

EXECUTIVE SUMMARY

Recommend Approval of Tourism Department Budget for FY 11

OBJECTIVE: Review and recommend for approval the proposed Tourism Department budget for FY 11

CONSIDERATIONS: The Tourism Department administers the Tourist Development Council (TDC) budget and promotes the destination as a Convention & Visitors Bureau (CVB). 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 5%. Each Tourism Department staff member was asked to look at their current year budget items and project expenditures from March to September 30, 2010 and then to budget each of their line items for all of FY 11. Those calculations were then inputted to the County's GovMax budgeting system. Copies of the detailed GovMax reports for each tourism fund are included as attachments to this Executive Summary.

Revenue is projected to be equal or flat with the reduced FY 10 amount of \$13,050,000 due to a slow recovery from the world-wide economic slowdown and much lower average daily rates in our accommodations, which has a direct effect on our tourist tax revenue. We have also consulted with our hotel and attraction partners and statewide, national and international research conducted by the CVB and other tourism industry associations. We do not anticipate much, if any, Carry Forward revenue from FY10 due to a concentrated effort to use every available promotion dollar to attract more visitor spending to the destination.

There are seven funds that receive an allocation of tourist tax revenue per County Ordinance 92-60 as amended and managed by the Tourism Department. Below is an explanation of the uses of each of those funds and a spreadsheet is attached of revenue and expenditure to date for each of those funds:

- Fund 184 (Category B) for Tourism Promotion and Marketing
- Fund 194 (Category B) for Tourism Department Administration
- Fund 196 (Category B) for Emergency or Disaster Recovery Advertising
- Fund 193 (Category C-2) for Grants to Non-County Owned or Operated Museums
- Fund 195 (Category A) for Beach and Inlet Management
- Fund 183 (Category A) for Beach Park Facilities
- Fund 198 (Category C-1) for County Owned Museums is managed by the Public Services Division

Once the TDC has recommended the tourism department budget, it will be reviewed by the Board of County Commissioners in Public Workshops as part of the overall County Managers budget submittal. The complete County budget is then presented at two public meetings in September before adoption and subsequently takes effect October 1, 2010.

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 11 budget for each fund and recommend approval to the County Manager and Board of County Commissioners.

PREPARED BY: Jack Wert, Tourism Director

Org Code Budget Comparison grouped by Business Center, Business Unit

Collier County Government

Fiscal Year 2011

Account Code	Account Description	FY 2010 Adopted	FY 2010 Amended	FY 2010 YTD	Adpt % Chg	Amd % Chg	FY 2011 Budget	Adpt % Chg	Amd % Chg
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07 Office of the County Manager

