PY 2018<br>Proposed |
|---|---------------------|---------------------|----------------------|----------------------|---------------------|
| <b>Beginning Fund Balance</b>                   | \$ 1,958,198        | \$ 2,070,411        | \$ 2,070,411         | \$ 2,255,131         | \$ 2,255,131        |
| <b>Revenues:</b>                                |                     |                     |                      |                      |                     |
| Hotel Revenue                                   | <u>2,258,513</u>    | <u>2,324,214</u>    | <u>2,474,214</u> (1) | <u>3,052,174</u> (2) | <u>3,052,174</u>    |
| <b>Total Resources</b>                          | <u>\$ 4,216,711</u> | <u>\$ 4,394,625</u> | <u>\$ 4,544,625</u>  | <u>\$ 5,307,305</u>  | <u>\$ 5,307,305</u> |
| <b>Expenditures:</b>                            |                     |                     |                      |                      |                     |
| Air Fair (3)                                    | \$ 11,290           | \$ 15,000           | \$ -                 | \$ -                 | \$ -                |
| Black Chamber of Commerce                       | 16,539              | 22,572              | 22,572               | 30,000               | 23,249              |
| Chamber of Commerce - CVB includes CC Marketing | 917,395             | 1,084,995           | 1,084,995            | 1,289,805            | 1,117,545           |
| Chamber of Commerce - CVB - Welcome Center      | 200,000             | 200,000             | 200,000              | 250,000              | 206,000             |
| Cinco de Mayo                                   | 8,540               | 11,820              | 11,820               | 30,000               | 12,175              |
| Civic Center Operations                         | 27,875              | 35,875              | 35,875               | 41,891               | 36,951              |
| COD SXSW  | 22,479              | 23,000              | 23,000               | 23,000               | 23,000              |
| Contingency                                     | -                   | 19,720              | -                    | -                    | -                   |
| Community Event Center                          | 150,000             | -                   | -                    | -                    | -                   |
| Denton African American Scholarship Foundation  | -                   | 8,000               | 8,000                | 29,800               | 8,240               |
| Denton Area Running Club (4)                    | -                   | 3,500               | 3,500                | -                    | -                   |
| Denton Community Market                         | 7,925               | 15,500              | 15,500               | 92,570               | 15,965              |
| Denton Community Theatre                        | 25,000              | 25,000              | 25,000               | 25,000               | 25,000              |
| Denton County Office of History & Culture       | 150,000             | 150,000             | 150,000              | 188,000              | 154,500             |
| Denton Dog Days                                 | 15,630              | 18,086              | 18,086               | 22,000               | 18,629              |
| Denton Festival Foundation                      | 91,309              | 100,000             | 100,000              | 120,000              | 103,000             |
| Denton Firefighter Museum                       | 15,775              | 21,000              | 21,000               | 21,500               | 21,500              |
| Denton Holiday Festival                         | 7,700               | 17,700              | 17,700               | 22,700               | 18,231              |
| Denton Public Art Committee - 2.4% of Revenue   | 55,445              | 55,781              | 55,781               | 73,252               | 73,252              |
| Denton Square Maintenance (PARD)                | 11,963              | 30,000              | 30,000               | 85,000               | 30,900              |
| Greater Denton Arts Council                     | 129,852             | 140,000             | 140,000              | 155,000              | 144,200             |
| Juneteenth Celebration Committee                | 13,705              | 17,205              | 17,205               | 42,500               | 17,721              |
| Kiwanis - Turkey Roll Bicycle Rally             | 4,850               | 5,325               | 5,325                | 5,775                | 5,485               |
| Main Street Association                         | 25,141              | 30,369              | 30,369               | 44,050               | 31,280              |
| Music Theatre of Denton                         | 5,250               | 5,250               | 5,250                | 5,250                | 5,250               |
| North Texas State Fair Association              | 125,000             | 150,000             | 150,000              | 194,500              | 154,500             |
| O'Reilly Hospitality (380 Rebate Agreement)     | -                   | -                   | -                    | 658,234              | 658,234             |
| Square Lighting Maintenance                     | 5,250               | -                   | -                    | -                    | -                   |
| Tejas Storytelling Association                  | 52,747              | 52,747              | 52,747               | 54,900               | 54,329              |
| Texas Filmmakers                                | 8,269               | 15,769              | 15,769               | 25,000               | 16,242              |
| Water Works Park                                | 41,371              | 50,000              | 50,000               | 59,452               | 51,500              |
| <b>Sub-Total Recurring Expenditures</b>         | <u>\$ 2,146,300</u> | <u>\$ 2,324,214</u> | <u>\$ 2,289,494</u>  | <u>\$ 3,589,179</u>  | <u>\$ 3,026,878</u> |
| Denton County Office of History & Culture (5)   | -                   | -                   | -                    | 195,276              | 195,276             |
| Denton Parks & Recreation Athletics             | -                   | -                   | -                    | 41,220               | 20,610              |
| Denton Public Art Committee Denton PD Lobby (6) | -                   | -                   | -                    | 45,000               | 45,000              |
| <b>Sub-total One-Time Expenditures</b>          | <u>\$ -</u>         | <u>\$ -</u>         | <u>\$ -</u>          | <u>\$ 281,496</u>    | <u>\$ 260,886</u>   |
| <b>Ending Fund Balance</b>                      | <u>\$ 2,070,411</u> | <u>\$ 2,070,411</u> | <u>\$ 2,255,131</u>  | <u>\$ 1,436,630</u>  | <u>\$ 2,019,541</u> |

(1) PY2017 includes \$150,000 previously allocated to the Community Event Center.

(2) PY2018 includes \$658,234 above 3% growth for the Convention Center Hotel.

(3) Denton Air Fair Committee has placed their event on indefinite hold.

(4) Denton Area Running Club chose not to apply again.

(5) Denton County Office of History & Culture will be allocated this one-time amount for their historical park's awnings and electrical needs.

(6) Public Art Committee is requesting two brick sculptures on behalf of the Denton Police Department for their newly remodeled lobby.