

OKLAHOMA TOURISM AND RECREATION DEPARTMENT

Richard (Dick) Dutton, Executive Director

FY'18 Projected Division/Program Funding By Source						
	Appropriations	Federal	Revolving	Local	Other*	Total
Parks Division 10	\$10,293,587	\$3,023,358	\$31,694,250			\$45,011,195
Travel Promotion 20	\$1,989,439		\$12,521,984			\$14,511,423
Administrative Services 40	\$2,848,333	\$7,433	\$1,460,022			\$4,315,788
Film and Music 70	\$667,765					\$667,765
MultiCounty Organizations 70	\$676,084					\$676,084
Pass Through 80	\$16,000					\$16,000
Information Technology 88			\$927,186			\$927,186
Capital Projects 90			\$21,671,900		\$497,718	\$22,169,618
						\$0
Total	\$16,491,208	\$3,030,791	\$68,275,342	\$0	\$497,718	\$88,295,059

*Source of "Other" and % of "Other" total for each.

Note 1: Appropriation FY17 per SB 1616 Sec. 124 from General Revenue funds for duties, does not include redirected revolving funds.

Note 2: 200 Series Fund Accounts revenue earned including sales and use tax apportionment

FY'17 Carryover by Funding Source						
	Appropriations	Federal	Revolving	Local	Other*	Total
FY'17 Carryover	\$155,008					\$155,008

*Source of "Other" and % of "Other" total for each.

What Changes did the Agency Make between FY'17 and FY'18?

1.) Are there any services no longer provided because of budget cuts?
None.

2.) What services are provided at a higher cost to the user?
Base rate for camping increased by \$2.00 per night. Increase applied to new reservations only. Fee increase did not apply to reservations already in place.

3.) What services are still provided but with a slower response rate?
None.

4.) Did the agency provide any pay raises that were not legislatively/statutorily required? If so, please provide a detailed description in a separate document.
Yes, see attached documentation.

FY'19 Requested Division/Program Funding By Source						
	Appropriations	Federal	Revolving	Other	Total	% Change
Parks Division 10	\$10,293,587	\$3,023,358	\$31,694,250		\$45,011,195	0.0%
Travel Promotion 20	\$1,989,439		\$12,521,984		\$14,511,423	0.0%
Administrative Services 40	\$2,848,333	\$7,433	\$1,460,022		\$4,315,788	0.0%
Film and Music 70	\$667,765				\$667,765	0.0%
MultiCounty Organizations 70	\$676,084				\$676,084	0.0%
Pass Through 80	\$16,000				\$16,000	0.0%
Information Technology 88			\$927,186		\$927,186	0.0%
Capital Projects 90			\$21,671,900	\$497,718	\$22,169,618	0.0%
Total	\$16,491,208	\$3,030,791	\$68,275,342	\$497,718	\$88,295,059	0.0%

*Source of "Other" and % of "Other" total for each.

FY'19 Top Five Appropriation Funding Requests

	\$ Amount
Request 1 -- Tourism Advertising / Marketing Increase	\$2,500,000
Request 2 --	
Request 3 --	
Request 4 --	
Request 5 --	
Total Increase above FY-18 Request	\$ 2,500,000

How would the agency handle a 2% appropriation reduction in FY'19?

We would look at campground inventories and review activity and reduce the number of campgrounds available to public to reduce operating costs.

How would the agency handle a 4% appropriation reduction in FY'19?

We would be more aggressive in the reduction of publicly available campgrounds. also holding more jobs unfilled than our current vacancies. Look at certain contracts to see what would need to be cancelled or renegotiated.

How would the agency handle a 6% appropriation reduction in FY'19?

At this point we would have to seriously discuss the transfer of identified inventories back to the current owners, like BOR and Army Corps of Engineers.

Is the agency seeking any fee increases for FY'18?

	\$ Amount
Increase 1 Any further appropriation reductions will require OTRD to look at opportunities to increase current fees or look at requesting the Tourism Commission approval for additional fees.	\$0

What are the agency's top 2-3 capital or technology (one-time) requests, if applicable?

Federal Government Impact

1.) How much federal money received by the agency is tied to a mandate by the Federal Government?

There are no mandates outside of the requirements included in the respective laws authorizing the Land and Water Conservation Fund, and the Recreational Trails Program or the Boating Infrastructure Grants program.

2.) Are any of those funds inadequate to pay for the federal mandate?

There are no mandates.

3.) What would the consequences be of ending all of the federal funded programs for your agency?

Matching funds would not be available for recreational and trail projects or improvements for transient boat facilities. Recipients are predominantly municipal governments, so no federal funds would be available to assist these local efforts.

4.) How will your agency be affected by federal budget cuts in the coming fiscal year?

