

**GREENSBORO/GUILFORD COUNTY TOURISM DEVELOPMENT AUTHORITY**

**The Budget Ordinance  
For the Fiscal Year Ended June 30, 2027**

An ordinance making appropriations for the operation of the Greensboro/Guilford County Tourism Development Authority for the fiscal year ended June 30, 2027.

Be it ordained by the Greensboro/Guilford County Tourism Development Authority Board this the 9th day of June, 2026.

That for the Operation of the Authority for the fiscal year beginning July 1, 2026 and ending June 30, 2027, the following amount is hereby appropriated for the City occupancy tax in the General Fund:

Convention/Tourism Promotion (Operations)	\$ 1,500,000
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The above appropriation is hereby funded by the following revenue estimate:

Occupancy Tax-City	\$ 1,500,000
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This Ordinance is effective upon adoption.

**THE GREENSBORO/GUILFORD COUNTY TOURISM DEVELOPMENT AUTHORITY  
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE  
BUDGET WORKSHEET  
2026-2027**

CODE	REVENUES:	80% OF RECEIPTS CONVENTION/TOURISM MARKETING (OPERATING BUDGET)				20% OF RECEIPTS SETRAC				CITY CAPITAL				100% OF RECEIPTS GRAND TOTAL								
		2025-2026		2026-2027		2025-2026		2026-2027		2025-2026		2026-2027		2025-2026		2026-2027 BUDGET						
		BUDGET	AS OF 03-31-26	PROJECTED 06-30-26	BUDGET	BUDGET	AS OF 03-31-26	PROJECTED 06-30-26	BUDGET	BUDGET	AS OF 03-31-26	PROJECTED 06-30-26	BUDGET	BUDGET	AS OF 03-31-26	PROJECTED 06-30-26	MARKETING BUDGET	SETRAC	CITY CAPITAL	GRAND TOTAL		
1101	OCCUPANCY TAX-COUNTY	5,124,000	3,078,093	4,854,000	5,000,000	*3	170,000	170,000	170,000	170,000	1,169,000	599,523	1,044,000	1,050,000	6,463,000	3,847,617	6,068,000	5,000,000	170,000	1,050,000	6,220,000	*3
1102	OCCUPANCY TAX-CITY	1,644,000	923,309	1,457,000	1,500,000	*3	-	-	-	-	-	-	-	-	1,644,000	923,309	1,457,000	1,500,000	-	-	1,500,000	*3
9101	INTEREST	298,100	222,210	328,000	300,000		-	-	-	-	75,000	81,108	126,100	110,000	373,100	303,318	454,100	300,000	-	110,000	410,000	
	<b>TOTAL REVENUES</b>	<b>7,066,100</b>	<b>4,223,612</b>	<b>6,639,000</b>	<b>6,800,000</b>		<b>170,000</b>	<b>170,000</b>	<b>170,000</b>	<b>170,000</b>	<b>1,244,000</b>	<b>680,632</b>	<b>1,170,100</b>	<b>1,160,000</b>	<b>8,480,100</b>	<b>5,074,243</b>	<b>7,979,100</b>	<b>6,800,000</b>	<b>170,000</b>	<b>1,160,000</b>	<b>8,130,000</b>	
	<b>EXPENDITURES:</b>																					
	<b>SALARIES AND BENEFITS:</b>																					
0101	REGULAR SALARIES	1,614,000	1,171,294	1,559,000	1,678,000		-	-	-	-	-	-	-	-	1,614,000	1,171,294	1,559,000	1,678,000	-	-	1,678,000	
0102	OVERTIME SALARIES	3,500	-	-	3,500		-	-	-	-	-	-	-	-	3,500	-	-	3,500	-	-	3,500	
0103	PARTTIME SALARIES	25,000	3,926	24,000	42,500		-	-	-	-	-	-	-	-	25,000	3,926	24,000	42,500	-	-	42,500	
0110	RETIREMENT	84,800	26,032	37,000	96,000		-	-	-	-	-	-	-	-	84,800	26,032	37,000	96,000	-	-	96,000	
