

EXECUTIVE SUMMARY

Recommendation to approve the FY 17 Proposed Tourism Department Budget and make a finding that this action promotes tourism

OBJECTIVE: Review and recommend for approval to the BCC the proposed Tourism Department budget for FY 17.

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 allocate modest increases in destination marketing expenditures based on the slowing rate of growth in economic conditions in the U.S. and in Europe. Each Tourism Division staff member was asked to look at their current year budget items and project expenditures from March to September 30, 2016 and then to budget each of the budget line items pertaining to their area of responsibility for the FY 17 budget year. Those calculations were then uploaded to the County’s GovMax on-line budgeting system. The proposed department budget was reviewed by the County Manager on May 25 and minor edits were agreed upon. The revised budget was then reviewed in a workshop by the County Commission on June 16, 2016.

Revenue from the Tourist Development Tax for the funds under the supervision of the Tourism Department is currently 3.3% above the same eight month period in FY 15. We project that by Fiscal year end (FY 16) TDT revenue will be 2% over FY 15. The slowing of TDT revenue is a direct result of a slowing economy in the US and in Europe. Additionally, Research Data Services, Inc. monthly surveys of our hotel partners for their business projections indicate a cautious outlook for the balance of 2016. Other secondary research indicates that weakened International exchange rates and a slowing growth in the US economy will result in a leveling off of growth in visitation and spending for the coming year. Based on this data, we have requested that the County Budget Office consider adjusting the TDT revenue projection for FY 16 to a more modest 2% increase over the actual FY 15 revenue, and project a similar 2% increase of TDT revenue for FY 17. The chart below indicates the percent change relative to actual FY 15:

	FY15 Actual	FY16 FC	FY17 Budget
Amount	21,188,191	21,629,400	22,062,000
Change		441209	432600
% Change		2%	2%

There are eight funds that receive an allocation of tourist tax revenue per County Ordinance 92-60, as amended. Below is an explanation of the uses of each of those funds. The Funds listed below with an asterisk (*) are under the supervision of the Tourism Division and are the subject of this TDC budget review. Funds 195 and 185 are managed by Coastal Zone Management Department. Fund 183 is managed by Parks and Recreation and Fund 198 is managed by the County Museum Division. Both Divisions will present their budget requests at a future TDC meeting.

- Fund 184* (Category B) for Tourism Promotion and Marketing (Includes Cat. B Grants)
- Fund 194* (Category B) for Tourism Department Administration
- Fund 196* (Category B) for Tourism Promotion Reserve (includes transfers from Fund 184)
- Fund 193* (Category C-2) for Grants to Non-County Owned or Operated Museums
- Fund 198 (Category C-1) for County Owned Museums-managed by Museum Division
- Fund 195 (Category A) for Beach & Inlet Management-managed by Coastal Zone Div.
- Fund 183 (Category A) for Beach Park Facilities-managed by Parks & Recreation Div.
- Fund 185 (Category A) for Beach & Inlet Management Staff Support

Budget Highlights:

Fund 194- Tourism Administration:

Tourism Division staff positions remain at 11.75 FTE's. Modest salary increases are planned at 3.2% based on BCC budget guidance. Indirect costs reimbursement to cover County support functions increases by 33.7% and overall operating expenses by 1.5%. Total Administrative costs are at 15.22% of total Category B Revenue, well within our limit of 32% for administrative costs.

Fund 184- Advertising & Promotions:

Destination marketing expenditures in paid advertising remains at the FY 16 level of \$5 million. Our overall operating expense request for Fund 184 is up 2.9% over FY 16. Indirect costs are up 47.2% due to increased support from Purchasing and Finance. We are maintaining our tournament facilities support for Parks and Recreation of \$100,000 for FY 17. We have four Category "B" marketing grants totaling \$83,000 to Naples, Marco Region of Antique Auto Club of America (\$13,000); Betterment Association of the Everglades for their Seafood Festival (\$25,000); Kiwanis Club of Pelican Bay for their Bacon Fest (\$25,000); Old Naples Waterfront Assoc for their Stone Crab Festival (\$20,000). \$200,000 is allocated for the Naples Visitor Center baggage car project at Naples Depot. Group Meeting Support is \$150,000 for FY 17 and a like amount for FY 18. Support for United Arts for their monthly event calendar and a separate quarterly Gallery Guide is budgeted at \$27,134.

Fund 196- Disaster Recovery (Emergency Reserve) Fund:

The FY 17 budget maintains \$500,000 of defined emergency advertising reserves pursuant to Tourism Ordinance 92-60 as amended. There are carryover dollars from prior years of \$263,900 that would also be used in the event of an emergency situation. The balance of Category B reserves are maintained in Fund 184.

Fund 193- Non County Owned Museum Grants:

We have three grant requests for a joint promotion between Artis Naples (\$150,000) and Naples Botanical Garden (\$150,000) for an Origami Festival; and the Golisano Children's Museum (\$111,176) for two traveling exhibits. The remaining funds in Fund 193 are in reserve lines for future grant requests.

The Tourism Division Budget has been prepared with assistance from the County Budget Office.

Upon TDC recommendation of the Tourism Division budget, it will be incorporated into the complete County budget and presented at two public meetings in September before adoption and subsequently takes effect October 1, 2016.

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.

LEGAL CONSIDERATION: This item has been approved as to form and legality and requires majority vote for approval. – CMG

RECOMMENDATION: Staff requests the TDC review the proposed FY 17 Tourism Division budget for Funds 184, 194, 193 and 196 under this Division's control, recommend approval to the County Commission, and make a finding that this action promotes tourism.

PREPARED BY: Jack Wert, Tourism Director

Collier County Government
 Fiscal Year 2017 Recom'd Budget

Office of the County Manager

Tourist Development Council (TDC) Division

Department Budgetary Cost Summary	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
Personal Services	900,427	1,017,500	999,700	1,050,000	-	1,050,000	3.2%
Operating Expense	6,286,976	9,720,700	9,569,300	9,998,400	-	9,998,400	2.9%
Indirect Cost Reimburs	94,700	116,800	116,800	165,500	-	165,500	41.7%
Capital Outlay	1,990	4,000	4,000	10,000	-	10,000	150.0%
Remittances	56,667	40,000	40,000	425,000	-	425,000	962.5%
Net Operating Budget	7,340,760	10,899,000	10,729,800	11,648,900	-	11,648,900	6.9%
Trans to Tax Collector	208,072	192,400	212,400	217,500	-	217,500	13.0%
Trans to 184 TDC Promo	-	643,400	999,900	845,600	-	845,600	31.4%
Trans to 196 TDC Eco Disaster	-	3,432,500	-	-	-	-	(100.0%)
Reserves for Contingencies	-	109,300	-	98,000	-	98,000	(10.3%)
Reserves for Capital	-	2,696,700	-	-	-	-	(100.0%)
Restricted for Unfunded Requests	-	3,672,200	-	8,946,600	-	8,946,600	143.6%
Reserve for Disaster Stimulus	-	-	-	500,000	-	500,000	na
Advertising	-	-	-	-	-	-	-
Reserves for Attrition	-	(16,700)	-	(17,400)	-	(17,400)	4.2%
Total Budget	7,548,832	21,628,800	11,942,100	22,239,200	-	22,239,200	2.8%

