

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

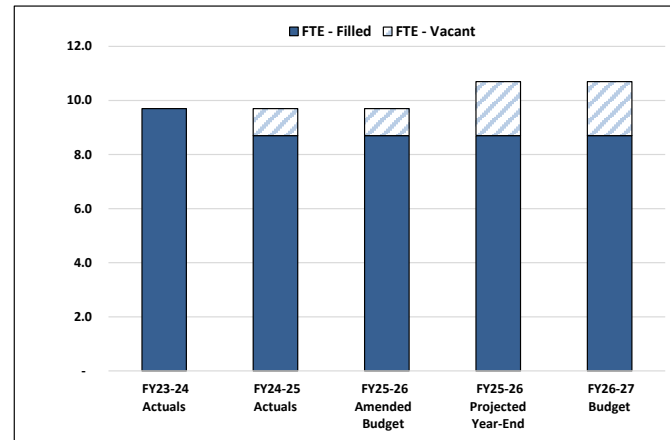
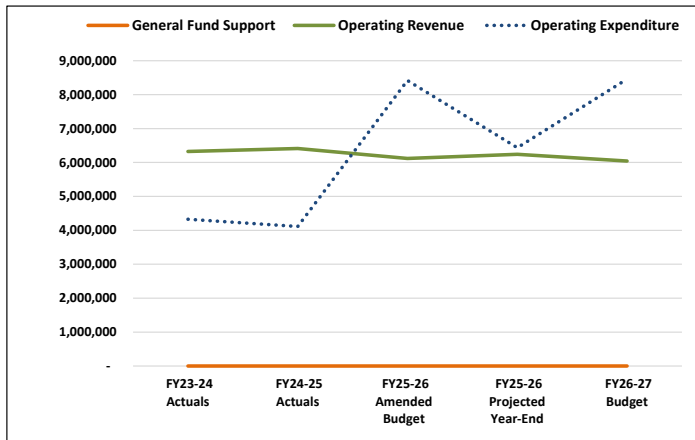
Line of Business	Program	FY26-27 Transient Lodging Tax Fund (255)	FY26-27 Total Budget	FY26-27 General Fund Support in Budget*	% of Total	FY26-27 FTE **		
						Total	Filled	Vacant
Tourism	Leadership & Administration	7,996,232	7,996,232	-	-	2.25	2.25	0
	Destination Development & Community Relations	2,302,365	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
	<i>FY25-26 Budget (Amended)</i>	15,416,651	15,416,651	-	-	9.7	8.7	1.0
	<i>\$ Increase (Decrease)</i>	-874,630	-874,630	-		1	0	1
	<i>% Increase (Decrease)</i>	-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.



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.



120201-Leadership & Administration

BCC Priority Alignment: Vibrant Economy

Program Budget Summary

Budget-to-Budget:

	FY23-24 Actuals	FY24-25 Actuals	FY25-26 Amended Budget	FY25-26 Projected Year-End	FY26-27 Budget	\$ Variance	% Variance
Beginning Fund Balance	5,874,179	7,838,122	8,304,706	9,129,863	6,763,145	(1,541,561)	-19%
Taxes	-	-	-	-	-	-	-
Federal, State, Local, All Other Gifts	-	-	-	-	-	-	-
Charges, Fees, License, Permits, Fines	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-
All Other Revenue Resources	3,179,930	2,133,211	325,510	325,510	1,233,087	907,577	279%
Other Interfund Transfers	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-
Operating Revenue	3,179,930	2,133,211	325,510	325,510	1,233,087	907,577	279%
Total Revenue	9,054,108	9,971,333	8,630,216	9,455,373	7,996,232	(633,984)	-7%
Personnel Services	577,029	438,967	579,296	579,296	458,496	(120,800)	-21%
Materials and Services	438,958	402,503	3,050,920	2,112,932	2,337,736	(713,184)	-23%
Capital Outlay	-	-	-	-	-	-	-
Operating Expense	1,015,987	841,470	3,630,217	2,692,228	2,796,232	(833,985)	-23%
Debt Service	-	-	-	-	-	-	-
Special Payments	-	-	-	-	-	-	-
Transfers	200,000	-	-	-	-	-	-
Contingency	-	-	5,000,000	-	5,200,000	200,000	4%
Total Appropriated	1,215,987	841,470	8,630,217	2,692,228	7,996,232	(633,985)	-7%
Reserve for Future Expenditures	-	-	-	-	-	-	-
Total Expense	1,215,987	841,470	8,630,217	2,692,228	7,996,232	(433,985)	-5%
Revenues Less Expenses	7,838,122	9,129,863	-	6,763,145	-		