0704 Tourist Development Council (TDC) Dept

101540-194 Tdc Advertisements & Promotions Cat B

512100 Regular Salaries	426,652	426,652	178,928	-58.06	-58.06	426,471	-0.04	-0.04
512500 Auto Use Benefit	0	0	830	0.00	0.00	0	0.00	0.00
512600 Er 457 Deferred Comp	3,000	3,000	1,675	-44.17	-44.17	3,000	0.00	0.00
512700 Cell Phone Allowance	0	0	375	0.00	0.00	0	0.00	0.00
513100 Other Salaries And Wages	9,000	9,000	0	100.00	100.00	8,968	-0.36	-0.36
514100 Overtime	0	0	0	0.00	0.00	0	0.00	0.00
518100 Termination Pay	0	0	0	0.00	0.00	0	0.00	0.00
519100 Reserve For Salary Adjustment	11,487	11,487	0	100.00	100.00	0	100.00	100.00
521100 Social Security Matching	32,487	32,487	12,854	-60.43	-60.43	32,473	-0.04	-0.04
522100 Retirement Regular	47,193	47,193	19,166	-59.39	-59.39	55,038	16.62	16.62
523150 Health Insurance	73,878	73,878	36,939	-50.00	-50.00	79,590	7.73	7.73
523160 Life Insurance Short And Long Term	1,503	1,503	0	100.00	100.00	1,160	-22.82	-22.82
524100 Workers Compensation Regular	19,900	19,900	9,950	-50.00	-50.00	1,600	-91.96	-91.96
527200 Allowance for Cell Phone	0	0	-375	0.00	0.00	0	0.00	0.00
528200 Allowance Vehicle	0	0	-330	0.00	0.00	0	0.00	0.00
631820 Clerk Of Board Secretarial Services	1,500	1,500	875	-41.67	-41.67	1,500	0.00	0.00
631990 Other Professional Fees	1,000	1,000	0	100.00	100.00	0	100.00	100.00
634207 IT Capital Allocation	0	0	0	0.00	0.00	2,400	0.00	0.00
634210 Info Technology Automation Allocation	28,200	28,200	28,200	0.00	0.00	29,900	6.03	6.03
634970 Indirect Cost Reimbursement	0	0	0	0.00	0.00	78,700	0.00	0.00
634980 Interdept Payment For Serv	45,000	45,000	21,500	-52.22	-52.22	45,000	0.00	0.00
634999 Other Contractual Services	27,800	27,800	20,096	-27.71	-27.71	122,500	340.65	340.65
639964 Storage Contractor	0	0	0	0.00	0.00	700	0.00	0.00
640200 Mileage Reimbursement Regular	2,200	2,200	1,409	-35.95	-35.95	3,200	45.45	45.45
640300 Out Of County Travel Professional Devel	0	0	5,218	0.00	0.00	1,500	0.00	0.00
640310 Out Of County Travel Regular Business	2,200	2,200	1,489	-32.31	-32.31	3,600	63.64	63.64
640410 Motor Pool Rental Charge	400	400	0	100.00	100.00	200	-50.00	-50.00
641400 Telephone Direct Line	0	0	0	0.00	0.00	3,600	0.00	0.00
641700 Cellular Telephone	7,800	7,800	2,159	-72.32	-72.32	9,000	15.38	15.38
641900 Telephone System Support Allocation	5,800	5,800	1,703	-70.63	-70.63	5,800	0.00	0.00
641950 Postage Freight And Ups	13,400	13,400	4,734	-64.67	-64.67	17,500	30.60	30.60
641952 Freight	0	0	108	0.00	0.00	0	0.00	0.00
643100 Electricity	4,000	4,000	0	100.00	100.00	0	100.00	100.00
644100 Rent Buildings	86,000	86,000	8,400	-90.23	-90.23	50,000	-41.86	-41.86
644650 Lease Purchase Equipment	3,600	3,600	3,600	0.00	0.00	3,600	0.00	0.00