Appropriations by Program	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
TDC Category B - Promotion Administration - Fund (194)	1,329,126	1,505,600	1,476,400	1,568,700	-	1,568,700	4.2%
TDC Category B Disaster Recovery Promotion - Fund (196)	2,600	100	100	300	-	300	200.0%
TDC Category B Tourism Promotion - Fund (184)	5,950,966	9,352,600	9,212,600	9,653,100	-	9,653,100	3.2%
TDC Category C Non County Museum - Fund (193)	58,067	40,700	40,700	426,800	-	426,800	948.6%
Total Net Budget	7,340,760	10,899,000	10,729,800	11,648,900	-	11,648,900	6.9%
Total Transfers and Reserves	208,072	10,729,800	1,212,300	10,590,300	-	10,590,300	(1.3%)
Total Budget	7,548,832	21,628,800	11,942,100	22,239,200	-	22,239,200	2.8%

Department Funding Sources	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
Tourist Devel Tax	10,403,613	9,626,700	10,620,300	10,832,700	-	10,832,700	12.5%
Miscellaneous Revenues	36,838	-	41,000	-	-	-	na
Interest/Misc	65,443	50,000	117,000	34,000	-	34,000	(32.0%)
Trans frm Tax Collector	80,789	-	-	-	-	-	na
Trans fm 183 TDC Beach Pk	-	60,000	60,000	-	-	-	(100.0%)
Trans fm 184 TDC Promo	-	3,432,500	-	-	-	-	(100.0%)
Trans fm 194 TDC Prom Fd	-	631,400	987,900	833,600	-	833,600	32.0%
Trans fm 195 TDC Cap Fd	-	90,000	90,000	-	-	-	(100.0%)
Trans fm 196 TDC Dis	-	12,000	12,000	12,000	-	12,000	0.0%
Trans fm 198 Museum Fd	-	140,700	140,700	-	-	-	(100.0%)
Carry Forward	7,642,100	8,069,600	10,955,600	11,082,400	-	11,082,400	37.3%
Less 5% Required By Law	-	(484,100)	-	(555,500)	-	(555,500)	14.7%
Total Funding	18,228,783	21,628,800	23,024,500	22,239,200	-	22,239,200	2.8%

**Collier County Government
 Fiscal Year 2017 Recom'd Budget**

Office of the County Manager

Tourist Development Council (TDC) Division

Department Position Summary	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
TDC Category B - Promotion Administration - Fund (194)	10.00	11.75	11.75	11.75	-	11.75	0.0%
Total FTE	10.00	11.75	11.75	11.75	-	11.75	0.0%

Collier County Government
 Fiscal Year 2017 Recom'd Budget

Office of the County Manager

Tourist Development Council (TDC) Division
 TDC Category C Non County Museum - Fund (193)

Mission Statement

To provide funding for Non-County Museums.

Program Summary	FY 2017 Total FTE	FY 2017 Budget	FY 2017 Revenues	FY 2017 Net Cost
Grant Distributions to Non-County Museums	-	426,800	426,800	-
To allocate tourist tax revenues to Non-County Museums consistent with the Tourist Development Plan based on applications received.				
Reserves, Transfers & Misc. Overhead	-	2,092,900	2,092,900	-
Current Level of Service Budget	-	2,519,700	2,519,700	-

Program Budgetary Cost Summary	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
Indirect Cost Reimburs	1,400	700	700	1,800	-	1,800	157.1%
Remittances	56,667	40,000	40,000	425,000	-	425,000	962.5%
Net Operating Budget	58,067	40,700	40,700	426,800	-	426,800	948.6%
Trans to Tax Collector	10,094	9,300	10,300	10,500	-	10,500	12.9%
Restricted for Unfunded Requests	-	1,772,200	-	2,082,400	-	2,082,400	17.5%
Total Budget	68,161	1,822,200	51,000	2,519,700	-	2,519,700	38.3%

Program Funding Sources	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
Tourist Devel Tax	504,703	467,000	515,200	525,500	-	525,500	12.5%
Interest/Misc	8,129	6,000	14,000	20,000	-	20,000	233.3%
Trans fm Tax Collector	3,919	-	-	-	-	-	na
Trans fm 198 Museum Fd	-	140,700	140,700	-	-	-	(100.0%)
Carry Forward	942,200	1,232,300	1,382,600	2,001,500	-	2,001,500	62.4%
Less 5% Required By Law	-	(23,800)	-	(27,300)	-	(27,300)	14.7%
Total Funding	1,458,951	1,822,200	2,052,500	2,519,700	-	2,519,700	38.3%

Notes:

During FY 05, the administration of Museum Category "C" funding was amended to provide for direct deposit of TDC County Museum proceeds into Fund (198) in lieu of the previous method that deposited all Museum Category TDC proceeds into this fund, Fund (193), and transferred a portion out to County Museums Fund (198). Non-County Owned Museum TDC revenues represent 2.28% of the Tourist Tax collected.

Forecast FY 2016:

The remittance forecast reflects staff's estimate of awards that will be granted in FY 16.

A transfer in of \$140,700 from County Museum Fund (198) is provided to reimburse this fund for donations made to the Freedom Memorial in 2009 that subsequently were deemed un-allowable.

Current FY 2017:

Anticipated grant awards are \$425,000 and include Artis Naples, Naples Botanical Gardens and Golisano Children's Museum.

Revenues:

Non-County Museum TDC revenue is budgeted at \$525,500. The accumulated balance carrying forward is \$2,001,500.

Collier County Government
 Fiscal Year 2017 Recom'd Budget

Office of the County Manager

Tourist Development Council (TDC) Division
 TDC Category B - Promotion Administration - Fund (194)

Mission Statement

To promote year-round distinctive, world-class vacation and group meeting experiences, resulting in positive economic growth and stability for Collier County.

