

FISCAL YEAR 2021 BUDGET

Fund Summary

Fund Name : Tourism Promotion Special Revenue Fund
Business Area : Mayor's Office
Fund No./Bus. Area No. : 2429 / 5000

	<u>FY2020 Current Budget</u>	<u>FY2020 Estimate</u>	<u>FY2021 Budget</u>
Beginning Fund Balance	2,393,987	2,393,987	1,668,595
Current Revenues	20,014,357	18,887,836	15,490,767
Total Available Resources	<u>22,408,344</u>	<u>21,281,823</u>	17,159,362
Maintenance and Operations	19,805,888	19,313,228	15,463,237
Debt Services	300,000	300,000	300,000
Total Expenditures	<u>20,105,888</u>	<u>19,613,228</u>	15,763,237
Planned Ending Fund Balance	<u>2,302,456</u>	<u>1,668,595</u>	1,396,125
Total Budget	<u><u>22,408,344</u></u>	<u><u>21,281,823</u></u>	<u><u>17,159,362</u></u>
 <u>Fund Balance Distribution</u>			
Non-Spendable	0	0	0
Restricted	2,302,456	1,668,595	1,396,125
Committed	0	0	0
Assigned	0	0	0
Unassigned	0	0	0

The above summarizes the FY2020 Budget, the FY2020 Estimate and the FY2021 Budget for the Tourism Promotion Special Revenue Fund (2429). Also included are the beginning and ending fund balances, total revenues, and total expenditures.

The Tourism Promotion Special Revenue Fund was created to include special events and civic celebrations, activities designed to promote business travel, hotel occupancy, tourism and arts programs in the City of Houston, as well as protocol services.

The City of Houston Mayor's Office of Special Events (MOSE) produces and permits events that enhance the image of the City and highlight Houston's diverse culture. Events coordinated by this office include citywide and neighborhood festivals, dedications, inaugurations, parades, tree plantings, fun runs, galas, ground-breakings, and holiday celebrations. Civic celebration is vital to the spirit of Houston.

The Mayor's Office of Trade and International Affairs (MOTIA) supports the Mayor of the City of Houston in encouraging and receiving international delegations by drawing attention to Houston's civic attributes. The office also supports outbound delegations led by Mayor or with Mayoral approval to promote and market Houston as a destination for business, travel, and investment.

The Mayor's Office of Cultural Affairs (MOCA) facilitates the City's Arts and Cultural Plan. The office develops policies, oversees contracts for grants and cultural services, facilitates Civic Art, temporary art, donations to the City's art collection, community murals and special projects.

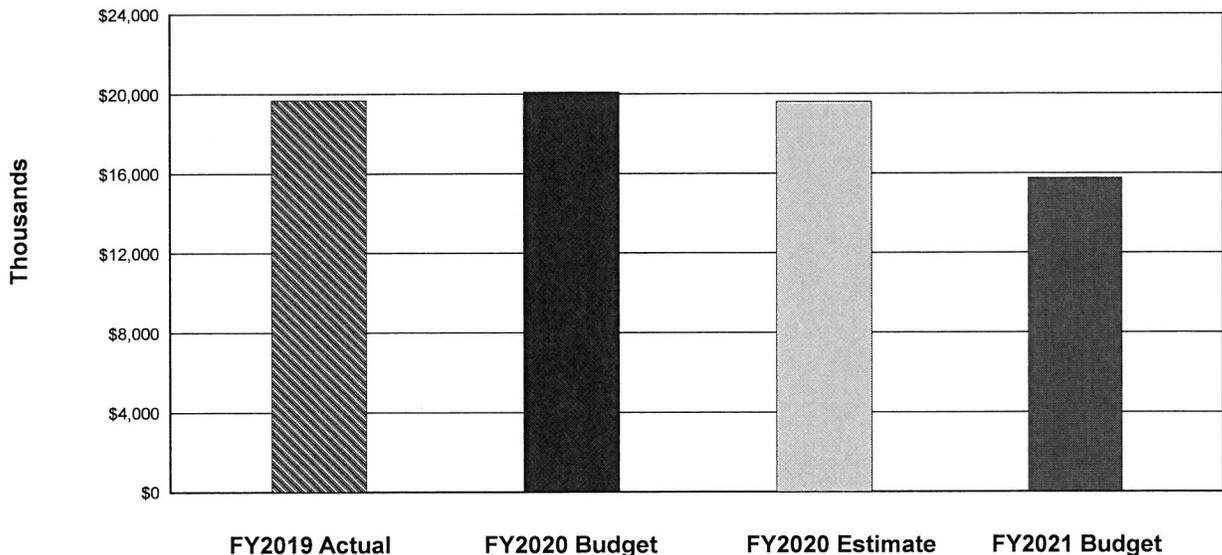
Special Cultural Initiatives reserves Hotel Occupancy Tax funds that will promote, develop, and publicize arts destinations, art activities, and arts exhibitions and displays to enhance Houston's image and reputation as an arts city and a destination for cultural tourism.

