



Office of Tourism

Budget Presentation
Fiscal Year 2025-2026



County Administration - Tourism (12)

Department Budget Summary by Fund

Line of Business	Program	FY25-26	FY25-26	FY25-26	% of	FY25-26 FTE **		
		Transient Lodging Tax Fund (255)	Total Budget	General Fund Support in Budget*	Total	Total	Filled	Vacant
Tourism	Leadership & Administration	8,630,217	8,630,217	-	-	3.3	2.3	1.0
	Destination Development & Community Relations	3,009,503	3,009,503	-	-	2.0	2.0	-
	Region Cooperative Tourism Program	610,001	610,001	-	-	0.8	0.8	-
	Marketing & Communication	3,166,931	3,166,931	-	-	3.7	3.7	-
TOTAL		15,416,651	15,416,651	-	-	9.7	8.7	1.0
FY24-25 Budget (Amended)		12,242,125	12,242,125	-	-	9.7	8.7	1.0
\$ Increase (Decrease)		3,174,526	3,174,526	-	-	0.0	0.0	0.0
% Increase (Decrease)		26%	26%	-	-	0%	0%	0%

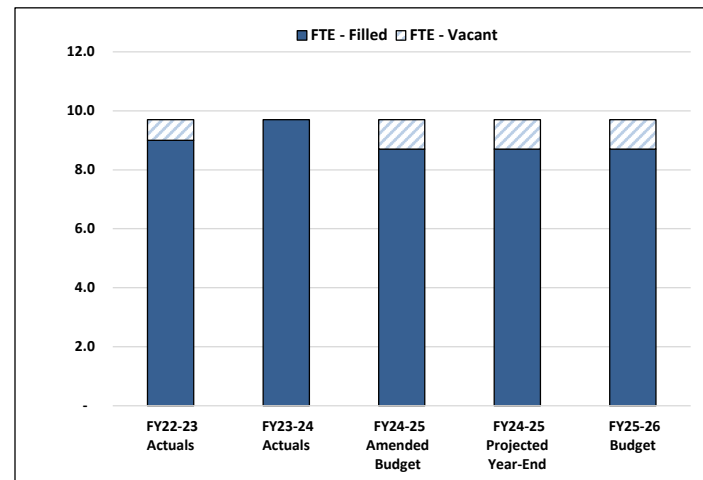
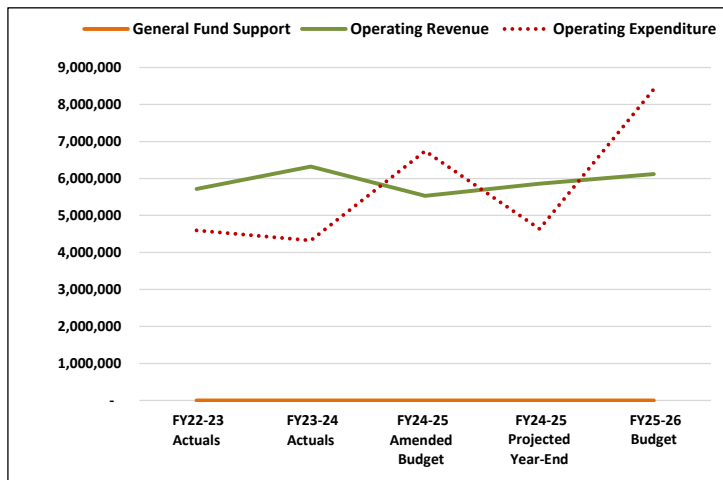
*General Fund Support is a subsidy, net of any other revenue received by the department

** FY25-26 FTE: The figures align to each department's updated personnel counts

Note: Transient Room Tax given to the County Fair Fund and County Finance is reported in Department 80 Misc/Pass-Through. In FY22-23 and FY23-24 the change in fund balance is due to a split between departments 12 and 80.

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

	FY22-23 Actuals	FY23-24 Actuals	FY24-25 Amended Budget	FY24-25 Projected Year-End	FY25-26 Budget	<u>Budget to Budget:</u>		<u>Budget to 3-Year Average:</u>	
						\$ Variance	% Variance	\$ Variance	% Variance
Beginning Fund Balance	6,376,481	7,402,015	6,712,125	8,611,504	9,296,652	2,584,527	39%	1,833,319	25%
Taxes	-	-	-	-	-	-	-	-	-
Federal, State, Local, All Other Gifts	556,018	593,232	530,000	577,743	570,000	40,000	8%	(5,664)	-1%
Charges, Fees, License, Permits	-	-	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-	-	-
All Other Revenue Resources	5,157,931	5,729,777	5,000,000	5,283,217	5,550,000	550,000	11%	159,692	3%
Other Interfund Transfers	-	-	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-	-	-
Operating Revenue	5,713,949	6,323,009	5,530,000	5,860,960	6,120,000	590,000	11%	154,027	3%
Total Revenue	12,090,430	13,725,023	12,242,125	14,472,464	15,416,652	3,174,527	26%	1,987,346	15%
Personnel Services	1,264,816	1,545,963	1,636,299	1,636,330	1,647,993	11,694	1%	165,623	11%
Materials and Services	3,328,812	2,778,222	5,105,826	2,997,108	6,768,658	1,662,832	33%	3,733,944	123%
Capital Outlay	-	-	-	-	-	-	-	-	-
Operating Expenditure	4,593,628	4,324,185	6,742,125	4,633,438	8,416,651	1,674,526	25%	3,899,568	86%
Debt Service	-	-	-	-	-	-	-	-	-
Special Payments	147,553	542,700	500,000	542,370	2,000,000	1,500,000	300%	1,589,126	387%
Transfers	-	200,000	-	-	-	-	-	(66,667)	-100%
Contingency	-	-	5,000,000	-	5,000,000	-	0%	5,000,000	-
Total Appropriated	4,741,181	5,066,885	12,242,125	5,175,808	15,416,651	3,174,526	26%	10,422,027	209%
Reserve for Future Expenditures	-	-	-	-	-	-	-	-	-
Total Expense	4,741,181	5,066,885	12,242,125	5,175,808	15,416,651	3,174,526	26%	10,422,027	
Revenues Less Expenses	7,349,249	8,658,139	-	9,296,656	-				
Full Time Equivalent (FTE)									
				<i>As Of 03/2025</i>					
FTE - Total	9.7	9.7	9.7	9.7	9.7	-			
FTE - Filled	9.0	9.7	8.7	8.7	8.7	-			
FTE - Vacant	0.7	-	1.0	1.0	1.0	-			



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FY25-26 Looking Ahead

CHALLENGES

- No challenges anticipated in FY25-26 budget, but tourism may see a decrease in transient lodging tax collections in FY25-26 due to a decrease in international visitation and a volatile economy that could impact our future FY budgets.

OPPORTUNITIES

- Accumulated carryover from the last couple of years allows the budget for FY25-26 to be stronger than usual. This is an opportunity to get more dollars back out into the community this year to support tourism businesses (grants) and drive more visitation to support economic growth (advertising) in this potentially turbulent tourism economy year.