



## Legislation Text

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### Agenda Information Sheet

**DEPARTMENT:** Finance

**CM/ ACM:** Bryan Langley

**Date:** August 2, 2016

#### **SUBJECT**

Receive a report, hold a discussion and provide recommendations regarding program funding levels and budget requests for Program Year 2017.

#### **BACKGROUND**

The Hotel Occupancy Tax Committee meets annually to review projected hotel occupancy tax revenue and funding requests from applicants who promote tourism in the City of Denton. The purpose of this item is to review estimated Hotel Occupancy Tax revenue, expenditures and make funding recommendations for consideration by the City Council in conjunction with the FY 2016-17 budget.

The committee previously adopted guidelines (attached as Exhibit 1) based on Tax Code 351.001 to assist the administration of the hotel occupancy tax program. The City posted the Program Year 2017 Guidelines and Application on the City's website in addition to emailing both to current recipients and any others requesting the application. The City received applications from most current recipients and two new applicants: the Denton African American Scholarship Foundation and Road Runners Club of America. The Cinco de May Committee and Denton Holiday Festival Association (Light Maintenance) did not provide applications this year.

#### **STRATEGIC PLAN RELATIONSHIP**

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

**Related Key Focus Area:** Organizational Excellence

**Related Goal:** 1.1 Manage financial resources in a responsible manner

#### **EXHIBITS**

1. Program Guidelines
2. Financials

- 3. Applicant Balance Sheet Overview & Details
- 4. Applications

Respectfully submitted:  
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