Program Summary	FY 2017 Total FTE	FY 2017 Budget	FY 2017 Revenues	FY 2017 Net Cost
TDC Management, Marketing & Promotion	11.75	1,568,700	1,568,700	-
To provide tourist development management over TDC marketing and promotional programs, sales, and public relations.				
Reserves & Transfers	-	868,200	868,200	-
Current Level of Service Budget	11.75	2,436,900	2,436,900	-

Program Performance Measures	FY 2015 Actual	FY 2016 Budget	FY 2016 Forecast	FY 2017 Budget
TDC Promotion Administration expenses less than or equal to 32% of Cat B Revenue	14.65	16.44	14.30	15.22

Program Budgetary Cost Summary	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
Personal Services	900,427	1,017,500	999,700	1,050,000	-	1,050,000	3.2%
Operating Expense	365,709	429,800	418,400	436,100	-	436,100	1.5%
Indirect Cost Reimburs	61,000	54,300	54,300	72,600	-	72,600	33.7%
Capital Outlay	1,990	4,000	4,000	10,000	-	10,000	150.0%
Net Operating Budget	1,329,126	1,505,600	1,476,400	1,568,700	-	1,568,700	4.2%
Trans to Tax Collector	49,233	45,500	50,300	52,000	-	52,000	14.3%
Trans to 184 TDC Promo	-	631,400	987,900	833,600	-	833,600	32.0%
Reserves for Attrition	-	(16,700)	-	(17,400)	-	(17,400)	4.2%
Total Budget	1,378,359	2,165,800	2,514,600	2,436,900	-	2,436,900	12.5%
Total FTE	10.00	11.75	11.75	11.75	-	11.75	0.0%

Program Funding Sources	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
Tourist Devel Tax	2,461,644	2,277,800	2,512,900	2,563,200	-	2,563,200	12.5%
Interest/Misc	5,910	2,000	10,000	2,000	-	2,000	0.0%
Trans frm Tax Collector	19,116	-	-	-	-	-	na
Carry Forward	(5,100)	-	(8,300)	-	-	-	na
Less 5% Required By Law	-	(114,000)	-	(128,300)	-	(128,300)	12.5%
Total Funding	2,481,569	2,165,800	2,514,600	2,436,900	-	2,436,900	12.5%

Notes:

The Board of County Commissioners authorized collection of an additional one (1) percent tourist tax - fourth penny - on July 26, 2005. Proceeds from this fourth penny are devoted exclusively to tourism marketing and promotion. Pursuant to terms contained within ordinance 2005-43, collections began on October 1, 2005. This ordinance provided that the existing 23.236% of the first two (2) percent collected will be allocated to Fund (194) providing for TDC administrative and overhead expenses; replenishing the Disaster Recovery Fund (196); and providing supplemental dollars to Beach Renourishment/Pass Maintenance (Fund 195) and Beach Park Facility (Fund 183) initiatives. With passage of Ordinance 2011-02 on January 25, 2011, the distribution requirements changed with all year ending proceeds within Fund 194 swept to Disaster Recovery Fund (196) in an amount sufficient to achieve a \$1,000,000 cash balance. Thereafter, Marketing and Promotion Fund (184) will receive all remaining swept dollars.

**Collier County Government
Fiscal Year 2017 Recom'd Budget**

Office of the County Manager

**Tourist Development Council (TDC) Division
TDC Category B - Promotion Administration - Fund (194)**

On April 23, 2013 the Board authorized amendments to the Ordinance that increased the overall distribution of Tourist Taxes to Category B from 36.7% to 46.7% of total TDT collections, decreased County Museum operations distribution from 11% to 9.6%, decreased Category A (Beach Park Facilities portion only) from 50% to 41.2% of total collections and reduced the required Disaster Recovery fund balance from \$1,000,000 to \$500,000. The change to Disaster Recovery administration also included making the General Fund responsible for maintaining the required fund balance. These changes were reflected in the various TDC funded FY 14 budgets.

On February 26, 2013, the Board authorized the addition of three positions in the areas of direct sales, sports marketing, and digital and social media marketing bringing the authorized number of positions to ten. In the FY16 budget, the Board authorized the addition of an Event Sales and Marketing position and a fiscal position bringing the authorized position count to 11.75.

Forecast FY 2016:

Forecast personal services, operating expenses and capital expenditures are in line with budget.

At the end of the year any residual funds remaining in Fund (194) are transferred to Tourism Promotion Fund (184). Based on the FY 16 forecast, the transfer to Fund (184) is expected to be \$987,900.

Total FY 16 TDC revenue distributed to Fund (194) is forecast to be \$2,512,900.

Current FY 2017:

The personal service and operating expense budgets are consistent with budget guidance. \$10,000 is included in the Capital Outlay budget for replacing computers.

Total tourism promotion administrative costs, net of non-applicable transfers, total \$1,568,700. Pursuant to Ordinance 2005-43 as amended, tourism promotion administrative costs shall not exceed 32% of the total amount collected each fiscal year from Category "B" uses and shall be financed solely out of Fund (194). FY 17 budgeted tourism promotion administration costs represent 15.22% of budgeted Category "B" collections (\$10,307,200). Remaining funds programmed to be swept at year-end into Marketing and Promotion Fund (184) are \$833,600.

Revenues:

Within Category B (Promotion), the Fund (194) distribution is \$2,563,200 and the distribution to Tourism Promotion Fund (184) is \$7,744,000. Revenues distributed to Tourism Administration Fund (194) represent 11.6% of total tourist taxes collected. Revenues distributed to Tourism Promotion Fund (184) represent 35.1% of total tourist taxes collected. The Total FY 17 TDC tax collections for all expenditure categories is budgeted at \$22,062,000.

Collier County Government
 Fiscal Year 2017 Recom'd Budget

Office of the County Manager

Tourist Development Council (TDC) Division
 TDC Category B Disaster Recovery Promotion- Fund (196)

Mission Statement

To provide funding for emergency promotional campaigns or other efforts designed to assist economic recovery of the tourism industry in the event of natural or economic disaster.

Program Summary	FY 2017 Total FTE	FY 2017 Budget	FY 2017 Revenues	FY 2017 Net Cost
Post Disaster Stimulus Reserves & Transfers	-	776,200	776,200	-
Funds maintained in reserve for stimulus advertising to be used in wake of a disaster.				
Current Level of Service Budget	-	776,200	776,200	-

Program Budgetary Cost Summary	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
Indirect Cost Reimburs	2,600	100	100	300	-	300	200.0%
Net Operating Budget	2,600	100	100	300	-	300	200.0%
Trans to 184 TDC Promo	-	12,000	12,000	12,000	-	12,000	0.0%
Reserves for Capital	-	2,696,700	-	-	-	-	(100.0%)
Restricted for Unfunded Requests	-	1,500,000	-	263,900	-	263,900	(82.4%)
Reserve for Disaster Stimulus Advertising	-	-	-	500,000	-	500,000	na
Total Budget	2,600	4,208,800	12,100	776,200	-	776,200	(81.6%)

Program Funding Sources	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
Interest/Misc	5,597	12,000	12,000	12,000	-	12,000	0.0%
Trans fm 184 TDC Promo	-	3,432,500	-	-	-	-	(100.0%)
Carry Forward	767,600	765,000	765,000	764,900	-	764,900	0.0%
Less 5% Required By Law	-	(700)	-	(700)	-	(700)	0.0%
Total Funding	773,197	4,208,800	777,000	776,200	-	776,200	(81.6%)

Notes:

Reserves within this fund are available to provide funding for emergency promotional campaigns or other efforts to promptly respond to any disaster - natural or economic - which adversely impact tourism in Collier County. Pursuant to Ordinance 2005-43, Tourism Disaster Recovery Fund (196) received \$500,000 per year as a transfer from Tourism Administration and Overhead Fund (194) beginning in FY 06 and this transfer amount (or some lesser amount) continued for three (3) years until reserves in Fund (196) reached \$1,500,000. Reserves reached \$1,500,000 at fiscal year ending 2008. With passage of Ordinance 2011-02, the required fund balance ceiling within the disaster recovery fund was dropped to \$1,000,000. Consistent with Ordinance changes approved on April 23, 2013, the required balance in the Disaster Recovery Fund (196) was reduced to \$500,000 with the County General Fund (001) becoming responsible for maintaining the balance in the future.