0111	SOCIAL SECURITY	124,100	89,102	123,000	132,000		-	-	-	-	-	-	-	-	124,100	89,102	123,000	132,000	-	-	132,000	
0112	GROUP INSURANCE	241,800	150,080	200,000	248,000		-	-	-	-	-	-	-	-	241,800	150,080	200,000	248,000	-	-	248,000	
0113	WORKER'S COMPENSATION	5,000	-	-	5,000		-	-	-	-	-	-	-	-	5,000	-	-	5,000	-	-	5,000	
0114	UNEMPLOYMENT COMPENSATION	5,000	-	-	5,000		-	-	-	-	-	-	-	-	5,000	-	-	5,000	-	-	5,000	
	<b>TOTAL SALARIES AND BENEFITS</b>	<b>2,103,200</b>	<b>1,440,434</b>	<b>1,943,000</b>	<b>2,210,000</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,103,200</b>	<b>1,440,434</b>	<b>1,943,000</b>	<b>2,210,000</b>	<b>-</b>	<b>-</b>	<b>2,210,000</b>	
	<b>OPERATING EXPENSES:</b>																					
0201A	PRINTING AND OFFICE SUPPLIES	36,900	51,667	55,000	26,000		-	-	-	-	-	-	-	-	36,900	51,667	55,000	26,000	-	-	26,000	
0301A	PROFESSIONAL SERVICES	100,450	113,924	169,800	107,000		-	-	-	-	-	-	-	-	100,450	113,924	169,800	107,000	-	-	107,000	
0304A	TELEPHONE	35,000	26,553	32,600	36,000		-	-	-	-	-	-	-	-	35,000	26,553	32,600	36,000	-	-	36,000	
0305A	POSTAGE	23,400	13,216	13,500	19,000		-	-	-	-	-	-	-	-	23,400	13,216	13,500	19,000	-	-	19,000	
0309A	INSURANCE	64,500	9,257	48,000	67,000		-	-	-	-	-	-	-	-	64,500	9,257	48,000	67,000	-	-	67,000	
0310A	BUILDING MAINTENANCE	23,000	13,224	20,400	35,000		-	-	-	-	-	-	-	-	23,000	13,224	20,400	35,000	-	-	35,000	
0312A	VEHICLE MAINTENANCE	6,500	518	518	3,000		-	-	-	-	-	-	-	-	6,500	518	518	3,000	-	-	3,000	
0313A	EQUIPMENT MAINTENANCE	31,000	8,005	12,500	37,000		-	-	-	-	-	-	-	-	31,000	8,005	12,500	37,000	-	-	37,000	
0314A	BUILDING RENTAL	189,000	115,098	189,000	189,000		-	-	-	-	-	-	-	-	189,000	115,098	189,000	189,000	-	-	189,000	
0315A	EQUIPMENT RENTAL	16,000	9,724	12,600	15,000		-	-	-	-	-	-	-	-	16,000	9,724	12,600	15,000	-	-	15,000	
0319A	OUTSIDE DATA PROCESSING	19,500	2,920	11,200	147,000		-	-	-	-	-	-	-	-	19,500	2,920	11,200	147,000	-	-	147,000	
0366A	RESERVE FOR CONTINGENCIES	58,000	-	-	-	*1	-	-	-	-	-	-	-	-	58,000	-	-	-	-	-	-	
0531A	OFFICE FURNITURE AND FIXTURES	71,000	42,895	86,600	-		-	-	-	-	-	-	-	-	71,000	42,895	86,600	-	-	-	-	
	<b>TOTAL OPERATING EXPENSES</b>	<b>674,250</b>	<b>407,002</b>	<b>651,718</b>	<b>681,000</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>674,250</b>	<b>407,002</b>	<b>651,718</b>	<b>681,000</b>	<b>-</b>	<b>-</b>	<b>681,000</b>	
	<b>PROMOTIONAL EFFORT:</b>																					
0201P	PRINTING AND OFFICE SUPPLIES	43,500	22,685	29,200	28,000		-	-	-	-	-	-	-	-	43,500	22,685	29,200	28,000	-	-	28,000	
0202	BROCHURES, BOOKS, PUBLICATIONS	63,000	531	800	25,000		-	-	-	-	-	-	-	-	63,000	531	800	25,000	-	-	25,000	
0205P	FOOD AND PROVISIONS	7,000	5,118	6,000	13,000		-	-	-	-	-	-	-	-	7,000	5,118	6,000	13,000	-	-	13,000	
0301P	PROFESSIONAL SERVICES	362,400	373,405	462,800	301,000		-	-	-	-	-	-	-	-	362,400	373,405	462,800	301,000	-	-	301,000	
**0301	PROFESSIONAL SERVICES-SETRAC	-	-	-	-		326,478	118,950	118,950	170,000		-	-	-	326,478	118,950	118,950	-	170,000	-	-	170,000
0302	PROFESSIONAL SERVICES-PHOTOGRAPHY	10,000	641	750	12,500		-	-	-	-	-	-	-	-	10,000	641	750	12,500	-	-	12,500	