FISCAL YEAR 2021 BUDGET

Business Area Budget Summary

Fund Name :		Tourism Promotion Special Revenue Fund			
Business Area :		Mayor's Office			
Fund No. /Bus. Area No. :		2429 / 5000			
		FY2019 Actual	FY2020 Current Budget	FY2020 Estimate	FY2021 Budget
Expenditures	Personnel Services	2,510,029	2,636,447	2,636,446	2,776,484
	Supplies	89,169	151,267	151,193	141,395
	Other Services and Charges	16,785,452	17,018,174	16,525,589	12,545,358
	Total M & O Expenditures	<u>19,384,650</u>	<u>19,805,888</u>	<u>19,313,228</u>	<u>15,463,237</u>
	Debt Service & Other Uses	300,000	300,000	300,000	300,000
	Total Expenditure	<u>19,684,650</u>	<u>20,105,888</u>	<u>19,613,228</u>	<u>15,763,237</u>
Revenues		19,487,533	20,014,357	18,887,836	15,490,767
Staffing	Full-Time Equivalents - Civilian	19.6	24.5	24.5	24.5
	Full-Time Equivalents - Classified	0.0	0.0	0.0	0.0
	Full-Time Equivalents - Cadets	0.0	0.0	0.0	0.0
	Total	<u>19.6</u>	<u>24.5</u>	<u>24.5</u>	<u>24.5</u>
	Full-Time Equivalents - Overtime	1.0	0.7	0.7	0.7
Significant Budget Changes and Highlights	<ul style="list-style-type: none"> o The FY2021 Budget provides funding for health benefits, pension contribution, and municipal employees contractual pay increases. o The FY2021 Budget reflects a decrease in revenue for Hotel Occupancy Tax (HOT) due to Coronavirus Disease 2019 (COVID-19), resulting in lower payment to Houston Arts Alliance. 				

**Tourism Promotion Special Revenue Fund
Mayor's Office
Expenditure Summary**



FISCAL YEAR 2021 BUDGET

Division Summary							
Fund Name : Tourism Promotion Special Revenue Fund							
Business Area : Mayor's Office							
Fund No. /Bus Area No. : 2429 / 5000							
Division Description	FY2019 Actual		FY2020 Estimate		FY2021 Budget		
	FTEs	Costs \$	FTEs	Costs \$	FTEs	Costs \$	
Special Events 500003 Produces, co-produces, and permits events that enhance the image of the City and highlights Houston's diverse culture. Facilitates activities designed to promote business travel and hotel occupancy, and maintain protocol services in the City of Houston - MOSE and MOTIA.	17.0	3,109,059	21.0	3,603,750	21.0	3,512,694	
Cultural Affairs 500008 Implements the City's Arts and Cultural Plan. Assists the public and City departments to realize cultural projects that advance their goals. Develops policies, oversees contracts for grants and cultural services, facilitates Civic Art, temporary art, donations to the City's art collection, community murals, and special projects.	2.6	342,563	3.5	359,478	3.5	451,007	
Special Cultural Initiatives 500009 Distribution to component units of the Hotel Occupancy Tax funds to promote tourism, civic celebration and city's arts.	0.0	16,233,028	0.0	15,650,000	0.0	11,799,536	
Total	19.6	19,684,650	24.5	19,613,228	24.5	15,763,237	

FISCAL YEAR 2021 BUDGET

Business Area Revenues Summary

Fund Name : Tourism Promotion Special Revenue Fund
Business Area : Mayor's Office
Fund No./Bus. Area No. : 2429 / 5000

Category	FY2019 Actual	FY2020 Current Budget	FY2020 Estimate	FY2021 Budget
Licenses and Permits	41,415	38,000	38,000	38,000
Interest	53,988	6,000	40,000	36,000
Miscellaneous/Other	17,180,536	17,676,000	16,373,250	12,981,275
Other Resources	2,211,594	2,294,357	2,436,586	2,435,492
Grand Total Revenues	<u>19,487,533</u>	<u>20,014,357</u>	<u>18,887,836</u>	<u>15,490,767</u>