Expenditure History: In March 2005, the Board of County Commissioners approved - based on an emergency designation - the expenditure of up to an additional \$500,000 for use in promoting Collier County as a tourist destination in the wake of four (4) hurricanes during the 2004. Similarly, the BCC during FY 09 approved an emergency advertising stimulus package responding to the economic recession and its negative effects upon tourism travel and leisure spending. The use of emergency advertising dollars totaling \$1,066,000 continued in FY 10 under Board authorization recognizing the global economic slowdown. In FY 11, \$500,000 of emergency reserves was once again dedicated to marketing the destination in anticipation of building tourism visitation in the wake of a stagnate economy. These funds were designated to promote the Group Meeting Market.

Current FY 2017:

In accordance with County Ordinance No. 92-60, as amended, a reserve for disaster stimulus advertising is provided at \$500,000. Funding is sourced from the Category "B" Promotion distribution.

Collier County Government
 Fiscal Year 2017 Recom'd Budget

Office of the County Manager

Tourist Development Council (TDC) Division
 TDC Category B Tourism Promotion - Fund (184)

Mission Statement

To promote year-round distinctive, world-class vacation and group meeting experiences, resulting in positive economic growth and stability for Collier County.

Program Summary	FY 2017 Total FTE	FY 2017 Budget	FY 2017 Revenues	FY 2017 Net Cost
Contracted Private Sector Marketing Services	-	2,333,000	2,333,000	-
Sports Event Venue Support Provide reimbursement for incremental operating, maintenance and other costs associated with sports tournaments and training events that promote tourism to Collier County.	-	100,000	100,000	-
Direct Sales (Show Registration & Travel)	-	563,200	563,200	-
Group Meeting Support	-	426,000	426,000	-
Destination Marketing, Promotion & Sponsorships	-	6,107,800	6,107,800	-
Insurance & Indirect Costs	-	123,100	123,100	-
Reserves & Transfers	-	6,053,300	6,053,300	-
Sports Venue Support Future Reserve A reserve has been established to support sports venue costs associated with tournaments and training events that promote tourism to Collier County.	-	800,000	800,000	-
Current Level of Service Budget	-	16,506,400	16,506,400	-

Program Performance Measures	FY 2015 Actual	FY 2016 Budget	FY 2016 Forecast	FY 2017 Budget
Economic Impact - Spending by Visitors (% Increase)	12	12	2	3
Hotel Room Nights	2,512,400	2,650,000	2,386,800	2,409,000

Program Budgetary Cost Summary	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
Operating Expense	5,921,266	9,290,900	9,150,900	9,562,300	-	9,562,300	2.9%
Indirect Cost Reimburs	29,700	61,700	61,700	90,800	-	90,800	47.2%
Net Operating Budget	5,950,966	9,352,600	9,212,600	9,653,100	-	9,653,100	3.2%
Trans to Tax Collector	148,745	137,600	151,800	155,000	-	155,000	12.6%
Trans to 196 TDC Eco Disaster	-	3,432,500	-	-	-	-	(100.0%)
Reserves for Contingencies	-	109,300	-	98,000	-	98,000	(10.3%)
Restricted for Unfunded Requests	-	400,000	-	6,600,300	-	6,600,300	1,550.1%
Total Budget	6,099,712	13,432,000	9,364,400	16,506,400	-	16,506,400	22.9%

Collier County Government
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Office of the County Manager

Tourist Development Council (TDC) Division
 TDC Category B Tourism Promotion - Fund (184)

Program Funding Sources	FY 2015 Actual	FY 2016 Adopted	FY 2016 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Recom'd	FY 2017 Change
Tourist Devel Tax	7,437,267	6,881,900	7,592,200	7,744,000	-	7,744,000	12.5%
Miscellaneous Revenues	36,838	-	41,000	-	-	-	na
Interest/Misc	45,807	30,000	81,000	-	-	-	(100.0%)
Trans frm Tax Collector	57,754	-	-	-	-	-	na
Trans fm 183 TDC Beach Pk	-	60,000	60,000	-	-	-	(100.0%)
Trans fm 194 TDC Prom Fd	-	631,400	987,900	833,600	-	833,600	32.0%
Trans fm 195 TDC Cap Fd	-	90,000	90,000	-	-	-	(100.0%)
Trans fm 196 TDC Dis	-	12,000	12,000	12,000	-	12,000	0.0%
Carry Forward	5,937,400	6,072,300	8,816,300	8,316,000	-	8,316,000	36.9%
Less 5% Required By Law	-	(345,600)	-	(399,200)	-	(399,200)	15.5%
Total Funding	13,515,066	13,432,000	17,680,400	16,506,400	-	16,506,400	22.9%

Notes:

The Board of County Commissioners authorized collection of an additional one percent tourist tax - fourth penny - on July 26, 2005. Proceeds from this fourth penny are devoted exclusively to marketing and promotion. Pursuant to terms contained within Ordinance 2005-43, collections began on October 1, 2005. Further regulation on the distribution of swept proceeds from Administrative and Overhead Fund (194) into TDC Tourism Promotion Fund (184) is contained within Ordinance 2011-02.

On April 23, 2013, the Board authorized amendments to the Ordinance that, among other things, increased the overall distribution of tourist taxes to Promotion Category B from 36.7% to 46.7%. This change went into effect in June 2013.

Forecast FY 2016:

Noteworthy operating expenses include paid advertising, professional advertising, promotion fees and other contract support services and marketing/promotion related travel. The transfer to TDC Fund (196) is on hold because current reserve levels in Fund (196) currently meet Ordinance ordained levels. The anticipated sweep of residual fund balance from the TDC Administrative and Overhead Fund (194) is somewhat greater than budgeted reflecting TDC tax receipts above budgeted levels.

