

**CITY OF DENTON
HOTEL OCCUPANCY TAX
AS OF APRIL 30, 2017**

	PY 2016 Actual	PY 2017 Budget	PY 2017 Estimate	PY 2018 Request
Beginning Fund Balance	\$ 1,958,198	\$ 2,070,411	\$ 2,070,411	\$ 2,255,131
Revenues:				
Hotel Revenue	2,258,513	2,324,214	2,474,214 ⁽¹⁾	3,052,174 ⁽²⁾
Net Available Hotel Revenue	<u>\$ 4,216,711</u>	<u>\$ 4,394,625</u>	<u>\$ 4,544,625</u>	<u>\$ 5,307,305</u>
Expenditures:				
Air Fair (3)	\$ 11,290	\$ 15,000	\$ -	\$ -
Black Chamber of Commerce	16,539	22,572	22,572	30,000
Chamber of Commerce - CVB includes CC Marketing	917,395	1,084,995	1,084,995	1,289,805
Chamber of Commerce - CVB - Welcome Center	200,000	200,000	200,000	250,000
Cinco de Mayo	8,540	11,820	11,820	30,000
Civic Center Operations	27,875	35,875	35,875	41,891
COD SXSW	22,479	23,000	23,000	23,000
Contingency	-	19,720	-	15,000
Community Event Center	150,000	-	-	-
Denton African American Scholarship Foundation	-	8,000	8,000	29,800
Denton Area Running Club (4)	-	3,500	3,500	-
Denton Community Market	7,925	15,500	15,500	92,570
Denton Community Theatre	25,000	25,000	25,000	25,000
Denton County Office of History & Culture	150,000	150,000	150,000	188,000
Denton County Office of History & Culture (5)	-	-	-	195,276
Denton Dog Days	15,630	18,086	18,086	22,000
Denton Festival Foundation	91,309	100,000	100,000	120,000
Denton Firefighter Museum	15,775	21,000	21,000	21,500
Denton Holiday Festival	7,700	17,700	17,700	22,700
Denton Public Art Committee - 2.4% of Revenue	55,445	55,781	55,781	73,252
Denton Public Art Committee Denton PD Lobby (6)	-	-	-	45,000
Denton Square Maintenance (PARD)	11,963	30,000	30,000	85,000
Greater Denton Arts Council	129,852	140,000	140,000	155,000
Juneteenth Celebration Committee	13,705	17,205	17,205	42,500
Kiwanis - Turkey Roll Bicycle Rally	4,850	5,325	5,325	5,775
Main Street Association	25,141	30,369	30,369	44,050
Music Theatre of Denton	5,250	5,250	5,250	5,250
North Texas State Fair Association	125,000	150,000	150,000	194,500
O'Reilly Hospitality	-	-	-	658,234
Tejas Storytelling Association	52,747	52,747	52,747	54,900
Texas Filmmakers	8,269	15,769	15,769	25,000
Water Works Park	41,371	50,000	50,000	59,452
Total Expenditures	<u>\$ 2,146,300</u>	<u>\$ 2,324,214</u>	<u>\$ -</u>	<u>\$ 3,844,455</u>
Ending Fund Balance	<u>\$ 2,070,411</u>	<u>\$ 2,070,411</u>	<u>\$ 2,255,131</u>	<u>\$ 1,462,850</u>
 15% of Expenditures	 \$ 321,945	 \$ 348,632	 \$ 343,424	 \$ 576,668

(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.