For the coming fiscal year, federal funds are approximately at the same level as previous cycles. However, a reduction would reduce the level of supported projects for recipients of the sub awards and funding would not be available to assist the local entity efforts.

5.) Has the agency requested any additional federal earmarks or increases?

No.

Division and Program Descriptions

Division 10

Parks, Resorts and Golf Division

Serves as an economic catalyst in rural Oklahoma as well as to provide excellence in recreational opportunities for citizens and visitors in terms of service, programming and facilities.

Clients: Visitors to state parks and golf courses. Local communities, civic and charitable organizations.

Division 20

Travel Promotion Division

Responsible for the formulation of information, marketing plans and programs designed to generate travel in the state and the dissemination of information concerning the State's public and private attractions, events, lodges, parks and recreational facilities. This division assists municipalities, public and private associations and organizations in the promotion and development of special events and attractions that impact the local economy. **The Oklahoma Today Magazine** is a bi-monthly regional magazine that educates Oklahomans and non-Oklahomans alike about the culture, heritage, history, people, food, environment and places of Oklahoma. **The Discover Oklahoma** is a weekly television program that encourages Oklahomans to travel to attractions and events across the state. The program features fun stories about attractions, restaurants, interesting people and unique activities in every corner of the state. **TravelOK.com** Tourism Website.

Clients: The traveling public as well as travel trade professionals and Oklahoma's tourism product suppliers. Subscribers, advertisers, and newsstand buyers as well as any reader who receives the magazine as a "pass-along" from a subscriber or advertiser. Private sector tourism businesses, other OTRD divisions, advertising sponsors, residents of OK and all other states.

Division 40

Administrative Services

Coordinates the fiscal and human resources activities of the operating divisions; provides financial information, fiscal control, purchasing services, personnel administration, training and interprets policy and procedures promulgated by the Oklahoma Tourism and Recreation Commission.

Clients: Other divisions, all staff, vendors, other State Agencies.

Division 70

Office of the Oklahoma Film & Music

This office promotes, supports, and strives to expand film, television, and music activities and to expand the economy and job opportunities in OK. They provide prospective film, television, and music production companies with information on location sites, permits, crew member availability, equipment, and any other general information.

Clients: Film, television, and music production companies/studios, Oklahoma filmmakers and musicians, festival directors and Oklahoma higher education schools.

Division 70

Multicounty Organizations

Designed to reimburse approved marketing expenditures by regional tourism promotion associations as they publicize tourism products in designated multicounty tourism marketing regions. The goal is to distribute funding among eligible organizations proportional to amounts spent for promotion and to increase their promotion capabilities.

Clients: Non-profit organizations whose primary purpose is to market the tourism attractions and attributes of a multiple-county region of Oklahoma.

FY'19 Budgeted FTE						
	Supervisors	Classified	Unclassified	\$0 - \$35 K	\$35 K - \$70 K	\$70 K - \$\$\$
Parks Division 10						
Regular	47	145	233.5	294.5	82	2
Seasonal/Project		0.5	205	205.5		
Travel Promotion 20 (Note 1)						
Regular	12	2	46	19	25	4
Seasonal			18.5	17.5	1	
Administrative Services 40						
Executive	2		7		2	5
Regular	6	4	16	3	15	2
Seasonal			1.75	0.5	1.25	
Film and Music 70						
Regular	2		6	2	3	1
Seasonal						
Projects 90						
Regular			2	2		
Seasonal			5.5	3	2.5	
Total	69	151.5	541.25	547	131.75	14

FTE History					
	2018 Budgeted	2017	2014	2011	2007
Parks Division 10 (including Seasonal/Project Employees)	584.00	593.00	590.00	564.25	Not available
Travel Promotion 20	66.50	71.75	75.50	78.75	Not available
Administrative Services 40	28.75	27.75	32.00	40.75	Not available
Film and Music 70	6.00	6.00	7.25	24.25	Not available
Projects 90	7.50	14.25	17.25	14.75	Not available
Total	693	713	722	723	-

