

# 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	-
<b>TOTAL</b>		<b>15,416,651</b>	<b>15,416,651</b>	<b>-</b>	<b>-</b>	<b>9.7</b>	<b>8.7</b>	<b>1.0</b>
<b>FY24-25 Budget (Amended)</b>		<b>12,242,125</b>	<b>12,242,125</b>	<b>-</b>	<b>-</b>	<b>9.7</b>	<b>8.7</b>	<b>1.0</b>
<b>\$ Increase (Decrease)</b>		<b>3,174,526</b>	<b>3,174,526</b>	<b>-</b>	<b>-</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>% Increase (Decrease)</b>		<b>26%</b>	<b>26%</b>	<b>-</b>	<b>-</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>

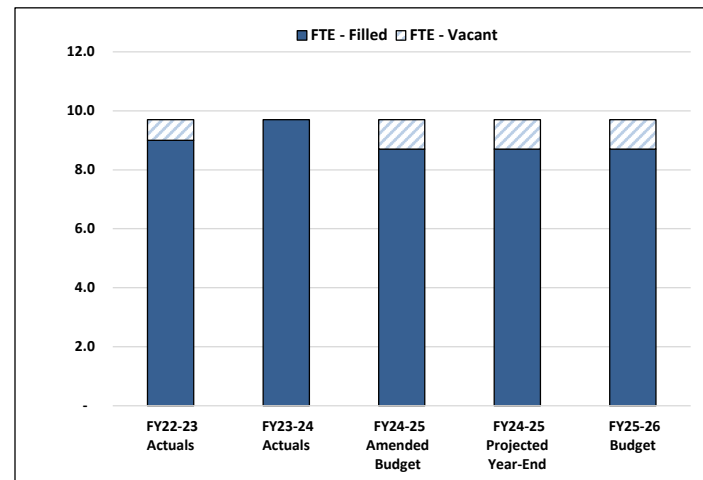
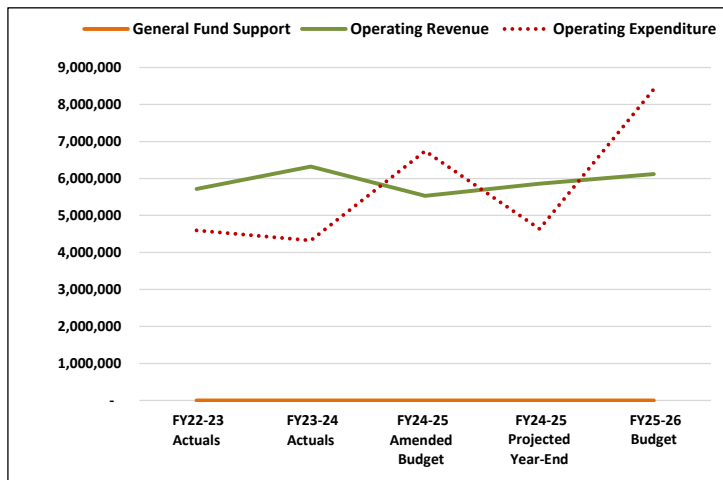
\*General Fund Support is a subsidy, net of any other revenue received by the department

\*\* 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	Budget to Budget:		Budget to 3-Year Average:	
						\$ Variance	% Variance	\$ Variance	% Variance
<b>Beginning Fund Balance</b>	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	-	-	-	-	-	-	-	-	-
<b>Operating Revenue</b>	<b>5,713,949</b>	<b>6,323,009</b>	<b>5,530,000</b>	<b>5,860,960</b>	<b>6,120,000</b>	<b>590,000</b>	<b>11%</b>	<b>154,027</b>	<b>3%</b>
<b>Total Revenue</b>	<b>12,090,430</b>	<b>13,725,023</b>	<b>12,242,125</b>	<b>14,472,464</b>	<b>15,416,652</b>	<b>3,174,527</b>	<b>26%</b>	<b>1,987,346</b>	<b>15%</b>
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	-	-	-	-	-	-	-	-	-
<b>Operating Expenditure</b>	<b>4,593,628</b>	<b>4,324,185</b>	<b>6,742,125</b>	<b>4,633,438</b>	<b>8,416,651</b>	<b>1,674,526</b>	<b>25%</b>	<b>3,899,568</b>	<b>86%</b>
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	-
<b>Total Appropriated</b>	<b>4,741,181</b>	<b>5,066,885</b>	<b>12,242,125</b>	<b>5,175,808</b>	<b>15,416,651</b>	<b>3,174,526</b>	<b>26%</b>	<b>10,422,027</b>	<b>209%</b>
Reserve for Future Expenditures	-	-	-	-	-	-	-	-	-
<b>Total Expense</b>	<b>4,741,181</b>	<b>5,066,885</b>	<b>12,242,125</b>	<b>5,175,808</b>	<b>15,416,651</b>	<b>3,174,526</b>	<b>26%</b>	<b>10,422,027</b>	
<b>Revenues Less Expenses</b>	<b>7,349,249</b>	<b>8,658,139</b>	<b>-</b>	<b>9,296,656</b>	<b>-</b>				
<b>Full Time Equivalent (FTE)</b>									
				<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	-			



