

## Tourism and Recreation Department

Lead Administrator: Deby Snodgrass- Executive Director

Lead Financial Officer: Zettie Farrow - CFO

FY'15 Projected Division/Program Funding By Source						
	Appropriations	Federal	Revolving	Local	Other*	Total
Division 10 State Parks Division	\$12,663,830	\$4,500,000	\$18,523,827	\$0	\$0	\$35,687,657
Division 20 Travel Promotion Division (Note 1)	\$2,670,777		\$11,213,179	\$0	\$0	\$13,883,956
Division 40 Administrative Services Division	\$2,884,007		\$3,276	\$0	\$0	\$2,887,283
Division 70 Major Activities - OK Film & Music Comm.	\$645,285		\$0	\$0	\$0	\$645,285
Division 70 Major Activities - Multicounty Organizations	\$870,823		\$0	\$0	\$0	\$870,823
Division 80 Pass Throughs	\$85,050		\$0	\$0	\$0	\$85,050
Division 88 Information Technology	\$834,389		\$0	\$0	\$0	\$834,389
Division 90 Capital Projects			\$16,989,204	\$0	\$0	\$16,989,204
<b>Total</b>	<b>\$20,654,161</b>	<b>\$4,500,000</b>	<b>\$46,729,486</b>	<b>\$0</b>	<b>\$0</b>	<b>\$71,883,647</b>

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

FY'14 Carryover by Funding Source						
	Appropriations	Federal	Revolving	Local	Other*	Total
FY'14 Carryover	\$4,438,668	\$676,605	\$49,947,778	\$0	\$0	\$55,063,051

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

Note: Carryover for Revolving funding includes all 200 series funds..

### What Changes did the Agency Make between FY'14 and FY'15

- |   |      |
|---|------|
| 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?                                | None |
| 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? | None |

FY'16 Requested Division/Program Funding By Source						
	Appropriations	Federal	Revolving	Other	Total	% Change
Division 10 State Parks Division	\$12,663,830	\$4,732,239	\$19,450,018		\$36,846,087	3.25%
Division 20 Travel Promotion Division (Note 1)	\$2,670,777		\$10,652,520		\$13,323,297	-4.04%
Division 40 Administrative Services Division	\$2,884,007		\$4,500		\$2,888,507	0.04%
Division 70 Major Activities - OK Film & Music Comm.	\$645,285		\$0		\$645,285	0.00%
Division 70 Major Activities - Multicounty Organizations	\$870,823		\$0		\$870,823	0.00%
Division 80 Pass Throughs	\$85,050		\$0		\$85,050	0.00%
Division 88 Information Technology	\$834,389		\$0		\$834,389	0.00%
Division 90 Capital Projects			\$16,139,744		\$16,139,744	-5.00%
<b>Total</b>	<b>\$20,654,161</b>	<b>\$4,732,239</b>	<b>\$46,246,782</b>	<b>\$0</b>	<b>\$71,633,182</b>	

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

### FY'16 Top Five Appropriation Funding Requests

	\$ Amount
Request 1 -- Salaries and Benefit	\$14,582,324
Request 2 -- Administrative Expenses	\$3,031,402
Request 3 -- Professional Services	\$1,486,093
Request 4 -- Office Equipment and Furniture	\$512,597
Request 5 -- Payment to governmental subdivisions	\$1,041,745

**Total Increase above FY-15 Request**

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### How would the agency handle a 3% appropriation reduction in FY'16?

A 3% reduction in the appropriation would amount to \$619,625 for this Department. Outside entities would be identified for additional park transfers and further leasing of tourism information centers would be considered. Further reduction or elimination of legislatively-mandated pass through funding to Red Earth, Summer Arts Institute, Jenks Aquarium and the multi-county marketing organizations (Title 74, Section 2234 and 2235) would also be required.

### How would the agency handle a 5% appropriation reduction in FY'16?

A 5% reduction in the appropriation would amount to \$1,032,708 for this Department. In addition to the steps already being taken by the Department, more programs managed by the Department would be eliminated and a further reduction or elimination of legislative mandated pass through funding to local communities and organizations would be required. Additional facility transfers or closures would be considered.