Org Code Budget Comparison grouped by Business Center, Business Unit

Collier County Government

Fiscal Year 2011

Account Code	Account Description	FY 2010 Adopted	FY 2010 Amended	FY 2010 YTD	Adpt % Chg	Amd % Chg	FY 2011 Budget	Adpt % Chg	Amd % Chg
645100	Insurance General	4,900	4,900	2,450	-50.00	-50.00	4,900	0.00	0.00
645260	Auto Insurance	500	500	250	-50.00	-50.00	500	0.00	0.00
646180	Building R And M Isf Billings	0	0	0	0.00	0.00	0	0.00	0.00
646430	Fleet Maint Isf Labor And Overhead	1,000	1,000	320	-68.00	-68.00	1,000	0.00	0.00
646440	Fleet Maint Isf Parts And Sublet	900	900	0	100.00	100.00	1,800	100.00	100.00
646445	Fleet Non Maint Isf Parts And Sublet	7,000	7,000	311	-95.56	-95.56	4,900	-30.00	-30.00
647110	Printing And Or Binding Outside Vendors	8,200	8,200	0	100.00	100.00	5,500	-32.93	-32.93
648170	Marketing And Promotional	14,000	14,000	13,927	-0.52	-0.52	12,000	-14.29	-14.29
648173	Public Relations Tourism	0	0	0	0.00	0.00	0	0.00	0.00
649000	Sales Tax Expense	0	0	0	0.00	0.00	0	0.00	0.00
649100	Legal Advertising	300	300	0	100.00	100.00	300	0.00	0.00
651110	Office Supplies General	9,000	9,000	5,046	-43.93	-43.93	9,000	0.00	0.00
651910	Minor Office Equipment	2,000	2,000	171	-91.43	-91.43	3,000	50.00	50.00
651950	Minor Data Processing Equipment	1,000	1,000	321	-67.95	-67.95	0	100.00	100.00
652490	Fuel And Lubricants Isf Billings	1,900	1,900	692	-63.60	-63.60	1,900	0.00	0.00
652920	Computer Software	2,500	2,500	0	100.00	100.00	0	100.00	100.00
652990	Other Operating Supplies	300	300	300	0.00	0.00	0	100.00	100.00
654110	Books Publications And Subscriptions	800	800	27	-96.59	-96.59	800	0.00	0.00

GovMax

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Org Code Budget Comparison grouped by Business Center, Business Unit

Collier County Government

Fiscal Year 2011

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07 Office of the County Manager

0704 Tourist Development Council (TDC) Dept

101540-194 Tdc Advertisements & Promotions Cat B

654210	Dues And Memberships	21,400	21,400	2,554	-88.07	-88.07	21,400	0.00	0.00
654360	Other Training Educational Expenses	8,200	8,200	0	100.00	100.00	3,600	-56.10	-56.10
764310	Office Furniture	3,500	3,500	0	100.00	100.00	0	100.00	100.00
101540-194 Tdc Advertisements &		941,400	941,400	385,872	-59.01	-59.01	1,057,600	12.34	12.34

101541-193 Tdc Special Events Category C

882100	Remittances Private Organizations	513,400	638,657	632,004	23.10	-1.04	314,300	-38.78	-50.79
101541-193 Tdc Special Events Category C		513,400	638,657	632,004	23.10	-1.04	314,300	-38.78	-50.79

101542-196 Tdc Adv And Prom B Disaster

634999	Other Contractual Services	0	1,106,303	356,303	0.00	-67.79	0	0.00	100.00
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Collier County Government

