

Tourism

Mission Statement

Enhance the quality of life for residents by optimizing the economic impacts of the tourism industry derived from the County's Transient Room Tax.



Proposed Budget Presentation
Fiscal Year 2026-2027

May 2026



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County Administration - Tourism (12)

Department Budget Summary by Fund

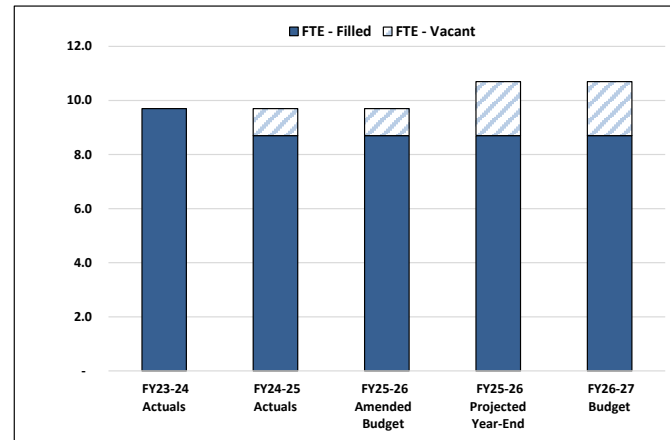
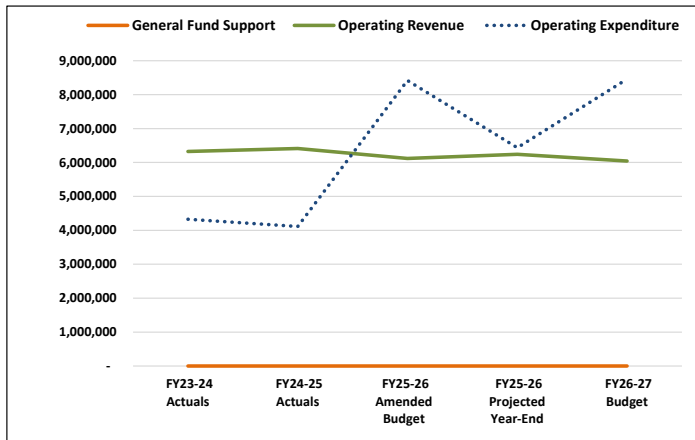
Line of Business	Program	FY26-27 Transient Lodging Tax Fund (255)	FY26-27 Total Budget	FY26-27 General Fund Support in Budget*	% of Total	FY26-27 FTE **		
						Total	Filled	Vacant
Tourism	Leadership & Administration	7,996,232	7,996,232	-	-	2.25	2.25	0
	Destination Development & Community Relations	2,302,365	2,302,365	-	-	4.7	2.7	2.0
	Region Cooperative Tourism Program	681,123	681,123	-	-	0.75	0.75	
	Marketing & Communication	3,369,302	3,369,302	-	-	3.0	3.0	
	Portland Region	193,000	193,000	-	-			
	TOTAL	14,542,022	14,542,022	-	-	10.7	8.7	2.0
	FY25-26 Budget (Amended)	15,416,651	15,416,651	-	-	9.7	8.7	1.0
	\$ Increase (Decrease)	-874,630	-874,630	-		1	0	1
	% Increase (Decrease)	-6%	-6%	-		10%	0%	100%

*General Fund Support is a subsidy, net of any other revenue received by the department.

** FY26-27 FTE: The figures align to each department's updated personnel counts.

12-County Administration / 255-Transient Lodging Tax Fund
Summary of Revenue and Expense

	FY23-24 Actuals	FY24-25 Actuals	FY25-26 Amended Budget	FY25-26 Projected Year-End	FY26-27 Budget	<u>Budget to Budget:</u>	
						\$ Variance	% Variance
Beginning Fund Balance	7,402,015	8,658,139	9,296,652	10,501,894	8,499,022	(797,630)	-9%
Taxes	-	-	-	-	-	-	-
Federal, State, Local, All Other Gifts	593,232	577,743	570,000	693,225	693,000	123,000	22%
Charges, Fees, License, Permits	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-
All Other Revenue Resources	5,729,777	5,834,690	5,550,000	5,550,000	5,350,000	(200,000)	-4%
Other Interfund Transfers	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-
Operating Revenue	6,323,009	6,412,433	6,120,000	6,243,225	6,043,000	(77,000)	-1%
Total Revenue	13,725,023	15,070,572	15,416,652	16,745,119	14,542,022	(874,630)	-6%
Personnel Services	1,545,963	1,466,877	1,647,993	1,647,992	1,964,538	316,545	19%
Materials and Services	2,778,222	2,646,714	6,768,658	4,790,002	6,495,495	(273,163)	-4%
Capital Outlay	-	-	-	-	-	-	-
Operating Expenditure	4,324,185	4,113,591	8,416,651	6,437,994	8,460,033	43,382	1%
Debt Service	-	-	-	-	-	-	-
Special Payments	542,700	455,087	2,000,000	1,808,103	881,989	(1,118,011)	-56%
Transfers	200,000	-	-	-	-	-	-
Contingency	-	-	5,000,000	-	5,200,000	200,000	4%
Total Appropriated	5,066,885	4,568,678	15,416,651	8,246,097	14,542,022	(874,629)	-6%
Reserve for Future Expenditures	-	-	-	-	-	-	-
Total Expense	5,066,885	4,568,678	15,416,651	8,246,097	14,542,022	(874,629)	-6%
Revenues Less Expenses	8,658,139	10,501,894	-	8,499,022	-		
<u>Full Time Equivalent (FTE)</u>				<i>As Of 04/2026</i>			
FTE - Total	9.7	9.7	9.7	10.7	10.7	-	
FTE - Filled	9.7	8.7	8.7	8.7	8.7	-	
FTE - Vacant	-	1.0	1.0	2.0	2.0	-	



FY26-27: Looking Ahead

FY26-27 Opportunities

- Will be fully staffed in FY26-27; however still below staffing levels pre-COVID.
- Carry-over from previous FY will go into new investments, including:
 - Increase in our annual grant program by \$100,000.
 - Funding to support a tourism business accessibility enhancement program.
 - Additional advertising to win market share in a challenging visitor economy.

FY26-27 Challenges

- Anticipated decrease in TLT collections for FY26-27 based on economic climate and continued drop in international visitation. Dropped from \$5.35M to \$5.15M. This is consistent with other Portland Metro Area TLT collection forecasting.
- Concerns about wildfire impacts due to slow snow season.
- Increased reserve slightly to better reflect 1 years' worth of TLT income.
 - Creates additional buffer for potential wildfire recovery response.