Current FY 2017:

Budgeted Tourist Tax revenues for Fund (184) in FY 17 are \$7,744,000 representing a 2% increase above expected collections in FY 16. The advertising and marketing plan will be maintained at the level established in FY 16. Expenditures will be split between advertising and promotion.

Destination advertising, production, and service fees total \$5,500,000; contracted services for website, fulfillment, research and search engine optimization total \$1,624,300. Four Category "B" marketing grants totaling \$83,000 to Naples, Marco Region of Antique Auto Clubs of America (\$13,000); Betterment Association of the Everglades for their Seafood Festival (\$25,000); Kiwanis Club of Pelican Bay for their Bacon Fest (\$25,000); Old Naples Waterfront Assoc for their Stone Crab Festival (\$20,000). \$200,000 is provided for leasehold improvements for the Visitor Information Center at the County Depot Museum. Group Meeting support is budgeted at \$150,000 for FY 17 and a contingency budget of \$150,000 for future requests because group meetings are bid on and booked several years out.

The Tourism Division Sports Marketing function provides financial assistance to the Parks & Recreation Division to support the incremental costs associated with sports tournaments and training events that promote tourism to Collier County. The amount of funding is \$100,000.

The reserve for unfunded requests reflects a general Category "B" Promotion reserve and a sports venue/facility reserve of \$800,000.

Revenues:

Within Category "B", Promotion, the distribution to Tourism Promotion Fund (184) is \$7,744,000.

Expenditure Line Item Budget Report grouped by Account Major, Business Unit

Collier County Government

Fiscal Year 2017

Account Code	Account Description	FY 2015 Actual	FY 2016 Adopted	FY 2016 Amended	FY 2017 Budget	FY 2018 Budget	FY 2019 Budget	FY 2020 Budget	FY 2021 Budget
50 Personal Services									
0704 Tourist Development Council (TDC) Division									
101540-194 Tdc Advertisements & Promotions Cat B									
512100	Regular Salaries	613,209	694,073	694,073	716,382	0	0	0	0
512500	Auto Use Benefit	1,205	0	0	0	0	0	0	0
512600	Er 457 Deferred Comp	3,000	3,500	3,500	3,500	0	0	0	0
513100	Other Salaries And Wages	22,331	1	1	0	0	0	0	0
515000	Vacation Sell Back	0	7,232	7,232	4,402	0	0	0	0
518100	Termination Pay	6,752	0	0	0	0	0	0	0
519100	Reserve For Salary Adjustment	0	15,414	15,414	21,491	0	0	0	0
521100	Social Security Matching	46,635	54,633	54,633	56,305	0	0	0	0
522100	Retirement Regular	64,375	71,473	71,473	77,903	0	0	0	0
523150	Health Insurance	131,000	157,200	157,200	157,200	0	0	0	0
523152	Dental Insurance	4,900	5,880	5,880	5,880	0	0	0	0
523153	Short Term Disability Ins	900	1,080	1,080	1,080	0	0	0	0
523154	Long Term Disability Ins	1,900	2,280	2,280	2,280	0	0	0	0
523160	Life Insurance Short - Long Term	2,320	2,634	2,634	2,077	0	0	0	0
524100	Workers Compensation Regular	1,900	2,100	2,100	1,500	0	0	0	0
101540-194 Tdc Advertisements &		900,427	1,017,500	1,017,500	1,050,000	0	0	0	0
0704 Tourist Development Council		900,427	1,017,500	1,017,500	1,050,000	0	0	0	0
50 Personal Services		900,427	1,017,500	1,017,500	1,050,000	0	0	0	0

60 Operating Expense

0704 Tourist Development Council (TDC) Division

101540-194 Tdc Advertisements & Promotions Cat B

631820	Clerk Of Board Secretarial Services	3,366	3,800	3,800	3,800	0	0	0	0
634207	IT Capital Allocation	2,000	4,900	4,900	6,000	0	0	0	0
634210	Info Tech Automation Allocation	32,600	29,900	29,900	36,800	0	0	0	0
634212	IT Microsoft Office Allocation	0	0	0	1,400	0	0	0	0
634970	Indirect Cost Reimbursement	61,000	54,300	54,300	72,600	0	0	0	0
634980	Interdept Payment For Serv	0	1	1	0	0	0	0	0
634999	Other Contractual Services	137,835	177,699	179,972	146,600	0	0	0	0
639964	Storage Contractor	381	800	800	800	0	0	0	0
640200	Mileage Reimbursement Regular	4,109	9,000	9,000	10,000	0	0	0	0
640300	Out Of County Travel Prof Devel	6,384	25,000	25,000	25,000	0	0	0	0
640410	Motor Pool Rental Charge	0	200	200	0	0	0	0	0
641230	Telephone Access Charges	2,842	2,800	2,800	3,000	0	0	0	0
641700	Cellular Telephone	15,986	4,800	4,800	14,000	0	0	0	0
641900	Telephone Sys Support Allocation	1,368	2,300	2,300	2,500	0	0	0	0
641950	Postage Freight And Ups	5,559	14,400	14,400	15,900	0	0	0	0
643100	Electricity	4,191	6,400	6,400	7,000	0	0	0	0
644100	Rent Buildings	54,958	58,400	58,400	64,600	0	0	0	0
644650	Lease Purchase Equipment	4,268	0	0	0	0	0	0	0
645100	Insurance General	5,800	6,300	6,300	5,700	0	0	0	0
645260	Auto Insurance	500	600	600	500	0	0	0	0
646180	Building R And M Isf Billings	655	0	0	0	0	0	0	0
646430	Fleet Maint Isf Labor And Overhead	533	100	100	0	0	0	0	0
646445	Fleet Non Maint ISF Parts and Sublet	5,397	3,400	3,400	5,300	0	0	0	0
648170	Marketing And Promotional	10,674	14,000	14,000	16,000	0	0	0	0
648174	Registration Fees	20,025	0	0	0	0	0	0	0
649000	Sales Tax Expense	65	0	0	0	0	0	0	0
649100	Legal Advertising	0	500	500	500	0	0	0	0