Fiscal Year 2011

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101542-196	Tdc Adv And Prom B Disaster	0	1,106,303	356,303	0.00	-67.79	0	0.00	100.00	
101543-184 Tdc Tourism Promotion (additional 1%)										
634992	Other Contractual - Tourism Research	6,000	6,000	0	100.00	100.00	0	100.00	100.00	
634999	Other Contractual Services	1,416,200	2,868,993	1,382,124	-2.41	-51.83	1,313,700	-7.24	-54.21	
640300	Out Of County Travel Professional Devel	95,300	95,300	18,889	-80.18	-80.18	82,900	-13.01	-13.01	
641950	Postage Freight And Ups	1,000	1,000	0	100.00	100.00	0	100.00	100.00	
641952	Freight	1,000	1,000	44	-95.62	-95.62	0	100.00	100.00	
645100	Insurance General	16,700	16,700	8,350	-50.00	-50.00	14,900	-10.78	-10.78	
646710	Office Equipment R And M	0	0	0	0.00	0.00	0	0.00	0.00	
646920	Storage Rental	0	0	0	0.00	0.00	0	0.00	0.00	
647110	Printing And Or Binding Outside Vendors	25,000	25,000	585	-97.66	-97.66	9,600	-61.60	-61.60	
648170	Marketing And Promotional	2,173,000	2,173,000	2,099,958	-3.36	-3.36	2,036,000	-6.30	-6.30	
648173	Public Relations Tourism	0	0	2,260	0.00	0.00	0	0.00	0.00	
649000	Sales Tax Expense	0	0	-20	0.00	0.00	0	0.00	0.00	
649100	Legal Advertising	0	0	308	0.00	0.00	0	0.00	0.00	
651110	Office Supplies General	0	0	98	0.00	0.00	0	0.00	0.00	
652210	Food Operating Supplies	0	0	0	0.00	0.00	0	0.00	0.00	
654110	Books Publications And Subscriptions	0	0	0	0.00	0.00	0	0.00	0.00	
654210	Dues And Memberships	158,800	158,800	73,217	-53.89	-53.89	129,000	-18.77	-18.77	
654360	Other Training Educational Expenses	0	0	315	0.00	0.00	0	0.00	0.00	
101543-184 Tdc Tourism Promotion		3,893,000	5,345,793	3,586,128	-7.88	-32.92	3,586,100	-7.88	-32.92	
919010-184 Reserves - Board										
991000	Reserve For Contingencies	3,500	3,500	0	100.00	100.00	0	100.00	100.00	
919010-184 Reserves - Board		3,500	3,500	0	100.00	100.00	0	100.00	100.00	
919010-193 Reserves										
991000	Reserve For Contingencies	36,400	36,400	0	100.00	100.00	0	100.00	100.00	
919010-193 Reserves		36,400	36,400	0	100.00	100.00	0	100.00	100.00	
919010-196 Reserves										
991000	Reserve For Contingencies	1,500,000	750,000	0	100.00	100.00	1,030,800	-31.28	37.44	
919010-196 Reserves		1,500,000	750,000	0	100.00	100.00	1,030,800	-31.28	37.44	
929010-194 Interfund Transfers - Bcc										
911830	Transfer To Beach Park Fac Fund 183	57,800	57,800	0	100.00	100.00	0	100.00	100.00	
911950	Transfer To Tourist Development Tax 60% 195	117,400	117,400	0	100.00	100.00	0	100.00	100.00	
911960	Transfer To Tdc Economic Disaster Fd 196	285,800	285,800	0	100.00	100.00	344,800	20.64	20.64	
929010-194 Interfund Transfers - Bcc		461,000	461,000	0	100.00	100.00	344,800	-25.21	-25.21	
959010-184 Transfers - Elected Officers										
930700	Budget Transfers Tax Collector	82,100	82,100	13,973	-82.98	-82.98	82,100	0.00	0.00	

Org Code Budget Comparison grouped by Business Center, Business Unit

Collier County Government

Fiscal Year 2011

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959010-184	Transfers - Elected Officers	82,100	82,100	13,973	-82.98	-82.98	82,100	0.00	0.00
959010-193	Transfers - Elected Officers								
930700	Budget Transfers Tax Collector	7,800	7,800	1,331	-82.93	-82.93	7,800	0.00	0.00

GovMax

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Org Code Budget Comparison grouped by Business Center, Business Unit

Collier County Government

Fiscal Year 2011

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07 Office of the County Manager									
0704 Tourist Development Council (TDC) Dept									
959010-193	Transfers - Elected Officers	7,800	7,800	1,331	-82.93	-82.93	7,800	0.00	0.00
959010-194	Transfers - Elected Officers								
930700	Budget Transfers Tax Collector	37,900	37,900	6,494	-82.87	-82.87	37,900	0.00	0.00
959010-194	Transfers - Elected Officers	37,900	37,900	6,494	-82.87	-82.87	37,900	0.00	0.00
0704	Tourist Development Council (TDC)	7,476,500	9,410,852	4,982,106	-33.36	-47.06	6,461,400	-13.58	-31.34
	07 Office of the County Manager	7,476,500	9,410,852	4,982,106	-33.36	-47.06	6,461,400	-13.58	-31.34
	Report Total	7,476,500	9,410,852	4,982,106	-33.36	-47.06	6,461,400	-13.58	-31.34