**HOTEL OCCUPANCY TAX RECIPIENT PROGRAM
PROGRAM YEAR 2018
BUDGET SUMMARY**

Applicants	2017 Budget	Advertising	Art	Historical	Convention Center	Total Request 2018	Dollar Change 2017 Budget Vs. 2018 Request	% Change 2017 Budget Vs. 2018 Request
Air Fair	\$ 15,000					\$ -	\$ (15,000)	-100.00%
Black Chamber of Commerce	22,572	22,000	8,000			30,000	7,428	32.91%
Chamber of Commerce - CVB	1,084,995	1,289,805				1,289,805	204,810	18.88%
Chamber of Commerce - Welcome Center	200,000	250,000				250,000	50,000	25.00%
Cinco de Mayo	11,820	12,000	18,000			30,000	18,180	153.81%
Civic Center Operations	35,875	9,075			32,816	41,891	6,016	16.77%
COD SXSW	23,000	23,000				23,000	-	0.00%
Contingency	19,720					15,000	(4,720)	-23.94%
Denton African American Scholarship Foundation	8,000	21,800	8,000			29,800	21,800	100.00%
Denton Area Running Club	3,500					-	(3,500)	100.00%
Denton Community Market	15,500	68,070	24,500			92,570	77,070	497.23%
Denton Community Theatre	25,000	25,000				25,000	-	0.00%
Denton County Office of History & Culture	150,000	13,000		175,000		188,000	38,000	25.33%
Denton County Office of History & Culture	-			195,276		195,276	195,276	100.00%
Denton Dog Days	18,086	22,000				22,000	3,914	21.64%
Denton Festival Foundation	100,000	27,000	93,000			120,000	20,000	20.00%
Denton Firefighter Museum	21,000	15,000		6,500		21,500	500	2.38%
Denton Holiday Festival	17,700	7,700	15,000			22,700	5,000	28.25%
Denton Public Art Committee (1)	55,781	1,000	72,252			73,252	17,471	31.32%
Denton Public Art Committee Denton PD Lobby	-		45,000			45,000	45,000	100.00%
Denton Square Maintenance (PAR)	30,000			85,000		85,000	55,000	183.33%
Greater Denton Arts Council	140,000	32,000	93,000		30,000	155,000	15,000	10.71%
Juneteenth Celebration Committee	17,205	16,500	26,000			42,500	25,295	147.02%
Kiwanis - Turkey Roll Bicycle Rally	5,325	5,775				5,775	450	8.45%
Main Street Association	30,369	44,050				44,050	13,681	45.05%
Music Theatre of Denton	5,250	5,250				5,250	-	0.00%
North Texas State Fair Association	150,000	194,500				194,500	44,500	29.67%
O'Reilly Hospitality	-					658,234	658,234	100.00%
Tejas Storytelling Association	52,747	40,250	14,650			54,900	2,153	4.08%
Texas Filmmakers	15,769	25,000				25,000	9,231	58.54%
Water Works Park	50,000	59,452				59,452	9,452	18.90%

Totals	\$ 2,324,214	\$ 2,229,227	\$ 417,402	\$ 461,776	\$ 62,816	\$ 3,844,455	\$ 1,520,241	65.41%
--------	--------------	--------------	------------	------------	-----------	--------------	--------------	--------

Projected Revenue					\$ 3,052,174
Projected Statutory Requirement	> \$30,521	≤ \$457,826	≤ \$1,526,087		

% of Total Requested Budget	73%	14%	15%
Statutory Requirements	1%	15%	50%
Comply with Requirements	Yes	Yes	Yes

(1) City Resolution 2013-021 requires an allocation of at least 2.4% of hotel tax revenues for public art.