Performance Measure Review

	FY'17	FY'16	FY'15	FY'14	FY'13
State Parks Division					
# of State Park Visitors Statewide (Millions)	9.7	9.5	8.5	8.1	8.1
Lodge Occupancy Rates	39%	35.0%	38.0%	36.0%	35.4%
Total Expenditure Per Visitor (Appropriated)	\$0.90	\$0.76	\$1.50	\$1.50	\$1.50
Revenue as percent of Expenditures	76%	76%	Not available	Not available	Not available
Total Rounds Played	65,000	65,000	Not available	Not available	Not available
Rounds Played as Percent of Capacity	23%	23%	20%	25%	26%
Concession Revenue	\$1,127,000	\$979,000	\$895,000	\$957,000	\$899,404
Travel Promotion Division					
OK Market Share of Domestic Travel	1.50	1.68	1.52	1.77	1.89
TravelOK.com Unique Visitors	5,969,653	8,173,405	10,637,878	4,880,099	Not available
# of visitors at the State's Tourism Information Centers	1,731,555	1,826,211	Not available	Not available	Not available
Tourism Revenue (Billion)	\$8.6	\$8.6	\$8.6	\$8.8	\$8.6
Industry Supported Jobs	102,000	100,000	98,000	95,000	93,000
State tax generated by visitor spending	\$368,000,000	\$368,000,000	\$369,000,000	\$364,000,000	\$353,000,000
Oklahoma Today Magazine					
Advertising Revenue	\$254,659	\$361,302	\$353,344	\$441,455	\$516,032
Subscription Circulation	150,183	171,431	170,958	169,772	205,787
Percent of Subscribers Seeking Renewal of Magazine	80%	77%	90.3%	87.5%	88%
Discover Oklahoma					
Attract Additional Viewers	3,200,124	3,160,088	1,863,400	1,694,000	1,540,000
# Original episodes/# New episodes annually	42 / 208	43 / 180	41 / 172	39 / 154	Not available
Increased revenue streams	\$151,076	\$96,138	Not available	Not available	Not available
Oklahoma Film and Music Office					
Page Views *	133,004	126,010	126,000	36,279	Not available
Average number of total monthly visitors**	Not available	Not available	Not available	20,476	18,616
# Registrants in the Production Guide / measure industry growth and capabilities.	3,011	2,481	Not available	Not available	Not available
* In December 2014 developed and transformed the website that highlights Oklahoma's vast location settings, filmmakers, music venue, musicians and information regarding the rebate program.					
**Due to the less than adequate analytics package currently offered by website manager, OK.Gov, they will report average number of total monthly visitor for the budget request purpose.					
Multicounty Organizations					
Total Inquiries Generated	Not available	Not available	Not available	Not available	Not available
Money Spent on Advertising Local Events	\$711,669	\$765,235	\$870,823	\$921,506	\$921,506

Revolving Funds (200 Series Funds)

	FY'15-17 Avg. Revenues	FY'15-17 Avg. Expenditures	June '17 Balance
<p>Revolving Fund I Fund 211: The fund balance is be used to fund capital projects that do not fit the category of major capital projects that is funded with REAP and Sales and Use Tax monies. No new money is added to the fund, when it is depleted the fund will expire.</p>	\$0	\$25,998	24,741
<p>Revolving Fund II Fund 215 Title 74 § 2251 OTRD Revolving Fund. Serves as OTRD main revolving fund where revenues derived from the sales by various operations are deposited. Expenditures from the fund are for administration, operation, and maintenance expenses of the Department and are made pursuant to the laws of the state and statues relating to the Department.</p>	\$23,381,329	\$23,172,893	13,324,374
<p>Revolving Fund III Fund 225 Title 68 § 50014 OTRD Promotion Revolving Fund. Deposits of sales and use tax apportionment for Travel & Tourism's promotion and marketing expenditures.</p>	\$6,524,518	\$8,696,957	4,387,006
<p>Revolving Fund IV Fund 230 Emergency Fund. As designated by the Executive Director, FEMA reimbursements are deposited into this fund to be used for addressing emergencies at OTRD facilities.</p>	\$2,182,366	\$1,038,218	3,077,447
<p>Revolving Fund V Fund 250 Title 74 § 2254 State Park System Improvement Fund. All monies received by the Department from all entrance or day-use charges for the state park system including charges for annual pass. Expenditures from the fund are for the exclusive purpose of capital improvements at the state park where the charges were collected.</p>	\$205,957	\$82,667	982,844
<p>Revolving Fund VI Fund 266 Title 74 § 2254.1 Oklahoma Tourism & Recreation Department Capital Expenditure Revolving Fund. The monies received from the apportionment of gross production tax revenues as prescribed by Section 1004 of Title 68 of the Oklahoma Statues. The Provisions shall cease on July 1, 2019. Any monies remaining in the fund but not expended, may be expended according to the terms pursuant to which the monies were encumbered. All monies accruing to the fund are hereby appropriated and may be budgeted and expended by OTRD for one-time capital expenditures for capital assets owned, managed or controlled by OTRD.</p>	\$2,212,630	\$3,084,274	2,266,405
<p>Revolving Fund VII Fund 267 Title 68 § 50014 Oklahoma Tourism Capital Improvement Revolving Fund The monies received by OTRD and apportioned to such fund pursuant to the provisions of Sections 1353 and 1403 of this title and such other monies accredited to the fund pursuant to law. Monies may be budgeted and expended by OTRD for the purpose of funding capital improvement projects or operations at state parks and tourist information centers; provided, no more than 20% of the amount accruing annual shall be expended for the purpose of funding operations.</p>	\$11,763,964	\$12,990,487	19,637,714