*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.*

# FY25-26 Looking Ahead

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## 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.



## 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	-
<b>TOTAL</b>		<b>15,416,651</b>	<b>15,416,651</b>	<b>-</b>	<b>-</b>	<b>9.7</b>	<b>8.7</b>	<b>1.0</b>
<b>FY24-25 Budget (Amended)</b>		<b>12,242,125</b>	<b>12,242,125</b>	<b>-</b>	<b>-</b>	<b>9.7</b>	<b>8.7</b>	<b>1.0</b>
<b>\$ Increase (Decrease)</b>		<b>3,174,526</b>	<b>3,174,526</b>	<b>-</b>	<b>-</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>% Increase (Decrease)</b>		<b>26%</b>	<b>26%</b>	<b>-</b>	<b>-</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>

\*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.



# Tourism

## Leadership & Administration

### Purpose Statement

The purpose of Tourism is to provide sustainable countywide tourism services so stakeholders experience economic benefit from the optimized application of the County Transient Room Tax (TRT). Tourism is guided by the Tourism Development Council (TDC) as defined by the County TRT ordinance. Leadership works with the TDC to ensure programs align with the Tourism Master Plan and with identified strategic priorities and outcomes.

### Performance Narrative Statement

Tourism's overall measurements of success are based on industry best practices for performance measurement. Transient Room Tax (TRT) collection and visitor spending in Clackamas County are the key performance measures to support the County's priority to support a vibrant economy. Leadership also supports building public trust through good government. The Leadership & Administration budget reflects the TDC's direction to keep a contingency approximately equal to one year of TRT revenue, build an opportunity fund and program prior year carryover through high impact projects under professional services.

### Key Performance Measures

	FY 22-23 Actual	FY 23-24 Actual	FY 24-25 Target	FY 24-25 Actuals as of 2/28/25	FY 25-26 Target
Annual collection of revenues resulting from the TRT tax collections - County	\$5.7M	\$6.1M	\$5.8M	\$4.1M	\$5.8M
Annual destination spending in Clackamas County as calculated by Dean Runyan Associates for Travel Oregon (reported calendar year)	\$560.6M (year 2023)	\$571.8M (year 2024)	\$555M (year 2025)	***	\$555M

\*\*\*These figures are unavailable at this time as they are obtained from Dean Runyan in June each year.

Program includes:

Mandated Services

Shared Services

Grant Funding

Explain all "Yes" boxes below

For help with shared services, see AOC Shared State-County Services page on intranet

If grant funding, include length of grant and any match requirement (w/funding source)