Expenditure Line Item Budget Report grouped by Account Major, Business Unit

Collier County Government

Fiscal Year 2017

Account Code	Account Description	FY 2015 Actual	FY 2016 Adopted	FY 2016 Amended	FY 2017 Budget	FY 2018 Budget	FY 2019 Budget	FY 2020 Budget	FY 2021 Budget
60 Operating Expense									
0704 Tourist Development Council (TDC) Division									
101540-194 Tdc Advertisements & Promotions Cat B									
651110	Office Supplies General	10,320	10,400	10,400	10,400	0	0	0	0
651210	Copying Charges	0	4,000	4,000	4,000	0	0	0	0
651930	Minor Office Furniture	2,838	10,000	10,000	0	0	0	0	0
651950	Minor Data Processing Equipment	1,428	0	0	2,000	0	0	0	0
652490	Fuel and Lubricants ISF Billings	1,262	2,900	2,900	1,600	0	0	0	0
652920	Computer Software	2,340	10,000	10,000	0	0	0	0	0
652990	Other Operating Supplies	70	0	0	0	0	0	0	0
654110	Books Publ & Subscriptions	1,942	3,700	3,700	2,200	0	0	0	0
654210	Dues And Memberships	26,014	23,500	23,500	45,500	0	0	0	0
654360	Other Training Ed Exp	0	0	0	5,000	0	0	0	0
	101540-194 Tdc Advertisements &	426,709	484,100	486,373	508,700	0	0	0	0
101541-193 Tdc Special Events Category C									
634970	Indirect Cost Reimbursement	1,400	700	700	1,800	0	0	0	0
	101541-193 Tdc Special Events	1,400	700	700	1,800	0	0	0	0
101542-196 Tdc Adv And Prom B Disaster									
634970	Indirect Cost Reimbursement	2,600	100	100	300	0	0	0	0
	101542-196 Tdc Adv And Prom B	2,600	100	100	300	0	0	0	0
101543-184 Tdc Tourism Promotion (additional 1%)									
634211	IT Billing Hours Allocation	0	300	300	400	0	0	0	0
634970	Indirect Cost Reimbursement	29,700	61,700	61,700	90,800	0	0	0	0
634980	Interdept Payment For Serv	7,200	100,000	100,000	100,000	0	0	0	0
634999	Other Contractual Services	1,445,212	2,226,500	2,811,777	2,124,300	0	0	0	0
639990	Other Contractual Service	0	0	0	200,000	0	0	0	0
640300	Out Of County Travel Prof Devel	114,554	210,100	210,100	257,000	0	0	0	0
645100	Insurance General	26,500	28,600	28,600	32,300	0	0	0	0
647110	Printing Binding Outside Vendors	2,405	5,300	5,300	8,900	0	0	0	0
648170	Marketing And Promotional	4,117,400	6,381,100	6,858,903	6,488,400	0	0	0	0
648174	Registration Fees	207,740	339,000	339,000	351,000	0	0	0	0
649000	Sales Tax Expense	100	0	0	0	0	0	0	0
652920	Computer Software	155	0	0	0	0	0	0	0
	101543-184 Tdc Tourism Promotion	5,950,966	9,352,600	10,415,679	9,653,100	0	0	0	0
	0704 Tourist Development Council	6,381,676	9,837,500	10,902,852	10,163,900	0	0	0	0
	60 Operating Expense	6,381,676	9,837,500	10,902,852	10,163,900	0	0	0	0

70 Capital Outlay

0704 Tourist Development Council (TDC) Division									
101540-194 Tdc Advertisements & Promotions Cat B									
764900	Data Processing Equipment	1,990	4,000	4,000	10,000	0	0	0	0
	101540-194 Tdc Advertisements &	1,990	4,000	4,000	10,000	0	0	0	0
	0704 Tourist Development Council	1,990	4,000	4,000	10,000	0	0	0	0
	70 Capital Outlay	1,990	4,000	4,000	10,000	0	0	0	0

80 Grants and Aids

0704 Tourist Development Council (TDC) Division									
101541-193 Tdc Special Events Category C									
882100	Remittances Private Organizations	56,667	40,000	40,000	425,000	0	0	0	0

Expenditure Line Item Budget Report grouped by Account Major, Business Unit

Collier County Government

Fiscal Year 2017

Account Code	Account Description	FY 2015 Actual	FY 2016 Adopted	FY 2016 Amended	FY 2017 Budget	FY 2018 Budget	FY 2019 Budget	FY 2020 Budget	FY 2021 Budget
80 Grants and Aids									
0704 Tourist Development Council (TDC) Division									
101541-193	Tdc Special Events	56,667	40,000	40,000	425,000	0	0	0	0
0704	Tourist Development Council	56,667	40,000	40,000	425,000	0	0	0	0
	80 Grants and Aids	56,667	40,000	40,000	425,000	0	0	0	0

91 Transfers Out

0704 Tourist Development Council (TDC) Division									
929010-184 Transfer									
911960	Transfer To 196 Tdc Eco Disaster	0	3,432,500	3,432,500	0	0	0	0	0
	929010-184 Transfer	0	3,432,500	3,432,500	0	0	0	0	0
929010-194 Transfer									
911840	Transfer To 184 Tdc Promo	0	631,400	631,400	833,600	0	0	0	0
	929010-194 Transfer	0	631,400	631,400	833,600	0	0	0	0
929010-196 Transfer									
911840	Transfer To 184 Tdc Promo	0	12,000	12,000	12,000	0	0	0	0
	929010-196 Transfer	0	12,000	12,000	12,000	0	0	0	0
0704	Tourist Development Council	0	4,075,900	4,075,900	845,600	0	0	0	0
	91 Transfers Out	0	4,075,900	4,075,900	845,600	0	0	0	0

93 Transfers to Constitutional Officers

0704 Tourist Development Council (TDC) Division									
959010-184 Transfers - Elected Officers									
930700	Budget Transfers Tax Collector	148,745	137,600	137,600	155,000	0	0	0	0
	959010-184 Transfers - Elected Officers	148,745	137,600	137,600	155,000	0	0	0	0
959010-193 Transfers - Elected Officers									
930700	Budget Transfers Tax Collector	10,094	9,300	9,300	10,500	0	0	0	0
	959010-193 Transfers - Elected Officers	10,094	9,300	9,300	10,500	0	0	0	0
959010-194 Transfers - Elected Officers									
930700	Budget Transfers Tax Collector	49,233	45,500	45,500	52,000	0	0	0	0
	959010-194 Transfers - Elected Officers	49,233	45,500	45,500	52,000	0	0	0	0
0704	Tourist Development Council	208,072	192,400	192,400	217,500	0	0	0	0
	93 Transfers to Constitutional Officers	208,072	192,400	192,400	217,500	0	0	0	0

99 Reserves

0704 Tourist Development Council (TDC) Division									
919010-184 Reserves									
991000	Reserve For Contingencies	0	109,300	0	98,000	0	0	0	0
991300	Restricted For Unfunded Requests	0	400,000	0	6,600,300	0	0	0	0
	919010-184 Reserves	0	509,300	0	6,698,300	0	0	0	0
919010-193 Reserves									
991300	Restricted For Unfunded Requests	0	1,772,200	1,772,200	2,082,400	0	0	0	0
	919010-193 Reserves	0	1,772,200	1,772,200	2,082,400	0	0	0	0
919010-194 Reserves									
992100	Reserve For Attrition - Salary Savings	0	-16,700	-16,700	-17,400	0	0	0	0