**Hotel Occupancy Tax
Program Year 2018 Applicant's Event Income and Expenses**

Applicant	Year	Beginning Balance	Income	Expenses	Ending Balance
Black Chamber of Commerce	2013	\$ 28,777	\$ 77,473	(\$71,757)	\$ 34,493
	2014	\$ 34,493	\$ 87,842	(\$87,499)	\$ 34,836
	2015 (1)	\$ 21,604	\$ 87,209	(\$87,514)	\$ 21,299
	2016	\$ 21,299	\$ 89,184	(\$93,807)	\$ 16,676
Chamber of Commerce - CVB	2013	\$ 38,348	\$ 670,835	(\$696,568)	\$ 12,615
	2014	\$ 12,615	\$ 745,600	(\$723,494)	\$ 34,721
	2015	\$ 34,721	\$ 792,889	(\$759,159)	\$ 68,451
	2016	\$ 68,451	\$ 1,287,612	(\$1,247,339)	\$ 108,724
Denton African American Scholarship Foundation	2014	\$ 85,449	\$ 31,677	(\$27,898)	\$ 89,228
	2015	\$ 89,228	\$ 46,057	(\$38,437)	\$ 96,848
	2016	\$ 96,848	\$ 62,110	(\$65,128)	\$ 93,830
Denton Community Market	2013	\$ 4,641	\$ 28,416	(\$30,687)	\$ 2,370
	2014	\$ 2,370	\$ 43,997	(\$39,498)	\$ 6,869
	2015	\$ 6,869	\$ 69,119	(\$68,583)	\$ 7,405
	2016	\$ 7,405	\$ 104,041	(\$98,422)	\$ 13,024
Denton Community Theatre	2013	\$ 274,006	\$ 391,070	(\$368,333)	\$ 296,743
	2014	\$ 296,743	\$ 420,269	(\$408,529)	\$ 308,483
	2015	\$ 308,483	\$ 401,267	(\$376,419)	\$ 333,331
	2016	\$ 333,331	\$ 427,615	(\$411,856)	\$ 349,090
Denton Dog Days	2013	\$ 8,507	\$ 31,484	(\$31,936)	\$ 8,055
	2014	\$ 8,055	\$ 30,613	(\$29,399)	\$ 9,269
	2015 (1)	\$ 4,893	\$ 23,356	(\$26,971)	\$ 1,278
	2016	\$ 1,278	\$ 26,910	(\$26,863)	\$ 1,325
Denton Festival Foundation	2013	\$ 197,275	\$ 523,154	(\$512,786)	\$ 207,643
	2014	\$ 207,643	\$ 552,956	(\$536,729)	\$ 223,870
	2015	\$ 223,870	\$ 517,615	(\$563,769)	\$ 177,716
	2016	\$ 177,716	\$ 546,336	(\$529,318)	\$ 194,734
Denton Holiday Festival	2013	\$ 40,608	\$ 41,158	(\$31,669)	\$ 50,097
	2014	\$ 50,097	\$ 47,101	(\$47,000)	\$ 50,198
	2015	\$ 50,198	\$ 47,766	(\$33,703)	\$ 64,261
	2016 (1)	\$ 73,316	\$ 37,841	(\$46,122)	\$ 65,035
Greater Denton Arts Council	2013	\$ 141,426	\$ 1,348,633	(\$360,467)	\$ 1,129,592
	2014	\$ 1,129,592	\$ 446,437	(\$671,954)	\$ 904,075
	2015	\$ 904,075	\$ 470,032	(\$450,728)	\$ 923,379
	2016 (1)	\$ 858,889	\$ 436,628	(\$439,709)	\$ 855,808
Kiwanis - Turkey Roll Bicycle Rally (2)	2013	\$ -	\$ 19,854	(\$11,083)	\$ 8,771
	2014	\$ -	\$ 18,296	(\$11,426)	\$ 6,870
	2015	\$ -	\$ 18,860	(\$10,615)	\$ 8,245
	2016	\$ -	\$ 31,699	(\$18,100)	\$ 13,599
Main Street Association	2013	\$ 3,969	\$ 51,058	(\$46,491)	\$ 8,536
	2014	\$ 8,536	\$ 50,746	(\$48,000)	\$ 11,282
	2015 (1)	\$ 19,207	\$ 60,942	(\$54,079)	\$ 26,070
	2016 (1)	\$ 35,982	\$ 58,045	(\$58,551)	\$ 35,476
Music Theatre of Denton	2013	\$ 13,488	\$ 48,668	(\$51,212)	\$ 10,944
	2014	\$ 10,944	\$ 58,994	(\$62,481)	\$ 7,457
	2015 (1)	\$ 17,985	\$ 77,644	(\$92,871)	\$ 2,758
	2016 (1)	\$ 21,756	\$ 86,372	(\$93,914)	\$ 14,214
North Texas State Fair Association (3)	2013	\$ -	\$ 1,490,677	(\$1,420,232)	\$ 337,628
	2014	\$ -	\$ 1,624,405	(\$1,516,730)	\$ 320,244
	2015	\$ -	\$ 1,765,131	(\$1,765,371)	\$ 240,468
	2016	\$ -	\$ 1,622,208	(\$1,778,719)	\$ 102,391
Tejas Storytelling Association	2013	\$ 43,150	\$ 104,869	(\$112,413)	\$ 35,606
	2014	\$ 35,606	\$ 105,375	(\$89,495)	\$ 51,486
	2015	\$ 51,486	\$ 118,115	(\$119,507)	\$ 50,094
	2016	\$ 50,094	\$ 100,186	(\$96,848)	\$ 53,432
Texas Filmmakers	2013	\$ 9,556	\$ 54,075	(\$54,779)	\$ 8,852
	2014	\$ 8,852	\$ 91,193	(\$98,137)	\$ 1,908
	2015	\$ 1,908	\$ 81,096	(\$85,541)	\$ (2,537)
	2016	\$ (2,537)	\$ 79,593	(\$82,221)	\$ (5,165)

Organizations or events that work within a government budget system do not have carry over balances.

Cinco de Mayo
COD SXSW
Civic Center Operations
Denton County Office of History & Culture
Denton Firefighter Museum
Denton Square Maintenance (PARD)
Denton Public Art Committee
Juneteenth Celebration Committee
Water Works Park

- (1) New beginning balance was provided this year versus last year's application.
- (2) Event's balance is transferred to the organization's general fund.
- (3) Ending balance is cash in bank account as organization reports on a cash basis.