Explanation



**120201-Leadership & Administration**  
**BCC Priority Alignment: Accountable Government**

**Program Budget Summary**

	FY22-23 Actuals	FY23-24 Actuals	FY24-25 Amended Budget	FY24-25 Projected Year-End	FY25-26 Budget	Budget-to-Budget:		Budget-to-3 Yr Avg:	
						\$ Variance	% Variance	\$ Variance	% Variance
<b>Beginning Fund Balance</b>	<b>6,635,868</b>	<b>5,874,179</b>	<b>6,712,125</b>	<b>7,791,487</b>	<b>8,304,706</b>	<b>1,592,581</b>	<b>24%</b>	<b>1,537,528</b>	<b>23%</b>
Taxes	-	-	-	-	-	-	-	-	-
Federal, State, Local, All Other Gifts	-	-	-	-	-	-	-	-	-
Charges, Fees, License, Permits, Fines	-	-	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-	-	-
All Other Revenue Resources	474,632	3,179,930	1,326,945	1,606,562	325,510	(1,001,435)	-75%	(1,428,198)	-81%
Other Interfund Transfers	-	-	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-	-	-
<b>Operating Revenue</b>	<b>474,632</b>	<b>3,179,930</b>	<b>1,326,945</b>	<b>1,606,562</b>	<b>325,510</b>	<b>(1,001,435)</b>	<b>-75%</b>	<b>(1,428,198)</b>	<b>-81%</b>
<b>Total Revenue</b>	<b>7,110,500</b>	<b>9,054,108</b>	<b>8,039,070</b>	<b>9,398,049</b>	<b>8,630,216</b>	<b>591,146</b>	<b>7%</b>	<b>109,330</b>	<b>1%</b>
Personnel Services	515,605	577,029	612,327	612,328	579,296	(33,030)	-5%	10,976	2%
Materials and Services	764,880	438,958	2,426,744	481,014	3,050,920	624,177	26%	2,489,303	443%
Capital Outlay	-	-	-	-	-	-	-	-	-
<b>Operating Expense</b>	<b>1,280,485</b>	<b>1,015,987</b>	<b>3,039,070</b>	<b>1,093,342</b>	<b>3,630,217</b>	<b>591,146</b>	<b>19%</b>	<b>2,500,279</b>	<b>221%</b>
Debt Service	-	-	-	-	-	-	-	-	-
Special Payments	-	-	-	-	-	-	-	-	-
Transfers	-	200,000	-	-	-	-	-	(66,667)	-100%
Contingency	-	-	5,000,000	-	5,000,000	-	0%	5,000,000	-
<b>Total Appropriated</b>	<b>1,280,485</b>	<b>1,215,987</b>	<b>8,039,070</b>	<b>1,093,342</b>	<b>8,630,217</b>	<b>591,146</b>	<b>7%</b>	<b>7,433,612</b>	<b>621%</b>
Reserve for Future Expenditures	-	-	-	-	-	-	-	-	-
<b>Total Expense</b>	<b>1,280,485</b>	<b>1,215,987</b>	<b>8,039,070</b>	<b>1,093,342</b>	<b>8,630,217</b>	<b>591,146</b>	<b>7%</b>	<b>7,433,612</b>	
<b>Revenues Less Expenses</b>	<b>5,830,015</b>	<b>7,838,122</b>	<b>-</b>	<b>8,304,707</b>	<b>-</b>				

**Notes:**

Transition of Tourism department leadership during FY 24/25 led to limited spending of the current budget and a higher than expected carryover for FY25/26. Additionally, there was carryover from FY 23/24 that was not budgeted for in FY 24/25 that is now programmed into the FY 25/26 budget. Combined, these funds beyond normal annual revenue have been distributed across the Leadership, Development and Marketing programs in FY 25/26, intended for impactful one time investments.



## Destination Development & Community Relations

### Purpose Statement

The Destination Development & Community Relations program is responsible for strategies that develop and enhance tourism attractions, facilities and products through engagement and collaborations that contribute to economic development and local vitality.

### Performance Narrative

The Destination Development & Community Relations budget is budgeted at continuation of service level with the exception of the strategic investment program which is returned to sustainable levels after a one time increase in FY23/24. This budget includes product development, direct investments in community efforts, staff outreach to partners, convening of stakeholders, support for collaborative projects, trainings, visitor information services, trade and consumer show representation. Development monitors the number and diversity of partners engaged with Tourism program offerings, direct investment, and community involvement helping to achieve strategic outcomes through partnerships and contributes to Tourism's overall measurements of success in Transient Room Tax (TRT) collections and annual visitor spending to support the County's vibrant economy priority.

### Key Performance Measures

	FY 22-23 Actual	FY 23-24 Actual	FY 24-25 Target	FY 24-25 Actuals as of 2/28/25	FY 25-26 Target
Annual collection of revenues resulting from the TRT tax collections - County	\$5.7M	\$6.1M	\$5.8M	\$4.1M	\$5.8M
Annual destination spending in Clackamas County as calculated by Dean Runyan Associates for Travel Oregon (reported calendar year)	\$560.6M (year 2023)	\$571.8M (year 2024)	\$555M (year 2025)	***	\$555M

\*\*\*These figures are unavailable at this time as they are obtained from Dean Runyan in June each year.