Expenditure Line Item Budget Report grouped by Account Major, Business Unit

Collier County Government

Fiscal Year 2017

Account Code	Account Description	FY 2015 Actual	FY 2016 Adopted	FY 2016 Amended	FY 2017 Budget	FY 2018 Budget	FY 2019 Budget	FY 2020 Budget	FY 2021 Budget
99 Reserves									
0704 Tourist Development Council (TDC) Division									
	919010-194 Reserves	0	-16,700	-16,700	-17,400	0	0	0	0
919010-196 Reserves									
991300	Restricted For Unfunded Requests	0	1,500,000	1,500,000	263,900	0	0	0	0
991500	Reserve for Disaster Stimulus Advertising	0	0	0	500,000	0	0	0	0
993000	Reserve For Capital Outlay	0	2,696,700	2,696,700	0	0	0	0	0
	919010-196 Reserves	0	4,196,700	4,196,700	763,900	0	0	0	0
	0704 Tourist Development Council	0	6,461,500	5,952,200	9,527,200	0	0	0	0
	99 Reserves	0	6,461,500	5,952,200	9,527,200	0	0	0	0
	Report Total	7,548,832	21,628,800	22,184,852	22,239,200	0	0	0	0

JL Code Expenditure Detail Item Budget grouped by Fund, Fund Center

Collier County Government

Fiscal Year 2017

Expenditure Detail Item Description	Service Level	Issue #	FY 2017 Budget	FY 2018 Budget	FY 2019 Budget	FY 2020 Budget	FY 2021 Budget
184 TDC Tourism Promotion							
101543-184 Tdc Tourism Promotion (additional 1%)							
070404-10 Contracted Private Sector Marketing Services							
101543-184 634999 Other Contractual Services							
Atilus - Search Engine Optimization	1		34,800	0	0	0	0
Category B Sports Marketing Grants (reimbursable grants to sports organizers)	1		175,000	0	0	0	0
Constant Contact	1		1,000	0	0	0	0
Dia Monde - Germany Representation	1		200,000	0	0	0	0
DMAI Empowermint Module	1		10,000	0	0	0	0
Latin America Representation	1		125,000	0	0	0	0
Lou Hammond & Associates - Public Relations Agency	1		175,000	0	0	0	0
Media Database, Monitoring & Evaluation	1		15,000	0	0	0	0
Miles Media Group - Visitor Guide Production	1		50,000	0	0	0	0
Miles Media Group - Website (Tourism, Film, Sports, Blueway)	1		250,000	0	0	0	0
Ommac - UK Representation	1		200,000	0	0	0	0
Paradise Advertising Agency Fee Phase V	1		500,000	0	0	0	0
Research Data Services, Inc.	1		75,000	0	0	0	0
Smith Travel Research	1		126,000	0	0	0	0
TDC Category B Marketing Grants - Non Sports	1		7,500	0	0	0	0
United Arts Council Events Brochure and Gallery Guide	1		125,000	0	0	0	0
Video, Audio, Still Production	1		30,000	0	0	0	0
			25,000	0	0	0	0
101543-184 634999 Other Contractual Services			2,124,300	0	0	0	0
101543-184 639990 Other Contractual Service							
Depot Baggage Car - Visitor Info Center Conv	1		200,000	0	0	0	0
101543-184 647110 Printing Binding Outside Vendors							
Outside Printing (Historical Guide, etc.)	1		7,500	0	0	0	0
Printing - PR (Invitations, Press Releases, PR Kits)	1		200	0	0	0	0
Printing - Sales/Marketing (Invitations, Flyers, Rack Cards)	1		1,000	0	0	0	0
101543-184 647110 Printing Binding Outside Vendors			8,700	0	0	0	0
070404-10 Contracted Private Sector Marketing Services			2,333,000	0	0	0	0
070404-15 Sports Event Venue Support							
101543-184 634980 Interdept Payment For Serv							
Sports Event Venue Support	1		100,000	0	0	0	0
070404-15 Sports Event Venue Support			100,000	0	0	0	0
070404-20 Direct Sales (Show Registration & Travel)							
101543-184 640300 Out Of County Travel Prof Devel							
Film Office Travel Professional Travel Expenses	1		17,000	0	0	0	0
Leisure Sales Travel Professional Expenses	1		40,000	0	0	0	0
PR Travel Expenses	1		35,000	0	0	0	0
Sports Marketing Travel Expenses	1		60,000	0	0	0	0
Travel for Director - Trade Shows, Other Out of Market	1		60,000	0	0	0	0
Travel							
101543-184 640300 Out Of County Travel Prof Devel			212,000	0	0	0	0
101543-184 647110 Printing Binding Outside Vendors							
Printing - Film Commission (Trade Show Collateral Materials)	1		200	0	0	0	0
101543-184 648174 Registration Fees							
Registration for Brazil Tradeshows	1		25,000	0	0	0	0
Registration for Europe Shows	1		30,000	0	0	0	0
Registration for Trade Shows - Group Sales	1		90,000	0	0	0	0
Registration for Trade Shows - Leisure Sales	1		60,000	0	0	0	0
Registration for Trade Shows - Sports Mktg.	1		33,000	0	0	0	0
Registration for UK Shows	1		50,000	0	0	0	0
Registration for Misc. Int'l Trade Shows	1		20,000	0	0	0	0
Registrations for Film Office	1		18,000	0	0	0	0
Registrations for Trade Shows - PR	1		25,000	0	0	0	0