Notes:

None



120202-Destination Development & Community Relations

BCC Priority Alignment: Vibrant Economy

Program Budget Summary

Budget-to-Budget:

	FY23-24 Actuals	FY24-25 Actuals	FY25-26 Amended Budget	FY25-26 Projected Year-End	FY26-27 Budget	\$ Variance	% Variance
Beginning Fund Balance	831,641	604,165	685,844	1,002,621	854,754	168,910	25%
Taxes	-	-	-	-	-	-	-
Federal, State, Local, All Other Gifts	-	-	-	-	-	-	-
Charges, Fees, License, Permits, Fines	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-
All Other Revenue Resources	891,394	1,387,128	2,323,660	2,323,660	1,447,611	(876,049)	-38%
Other Interfund Transfers	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-
Operating Revenue	891,394	1,387,128	2,323,660	2,323,660	1,447,611	(876,049)	-38%
Total Revenue	1,723,035	1,991,293	3,009,504	3,326,281	2,302,365	(707,139)	-23%
Personnel Services	294,232	319,568	317,054	317,054	793,606	476,553	150%
Materials and Services	318,039	255,161	692,449	346,370	626,770	(65,679)	-9%
Capital Outlay	-	-	-	-	-	-	-
Operating Expense	612,271	574,729	1,009,503	663,424	1,420,376	410,874	41%
Debt Service	-	-	-	-	-	-	-
Special Payments	506,600	413,943	2,000,000	1,808,103	881,989	(1,118,011)	-56%
Transfers	-	-	-	-	-	-	-
Contingency	-	-	-	-	-	-	-
Total Appropriated	1,118,870	988,672	3,009,503	2,471,527	2,302,365	(707,137)	-23%
Reserve for Future Expenditures	-	-	-	-	-	-	-
Total Expense	1,118,870	988,672	3,009,503	2,471,527	2,302,365	(707,137)	-23%
Revenues Less Expenses	604,165	1,002,621	-	854,754	-		

Notes:

None



120203-Region Cooperative Tourism Program

BCC Priority Alignment: Vibrant Economy

Program Budget Summary

Budget-to-Budget:

	FY23-24 Actuals	FY24-25 Actuals	FY25-26 Amended Budget	FY25-26 Projected Year-End	FY26-27 Budget	\$ Variance	% Variance
Beginning Fund Balance	83,007	168,935	40,000	106,902	181,123	141,123	353%
Taxes	-	-	-	-	-	-	-
Federal, State, Local, All Other Gifts	593,232	577,743	570,000	693,225	500,000	(70,000)	-12%
Charges, Fees, License, Permits, Fines	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-
All Other Revenue Resources	56,502	-	-	-	-	-	-
Other Interfund Transfers	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-
Operating Revenue	649,734	577,743	570,000	693,225	500,000	(70,000)	-12%
Total Revenue	732,741	746,678	610,000	800,127	681,123	71,123	12%
Personnel Services	120,177	115,143	135,141	135,140	143,564	8,423	6%
Materials and Services	407,529	483,490	474,860	483,864	537,559	62,699	13%
Capital Outlay	-	-	-	-	-	-	-
Operating Expense	527,705	598,632	610,001	619,004	681,123	71,122	12%
Debt Service	-	-	-	-	-	-	-
Special Payments	36,100	41,144	-	-	-	-	-
Transfers	-	-	-	-	-	-	-
Contingency	-	-	-	-	-	-	-
Total Appropriated	563,805	639,776	610,001	619,004	681,123	71,122	12%
Reserve for Future Expenditures	-	-	-	-	-	-	-
Total Expense	563,805	639,776	610,001	619,004	681,123	71,122	12%
Revenues Less Expenses	168,935	106,902	-	181,123	-		

