



Legislation Text

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Agenda Information Sheet

DEPARTMENT: Finance

DCM: Bryan Langley

Date: July 21, 2017

SUBJECT

Receive a report, hold a discussion and provide recommendations regarding program funding levels and budget requests for Program Year 2018.

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 2017-18 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 2018 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 twenty-four current recipients. Neither the Denton Air Fair, Inc. nor the Denton Area Running Club provided 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. Applications

Respectfully submitted:

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