Program includes:

Mandated Services ☐ N

Shared Services ☐ N

Grant Funding ☐ N

Explain all "Yes" boxes below

For help with shared services, see AOC Shared State-County Services page on intranet

If grant funding, include length of grant and any match requirement (w/funding source)

Explanation





120202-Destination Development & Community Relations

BCC Priority Alignment: Accountable Government

Program Budget Summary

	FY22-23 Actuals	FY23-24 Actuals	FY24-25 Amended Budget	FY24-25 Projected Year-End	FY25-26 Budget	Budget-to-Budget:		Budget-to-3 Yr Avg:	
						\$ Variance	% Variance	\$ Variance	% Variance
<b>Beginning Fund Balance</b>	<b>(49,695)</b>	<b>831,641</b>	<b>-</b>	<b>604,165</b>	<b>685,844</b>	<b>685,844</b>	<b>-</b>	<b>223,807</b>	<b>48%</b>
Taxes	-	-	-	-	-	-	-	-	-
Federal, State, Local, All Other Gifts	-	-	-	-	-	-	-	-	-
Charges, Fees, License, Permits, Fines	-	-	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-	-	-
All Other Revenue Resources	1,590,558	891,394	1,362,304	1,362,304	2,323,660	961,356	71%	1,042,241	81%
Other Interfund Transfers	-	-	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-	-	-
<b>Operating Revenue</b>	<b>1,590,558</b>	<b>891,394</b>	<b>1,362,304</b>	<b>1,362,304</b>	<b>2,323,660</b>	<b>961,356</b>	<b>71%</b>	<b>1,042,241</b>	<b>81%</b>
<b>Total Revenue</b>	<b>1,540,863</b>	<b>1,723,035</b>	<b>1,362,304</b>	<b>1,966,469</b>	<b>3,009,504</b>	<b>1,647,200</b>	<b>121%</b>	<b>1,266,048</b>	<b>73%</b>
Personnel Services	268,077	294,232	299,354	299,354	317,054	17,700	6%	29,833	10%
Materials and Services	293,592	318,039	562,950	438,899	692,449	129,499	23%	342,273	98%
Capital Outlay	-	-	-	-	-	-	-	-	-
<b>Operating Expense</b>	<b>561,669</b>	<b>612,271</b>	<b>862,304</b>	<b>738,253</b>	<b>1,009,503</b>	<b>147,199</b>	<b>17%</b>	<b>372,105</b>	<b>58%</b>
Debt Service	-	-	-	-	-	-	-	-	-
Special Payments	147,553	506,600	500,000	542,370	2,000,000	1,500,000	300%	1,601,159	401%
Transfers	-	-	-	-	-	-	-	-	-
Contingency	-	-	-	-	-	-	-	-	-
<b>Total Appropriated</b>	<b>709,222</b>	<b>1,118,870</b>	<b>1,362,304</b>	<b>1,280,623</b>	<b>3,009,503</b>	<b>1,647,199</b>	<b>121%</b>	<b>1,973,264</b>	<b>190%</b>
Reserve for Future Expenditures	-	-	-	-	-	-	-	-	-
<b>Total Expense</b>	<b>709,222</b>	<b>1,118,870</b>	<b>1,362,304</b>	<b>1,280,623</b>	<b>3,009,503</b>	<b>1,647,199</b>	<b>121%</b>	<b>1,973,264</b>	
<b>Revenues Less Expenses</b>	<b>831,641</b>	<b>604,165</b>	<b>-</b>	<b>685,846</b>	<b>-</b>				

Notes:

Transition of Tourism department leadership during FY 24/25 led to limited spending of the current budget and a higher than expected carryover for FY25/26. Additionally, there was carryover from FY 23/24 that was not budgeted for in FY 24/25 that is now programmed into the FY 25/26 budget. Combined, these funds beyond normal annual revenue have been distributed across the Leadership, Development and Marketing programs in FY 25/26, intended for impactful one time investments.



## Tourism

### Region Cooperative Tourism Program

#### Purpose Statement

The purpose of the Regional Cooperative Tourism Program is to provide regional destination management through marketing, public relations, global sales, destination development, and partnership services and opportunities to local stakeholders in each region. Tourism leads the Mt. Hood & Columbia River Gorge Region as the Regional Destination Management Organization (RDMO) and collaborates with the designated RDMO in the Portland and Willamette Valley regions.

#### Performance Narrative Statement

Tourism receives a portion of state transient lodging tax funds as pass through to support the regional efforts for the Mt. Hood/Gorge region and provide program support within our geographic boundaries of the Portland region. The program delivers destination management leadership to regional stakeholders and supports the County's vibrant economy priority.

RCTP performance is closely measured through Travel Oregon's RCTP program guidelines, through quarterly check in reviews with Travel Oregon program staff, annual program and budget tracking reports, annual financial audit, and biennial regional stakeholder feedback via Travel Oregon's industry survey.