Notes:

None



120204-Marketing & Communication

BCC Priority Alignment: Vibrant Economy

Program Budget Summary

Budget-to-Budget:

	FY23-24 Actuals	FY24-25 Actuals	FY25-26 Amended Budget	FY25-26 Projected Year-End	FY26-27 Budget	\$ Variance	% Variance
Beginning Fund Balance	613,188	46,917	266,102	262,508	700,000	433,898	163%
Taxes	-	-	-	-	-	-	-
Federal, State, Local, All Other Gifts	-	-	-	-	-	-	-
Charges, Fees, License, Permits, Fines	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-
All Other Revenue Resources	1,601,951	2,314,351	2,900,830	2,900,830	2,669,302	(231,528)	-8%
Other Interfund Transfers	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-
Operating Revenue	1,601,951	2,314,351	2,900,830	2,900,830	2,669,302	(231,528)	-8%
Total Revenue	2,215,139	2,361,268	3,166,932	3,163,338	3,369,302	202,370	6%
Personnel Services	554,525	593,199	616,502	616,502	568,872	(47,630)	-8%
Materials and Services	1,613,697	1,505,561	2,550,429	1,846,836	2,800,430	250,001	10%
Capital Outlay	-	-	-	-	-	-	-
Operating Expense	2,168,222	2,098,760	3,166,931	2,463,338	3,369,302	202,371	6%
Debt Service	-	-	-	-	-	-	-
Special Payments	-	-	-	-	-	-	-
Transfers	-	-	-	-	-	-	-
Contingency	-	-	-	-	-	-	-
Total Appropriated	2,168,222	2,098,760	3,166,931	2,463,338	3,369,302	202,371	6%
Reserve for Future Expenditures	-	-	-	-	-	-	-
Total Expense	2,168,222	2,098,760	3,166,931	2,463,338	3,369,302	202,371	6%
Revenues Less Expenses	46,917	262,508	-	700,000	-		

Notes:

None



120205-Portland Region
 BCC Priority Alignment: Vibrant Economy
 Program Budget Summary

	<u>Budget-to-Budget:</u>						
	FY23-24	FY24-25	FY25-26	FY25-26	FY26-27	\$	%
	Actuals	Actuals	Amended Budget	Projected Year-End	Budget	Variance	Variance
Beginning Fund Balance	-	-	-	-	-	-	-
Taxes	-	-	-	-	-	-	-
Federal, State, Local, All Other Gifts	-	-	-	-	193,000	193,000	-
Charges, Fees, License, Permits, Fines	-	-	-	-	-	-	-
Revenue from Bonds & Other Debts	-	-	-	-	-	-	-
All Other Revenue Resources	-	-	-	-	-	-	-
Other Interfund Transfers	-	-	-	-	-	-	-
General Fund Support	-	-	-	-	-	-	-
Operating Revenue	-	-	-	-	193,000	193,000	-
Total Revenue	-	-	-	-	193,000	193,000	-
Personnel Services	-	-	-	-	-	-	-
Materials and Services	-	-	-	-	193,000	193,000	-
Capital Outlay	-	-	-	-	-	-	-
Operating Expense	-	-	-	-	193,000	193,000	-
Debt Service	-	-	-	-	-	-	-
Special Payments	-	-	-	-	-	-	-
Transfers	-	-	-	-	-	-	-
Contingency	-	-	-	-	-	-	-
Total Appropriated	-	-	-	-	193,000	193,000	-
Reserve for Future Expenditures	-	-	-	-	-	-	-
Total Expense	-	-	-	-	193,000	193,000	-
Revenues Less Expenses	-	-	-	-	-	-	-

Notes:
 New Program



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