JL Code Expenditure Detail Item Budget grouped by Fund, Fund Center

Collier County Government

Fiscal Year 2017

Expenditure Detail Item Description	Service Level	Issue #	FY 2017 Budget	FY 2018 Budget	FY 2019 Budget	FY 2020 Budget	FY 2021 Budget
184 TDC Tourism Promotion							
101543-184 Tdc Tourism Promotion (additional 1%)							
070404-20 Direct Sales (Show Registration & Travel)							
101543-184 648174 Registration Fees			351,000	0	0	0	0
070404-20 Direct Sales (Show Registration & Travel)			563,200	0	0	0	0
070404-30 Group Meeting Support							
101543-184 640300 Out Of County Travel Prof Devel							
Group Sales Travel Professional Travel Expenses	1		45,000	0	0	0	0
101543-184 648170 Marketing And Promotional							
Group Meeting Support - FY 17 RFP Enhancement	1		150,000	0	0	0	0
Group Meeting Contingency FY18	1		150,000	0	0	0	0
Sales Dept. Planner Site Visit Support	1		6,000	0	0	0	0
Sponsorships of Meetings/Events - Group	1		75,000	0	0	0	0
101543-184 648170 Marketing And Promotional			381,000	0	0	0	0
070404-30 Group Meeting Support			426,000	0	0	0	0
070404-40 Destination Marketing, Promotion & Sponsorships							
101543-184 634211 IT Billing Hours Allocation							
Dedicated Shares 102.37GB	1		400	0	0	0	0
101543-184 648170 Marketing And Promotional							
Air Service Marketing	1		300,000	0	0	0	0
Brochure Distribution (Domestic/Int'l Trade Shows)	1		8,000	0	0	0	0
Coop Brazil Promotions	1		50,000	0	0	0	0
Coop European Promotions	1		75,000	0	0	0	0
Coop UK Promotions	1		75,000	0	0	0	0
Film Commission Ads	1		1,500	0	0	0	0
Freelance Art and Video Translations	1		8,000	0	0	0	0
Heritage Marketing	1		100,000	0	0	0	0
Paid Advertising & Production - Contracted Ad Agency	1		5,000,000	0	0	0	0
PR Award Submission Fees	1		1,000	0	0	0	0
PR Fam Support	1		40,000	0	0	0	0
PR Press and Event Sponsorships	1		15,000	0	0	0	0
PR Social Media Boosts	1		10,000	0	0	0	0
Promo Items - Sports	1		20,000	0	0	0	0
Promo Items PR	1		3,000	0	0	0	0
Promotional Items - Film Office	1		300	0	0	0	0
Promotional Items - Sales Dept.	1		10,000	0	0	0	0
Sales Fam Trip Support - Group	1		16,000	0	0	0	0
Sales Fam Trip Support - Leisure	1		24,000	0	0	0	0
Sales Missions - Group and Leisure	1		40,000	0	0	0	0
Sponsorships of Meetings/Events - Leisure	1		10,000	0	0	0	0
Sport Bid Fees	1		20,000	0	0	0	0
Sports Dept. - Event Operating Labor Assistance	1		71,600	0	0	0	0
Sports Dept. - Major Event Operations Expenses	1		155,000	0	0	0	0
Sports Dept. Site Visits	1		20,000	0	0	0	0
Sports Dept. Sponsorships	1		30,000	0	0	0	0
Sports Event Signage - Booth Decor, Mktg. Banners	1		4,000	0	0	0	0
101543-184 648170 Marketing And Promotional			6,107,400	0	0	0	0
070404-40 Destination Marketing, Promotion & Sponsorships			6,107,800	0	0	0	0
070404-50 Insurance & Indirect Costs							
101543-184 634970 Indirect Cost Reimbursement							
Indirect Cost Allocation	1		90,800	0	0	0	0
101543-184 645100 Insurance General							
Genral Ins per Risk Mgt	1		32,300	0	0	0	0
070404-50 Insurance & Indirect Costs			123,100	0	0	0	0
101543-184 Tdc Tourism Promotion (additional 1%)			9,653,100	0	0	0	0

JL Code Expenditure Detail Item Budget grouped by Fund, Fund Center

Collier County Government

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Expenditure Detail Item Description	Service Level	Issue #	FY 2017 Budget	FY 2018 Budget	FY 2019 Budget	FY 2020 Budget	FY 2021 Budget
184 TDC Tourism Promotion							
919010-184 Reserves							
070404-90 Reserves & Transfers							
919010-184 991000 Reserve For Contingencies							
Fund Reserves	1		98,000	0	0	0	0
919010-184 991300 Restricted For Unfunded Requests							
June FC Adjustment	1		5,800,300	0	0	0	0
		070404-90 Reserves & Transfers	5,898,300	0	0	0	0
070404-95 Sports Venue Support Future Reserve							
919010-184 991300 Restricted For Unfunded Requests							
June Adjustment	1		800,000	0	0	0	0
		070404-95 Sports Venue Support Future Reserve	800,000	0	0	0	0
		919010-184 Reserves	6,698,300	0	0	0	0
959010-184 Transfers - Elected Officers							
070404-90 Reserves & Transfers							
959010-184 930700 Budget Transfers Tax Collector							
Transfer to Tax Collector	1		155,000	0	0	0	0
		070404-90 Reserves & Transfers	155,000	0	0	0	0
		959010-184 Transfers - Elected Officers	155,000	0	0	0	0
		184 TDC Tourism Promotion	16,506,400	0	0	0	0

Account Minor Fund Line Item Detail Proforma

Collier County Government

Fiscal Year 2017

	FY 2015 Actual	FY 2016 Adopted	FY 2016 Amended	FY 2017 Forecast	FY 2017 Current	FY 2017 Expanded	FY 2017 Budget	Adopted % Change
196 TDC - Disaster Recovery								
610 Indirect Cost Reimburs Expenditures								
101542-196 634970 Indirect Cost	2,600	100	100	100	300	0	300	200.00
Expenditures	2,600	100	100	100	300	0	300	200.00
923j Trans to 184 TDC Promo Expenditures								
929010-196 911840 Transfer To 184	0	12,000	12,000	12,000	12,000	0	12,000	0.00
Expenditures	0	12,000	12,000	12,000	12,000	0	12,000	0.00
993 Reserves for Capital Expenditures								
919010-196 993000 Reserve For Capital	0	2,696,700	2,696,700	0	0	0	0	100.00
Expenditures	0	2,696,700	2,696,700	0	0	0	0	100.00
995 Restricted for Unfunded Requests Expenditures								
919010-196 991300 Restricted For	0	1,500,000	1,500,000	0	263,900	0	263,900	-82.41
Expenditures	0	1,500,000	1,500,000	0	263,900	0	263,900	-82.41
995c Reserve for Disaster Stimulus Advertising Expenditures								
919010-196 991500 Reserve for	0	0	0	0	500,000	0	500,000	0.00
Expenditures	0	0	0	0	500,000	0	500,000	0.00
361 Interest/Misc Revenues								
989010-196 361170 Interest Sba	188	0	0	0	0	0	0	0.00
989010-196 361180 Investment Interest	5,409	12,000	12,000	12,000	12,000	0	12,000	0.00
Revenues	5,597	12,000	12,000	12,000	12,000	0	12,000	0.00
438f Trans fm 184 TDC Promo Revenues								
929010-196 481184 Trans fm 184 TDC	0	3,432,500	3,432,500	0	0	0	0	100.00
Revenues	0	3,432,500	3,432,500	0	0	0	0	100.00
498 Carry Forward Revenues								
919010-196 489200 Carryforward	767,600	765,000	765,000	765,000	764,900	0	764,900	-0.01
Revenues	767,600	765,000	765,000	765,000	764,900	0	764,900	-0.01
499 Less 5% Required By Law Revenues								
919010-196 489900 Less 5% Required	0	-700	-700	0	-700	0	-700	0.00
Revenues	0	-700	-700	0	-700	0	-700	0.00
Fund Total Expenditure:	2,600	4,208,800	4,208,800	12,100	776,200	0	776,200	-81.56
Fund Total Revenue:	773,197	4,208,800	4,208,800	777,000	776,200	0	776,200	-81.56
Fund Balance:	770,597	0	0	764,900	0	0	0	0.00