#### Key Performance Measures

	FY 22-23 Actual	FY 23-24 Actual	FY 24-25 Target	FY 24-25 Actuals as of 3/31/25	FY 25-26 Target
Quarterly reviews with Travel Oregon program staff	4	4	4	2	4
Annual reports to be completed by the RDMO	1	1	1	0	1
Biennial regional stakeholder feedback via Travel Oregon's Industry Survey	0	0	1	1	0

Program includes:

Mandated Services

Shared Services

Grant Funding

Explain all "Yes" boxes below

For help with shared services, see AOC Shared State-County Services page on intranet

If grant funding, include length of grant and any match requirement (w/funding source)

Explanation



**120203-Region Cooperative Tourism Program**

BCC Priority Alignment: Accountable Government

**Program Budget Summary**

	FY22-23 Actuals	FY23-24 Actuals	FY24-25 Amended Budget	FY24-25 Projected Year-End	FY25-26 Budget	Budget-to-Budget:		Budget-to-3 Yr Avg:	
						\$ Variance	% Variance	\$ Variance	% Variance
<b>Beginning Fund Balance</b>	<b>141,825</b>	<b>83,007</b>	<b>-</b>	<b>168,935</b>	<b>40,000</b>	<b>40,000</b>	<b>-</b>	<b>(91,256)</b>	<b>-70%</b>
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, Fines	-	-	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-	-	-
All Other Revenue Resources	17,500	56,502	-	-	-	-	-	(24,667)	-100%
Other Interfund Transfers	-	-	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-	-	-
<b>Operating Revenue</b>	<b>573,518</b>	<b>649,734</b>	<b>530,000</b>	<b>577,743</b>	<b>570,000</b>	<b>40,000</b>	<b>8%</b>	<b>(30,332)</b>	<b>-5%</b>
<b>Total Revenue</b>	<b>715,343</b>	<b>732,741</b>	<b>530,000</b>	<b>746,678</b>	<b>610,000</b>	<b>80,000</b>	<b>15%</b>	<b>(121,587)</b>	<b>-17%</b>
Personnel Services	105,312	120,177	126,768	126,797	135,141	8,373	7%	17,712	15%
Materials and Services	535,627	407,529	403,233	579,881	474,860	71,627	18%	(32,819)	-6%
Capital Outlay	-	-	-	-	-	-	-	-	-
<b>Operating Expense</b>	<b>640,938</b>	<b>527,705</b>	<b>530,000</b>	<b>706,678</b>	<b>610,001</b>	<b>80,001</b>	<b>15%</b>	<b>(15,106)</b>	<b>-2%</b>
Debt Service	-	-	-	-	-	-	-	-	-
Special Payments	-	36,100	-	-	-	-	-	(12,033)	-100%
Transfers	-	-	-	-	-	-	-	-	-
Contingency	-	-	-	-	-	-	-	-	-
<b>Total Appropriated</b>	<b>640,938</b>	<b>563,805</b>	<b>530,000</b>	<b>706,678</b>	<b>610,001</b>	<b>80,001</b>	<b>15%</b>	<b>(27,140)</b>	<b>-4%</b>
Reserve for Future Expenditures	-	-	-	-	-	-	-	-	-
<b>Total Expense</b>	<b>640,938</b>	<b>563,805</b>	<b>530,000</b>	<b>706,678</b>	<b>610,001</b>	<b>80,001</b>	<b>15%</b>	<b>(27,140)</b>	
<b>Revenues Less Expenses</b>	<b>74,405</b>	<b>168,935</b>	<b>-</b>	<b>40,000</b>	<b>-</b>				

Notes:

Yr/Yr budget increase due to anticipated increase in grant funding revenue from the Portland Regional Program and anticipated carryover from FY 24/25.



## Tourism

### Marketing & Communication

#### Purpose Statement

The Marketing & Communication program is responsible for strategies that deepen awareness of the destination and critical messages that support a sustainable destination through advertising, promotions, public relations, sales materials and trip planning tools that facilitate a positive visitor experience that benefits the community.

#### Performance Narrative Statement

The Marketing & Communication budget is a continuation of service levels from last fiscal year and a couple one time projects programed from department carryover. This budget allows for owned and earned messaging strategies that include staff and contracted expertise and Support. Marketing monitors and measures performance for individual campaigns, channels and public relations for effectiveness in achieving strategic outcomes and contributes to Tourism's overall measurements of success in Transient Room Tax (TRT) collections and annual visitor spending to support the County's vibrant economy priority.

