

**FISCAL YEAR 2025 BUDGET**

**Fund Summary**

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

	<u>FY2024 Current Budget</u>	<u>FY2024 Estimate</u>	<u>FY2025 Budget</u>
Beginning Fund Balance	2,388,027	2,388,027	1,967,905
Current Revenues	21,450,964	22,478,829	24,502,891
Total Available Resources	<u>23,838,991</u>	<u>24,866,856</u>	<u>26,470,796</u>
Maintenance and Operations	22,598,951	22,598,951	24,308,831
Debt Services	300,000	300,000	300,000
Total Expenditures	<u>22,898,951</u>	<u>22,898,951</u>	<u>24,608,831</u>
Planned Ending Fund Balance	<u>940,040</u>	<u>1,967,905</u>	<u>1,861,965</u>
Total Budget	<u><u>23,838,991</u></u>	<u><u>24,866,856</u></u>	<u><u>26,470,796</u></u>

Fund Balance Distribution

Non-Spendable	0	0	0
Restricted	940,040	1,967,905	1,861,965
Committed	0	0	0
Assigned	0	0	0
Unassigned	0	0	0

The above summarizes the FY2024 Budget, the FY2024 Estimate and the FY2025 Budget for the Tourism Promotion Special Revenue Fund (2429). Also included are the beginning and ending fund balances, total revenue 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.