0306P	TRAVEL	371,000	157,272	334,900	353,700		-	-	-	-	-	-	-	-	371,000	157,272	334,900	353,700	-	-	353,700	
0307	ADVERTISING	1,000,000	564,731	858,300	1,085,000		-	-	-	-	-	-	-	-	1,000,000	564,731	858,300	1,085,000	-	-	1,085,000	
0308	TRADE SHOWS	288,500	259,208	388,500	450,000		-	-	-	-	-	-	-	-	288,500	259,208	388,500	450,000	-	-	450,000	
0313P	EQUIPMENT MAINTENANCE	2,000	25	25	-		-	-	-	-	-	-	-	-	2,000	25	25	-	-	-	-	
0317P	DUES AND MEMBERSHIPS	44,100	43,317	45,000	52,700		-	-	-	-	-	-	-	-	44,100	43,317	45,000	52,700	-	-	52,700	
0319P	OUTSIDE DATA PROCESSING	71,900	53,838	60,000	64,000		-	-	-	-	-	-	-	-	71,900	53,838	60,000	64,000	-	-	64,000	
0322P	EDUCATION AND TRAINING	10,000	6,259	7,500	30,000		-	-	-	-	-	-	-	-	10,000	6,259	7,500	30,000	-	-	30,000	
0348	PROMOTIONS	3,105,256	1,558,828	1,955,000	2,604,100		-	-	-	-	-	-	-	-	3,105,256	1,558,828	1,955,000	2,604,100	-	-	2,604,100	
0369	REMITTANCES TO CITY	-	-	-	-		-	-	-	-	2,419,435	1,809,940	1,834,940	1,160,000	2,419,435	1,809,940	1,834,940	-	-	1,160,000	1,160,000	
0531P	SALES FURNITURE AND FIXTURES	165,000	153,774	153,774	-		-	-	-	-	-	-	-	-	165,000	153,774	153,774	-	-	-	-	
	<b>TOTAL PROMOTIONAL EFFORT</b>	<b>5,543,656</b>	<b>3,199,630</b>	<b>4,302,549</b>	<b>5,019,000</b>		<b>326,478</b>	<b>118,950</b>	<b>118,950</b>	<b>170,000</b>	<b>2,419,435</b>	<b>1,809,940</b>	<b>1,834,940</b>	<b>1,160,000</b>	<b>8,289,569</b>	<b>5,128,520</b>	<b>6,256,439</b>	<b>5,019,000</b>	<b>170,000</b>	<b>1,160,000</b>	<b>6,349,000</b>	
	<b>TOTAL EXPENDITURES</b>	<b>8,321,106</b>	<b>5,047,066</b>	<b>6,897,267</b>	<b>7,910,000</b>		<b>326,478</b>	<b>118,950</b>	<b>118,950</b>	<b>170,000</b>	<b>2,419,435</b>	<b>1,809,940</b>	<b>1,834,940</b>	<b>1,160,000</b>	<b>11,067,019</b>	<b>6,975,956</b>	<b>8,851,157</b>	<b>7,910,000</b>	<b>170,000</b>	<b>1,160,000</b>	<b>9,240,000</b>	*2
	<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES</b>	<b>(1,255,006)</b>	<b>(823,454)</b>	<b>(258,267)</b>	<b>(1,110,000)</b>		<b>(156,478)</b>	<b>51,050</b>	<b>51,050</b>	<b>-</b>	<b>(1,175,435)</b>	<b>(1,129,309)</b>	<b>(664,840)</b>	<b>-</b>	<b>(2,586,919)</b>	<b>(1,901,713)</b>	<b>(872,057)</b>	<b>(1,110,000)</b>	<b>-</b>	<b>-</b>	<b>(1,110,000)</b>	
	<b>FUND BALANCE AT BEGINNING OF PERIOD</b>	<b>8,755,213</b>	<b>8,755,213</b>	<b>8,755,213</b>	<b>8,496,946</b>		<b>156,478</b>	<b>156,478</b>	<b>156,478</b>	<b>207,528</b>	<b>3,536,731</b>	<b>3,536,731</b>	<b>3,536,731</b>	<b>2,871,891</b>	<b>12,448,422</b>	<b>12,448,422</b>	<b>12,448,422</b>	<b>8,496,946</b>	<b>207,528</b>	<b>2,871,891</b>	<b>11,576,365</b>	
	<b>FUND BALANCE AT END OF PERIOD</b>	<b>7,500,207</b>	<b>7,931,759</b>	<b>8,496,946</b>	<b>7,386,946</b>		<b>-</b>	<b>207,528</b>	<b>207,528</b>	<b>207,528</b>	<b>2,361,296</b>	<b>2,407,422</b>	<b>2,871,891</b>	<b>2,871,891</b>	<b>9,861,503</b>	<b>10,546,709</b>	<b>1</b>					