#### Key Performance Measures

	FY 22-23 Actual	FY 23-24 Actual	FY 24-25 Target	FY 24-25 Actuals as of 2/28/25	FY 25-26 Target
Annual collection of revenues resulting from the TRT tax collections - County	\$5.7M	\$6.1M	\$5.8M	\$4.1M	\$5.8M
Annual destination spending in Clackamas County as calculated by Dean Runyan Associates for Travel Oregon (reported calendar year)	\$560.6M (year 2023)	\$571.8M (year 2024)	\$555M (year 2025)	***	\$555M

\*\*\*These figures are unavailable at this time as they are obtained from Dean Runyan in June each year.

Program includes:

Mandated Services

Shared Services

Grant Funding

Explain all "Yes" boxes below

For help with shared services, see AOC Shared State-County Services page on intranet

If grant funding, include length of grant and any match requirement (w/funding source)

Explanation



**120204-Marketing & Communication**  
**BCC Priority Alignment: Accountable Government**

**Program Budget Summary**

	FY22-23 Actuals	FY23-24 Actuals	FY24-25 Amended Budget	FY24-25 Projected Year-End	FY25-26 Budget	Budget-to-Budget:		Budget-to-3 Yr Avg:	
						\$ Variance	% Variance	\$ Variance	% Variance
<b>Beginning Fund Balance</b>	<b>(351,517)</b>	<b>613,188</b>	<b>-</b>	<b>46,917</b>	<b>266,102</b>	<b>266,102</b>	<b>-</b>	<b>163,239</b>	<b>159%</b>
Taxes	-	-	-	-	-	-	-	-	-
Federal, State, Local, All Other Gifts	-	-	-	-	-	-	-	-	-
Charges, Fees, License, Permits, Fines	-	-	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-	-	-
All Other Revenue Resources	3,075,240	1,601,951	2,310,751	2,314,351	2,900,830	590,079	26%	570,316	24%
Other Interfund Transfers	-	-	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-	-	-
<b>Operating Revenue</b>	<b>3,075,240</b>	<b>1,601,951</b>	<b>2,310,751</b>	<b>2,314,351</b>	<b>2,900,830</b>	<b>590,079</b>	<b>26%</b>	<b>570,316</b>	<b>24%</b>
<b>Total Revenue</b>	<b>2,723,724</b>	<b>2,215,139</b>	<b>2,310,751</b>	<b>2,361,268</b>	<b>3,166,932</b>	<b>856,181</b>	<b>37%</b>	<b>733,555</b>	<b>30%</b>
Personnel Services	375,822	554,525	597,850	597,851	616,502	18,651	3%	107,102	21%
Materials and Services	1,734,713	1,613,697	1,712,900	1,497,314	2,550,429	837,529	49%	935,188	58%
Capital Outlay	-	-	-	-	-	-	-	-	-
<b>Operating Expense</b>	<b>2,110,536</b>	<b>2,168,222</b>	<b>2,310,750</b>	<b>2,095,165</b>	<b>3,166,931</b>	<b>856,180</b>	<b>37%</b>	<b>1,042,290</b>	<b>49%</b>
Debt Service	-	-	-	-	-	-	-	-	-
Special Payments	-	-	-	-	-	-	-	-	-
Transfers	-	-	-	-	-	-	-	-	-
Contingency	-	-	-	-	-	-	-	-	-
<b>Total Appropriated</b>	<b>2,110,536</b>	<b>2,168,222</b>	<b>2,310,750</b>	<b>2,095,165</b>	<b>3,166,931</b>	<b>856,180</b>	<b>37%</b>	<b>1,042,290</b>	<b>49%</b>
Reserve for Future Expenditures	-	-	-	-	-	-	-	-	-
<b>Total Expense</b>	<b>2,110,536</b>	<b>2,168,222</b>	<b>2,310,750</b>	<b>2,095,165</b>	<b>3,166,931</b>	<b>856,180</b>	<b>37%</b>	<b>1,042,290</b>	
<b>Revenues Less Expenses</b>	<b>613,188</b>	<b>46,917</b>	<b>-</b>	<b>266,103</b>	<b>-</b>				

**Notes:**

Transition of Tourism department leadership during FY 24/25 led to limited spending of the current budget and a higher than expected carryover for FY25/26. Additionally, there was carryover from FY 23/24 that was not budgeted for in FY 24/25 that is now programmed into the FY 25/26 budget. Combined, these funds beyond normal annual revenue have been distributed across the Leadership, Development and Marketing programs in FY 25/26, intended for impactful one time investments.