

## EXECUTIVE SUMMARY

### Recommend Approval of Tourism Department Budget for FY 09

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**OBJECTIVE:** Recommend approval of the proposed Tourism Department budget for FY 09

**CONSIDERATIONS:** The Tourism Department administers the Tourist Development Council (TDC) budget and promotes the destination as a Convention & Visitors Bureau. The budget process begins in early March as a draft document to the County Manager. Guidelines this year were to trim operating expenses where possible with a goal to reduce overall expenditures by 2%. Each Tourism Department staff member was asked to look at their current year budget items and project expenditures from March to September 30, 2008 and then to budget each of their line items for all of FY 09. Those calculations were then inputted to the County's GovMax budgeting system.

Revenue is projected to be equal or flat with FY 08 (\$14.5 million) due to difficult economic times and input from our hotel and attraction partners. We anticipate some carry forward revenue due to careful expenditures this fiscal year.

There are six funds that receive an allocation of tourist tax revenue per County Ordinance 92-60 as amended. Below are the projected revenue and expenditures for the funds managed by the Tourism Department. Fund 195, Beach and Inlet Management and Fund 183, Beach Park Facilities, are managed by the Public Services Division:

| FUND | DESCRIPTION                     | FY 09 PROJ.<br>NET<br>OPERATING<br>REVENUE | FY 09 CARRY<br>FORWARD | PROJ. FY<br>09<br>EXPEND. | PROJ.<br>RESERVE | TRANSFERS | TOTAL<br>FUND BAL<br>FY 09 |
|------|---------------------------------|--|------------------------|---------------------------|------------------|-----------|----------------------------|
| 184  | Tourism Promotion<br>Non-County | \$3,462,700                                | \$823,900              | \$4,131,800               | \$63,700         | \$91,100  | \$4,286,600                |
| 193  | Museums<br>Tourism              | \$328,100                                  | \$381,800              | \$675,000                 | \$26,300         | \$8,600   | \$709,900                  |
| 194  | Administration<br>Emergency     | \$1,600,400                                | \$0                    | \$928,300                 | \$0              | \$672,100 | \$1,600,400                |
| 196  | Advertising                     | \$0  | \$1,500,000            | \$0                       | \$1,500,000      | \$0       | \$1,500,000                |
|      | TOTAL TD Tax<br>Budget          | \$5,391,200                                | \$2,705,700            | \$5,735,100               | \$1,590,000      | \$771,800 | \$8,096,900                |

**FISCAL IMPACT:** Each fund's expenditures, reserves and transfers are balanced with the associated projected revenue.

**GROWTH MANAGEMENT IMPACT:** There is no impact to the Growth Management Plan related to this action.

**RECOMMENDATION:** Staff requests the TDC review the proposed FY 09 budget for each of the funds and recommend approval to the County Manager and County Commission.

**PREPARED BY:** Jack Wert, Tourism Director