Is the agency seeking any fee increases for FY'16?		\$ Amount
Increase 1	None	\$0
Increase 2		\$0
Increase 3		\$0

What are the agency's top 2-3 capital or technology (one-time) requests, if applicable?
None

Federal Government Impact	
1.) How much federal money received by the agency is tied to a mandate by the Federal Government?	None
2.) Are any of those funds inadequate to pay for the federal mandate?	Not Applicable
3.) What would the consequences be of ending all of the federal funded programs for your agency?	The only impact to OTRD would be the elimination of grants, primarily to local communities, for recreational facilities and trails. At present, the agency has three employees in the grants section that are paid with indirect costs or administrative funds from the RTP and the LWCF programs. These employees could be reassigned to other duties.
4.) How will your agency be affected by federal budget cuts in the coming fiscal year?	Federal budget cuts will have limited impact on the agency.
5.) Has the agency requested any additional federal earmarks or increases?	No

Division and Program Descriptions	
Division 10	<p><b>Parks, Resorts and Golf Division</b> 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.</p> <p><b>Clients: Visitors to state parks and golf courses. Local communities, civic and charitable organizations.</b></p>
Division 20	<p><b>Travel Promotion Division</b> 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. <i>The Oklahoma Today Magazine</i> 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 <b>Discover Oklahoma</b> 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.</p> <p><b>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</b></p>
Division 40	<p><b>Administrative Services</b> 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.</p> <p><b>Clients: Other divisions, all staff, vendors, other State Agencies.</b></p>
Division 70	<p><b>Office of the Oklahoma Film &amp; Music Commission</b> 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.</p> <p><b>Clients: Film, television, and music production companies/studios, Oklahoma filmmakers and musicians, festival directors, Oklahoma higher education</b></p>
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'16 Budgeted FTE						
	Supervisors (Note 1)	Classified	Unclassified	\$0 - \$35 K	\$35 K - \$70 K	\$70 K - \$\$\$
Division 10 State Parks Division						
Regular	45	216	179	316	78	1
Seasonal / Project	0	0	204	204	0	0
Division 20 Travel Promotion Division (Note 1)						
Regular	11	7	46	21	30	2
Seasonal	0	0	23	23	0	0
Division 40 Administrative Services Division						
Executive	3	0	7		4	3
Regular	4	8	12	9	10	2
Seasonal	0	0	4	3		0
Division 70 Film and Music Office						
Regular	2	0	6	2	3	1
Seasonal	0	0	3	3	0	0
<b>Total</b>	<b>65</b>	<b>231</b>	<b>484</b>	<b>581</b>	<b>125</b>	<b>9</b>

Note 1: Supervisors FTE are also included in the Classified and Unclassified FTE Count.

Note 2: Columns 4 through 6 contain total compensation within each designated category.

FTE History						
	2015 Budgeted	2014	2010	2009	2004	
Division 10 State Parks Division (including Seasonal/Project Employees)	598	607	603	688	862	
Division 20 Travel Promotion Division	76	75	106	105	71	
Division 40 Administrative Services Division	31	32	48	45	44	
Division 70 Major Activities - OK Film & Music Commission	9	7	5	5	1	
<b>Total</b>	<b>714</b>	<b>722</b>	<b>762</b>	<b>842</b>	<b>978</b>	

Performance Measure Review					
	FY'15	FY'14	FY'13	FY'12	FY'11
<b>State Parks Division</b>					
# of State Park Visitors Statewide (Millions)	8.1	8.1	8.1	9.4	9.9
Lodge Occupancy Rates	36.0%	33.00%	35.4%	33.78%	34%
Total Expenditure Per Visitor (Appropriated)	\$1.50	\$1.50	\$1.50	\$1.30	\$1.46
Rounds Played as Percent of Capacity	26%	26%	26%	26%	26%
Increase in Concession Revenue	\$902,000	\$900,000	\$899,404	\$900,845	\$864,857
<b>Travel Promotion Division</b>					
OK Market Share of Domestic Travel	1.00%	1.00%	1.00%	1.00%	1.15%
Number of Inquiries Converted to Travel	1,265,000	1,265,000	1,150,000	880,000	860,000
Tourism Revenues (Billions)	\$7.90	\$7.60	\$7.30	\$6.30	\$6.50
Number Employed in Tourism Jobs	80,000	80,000	78,200	75,000	77,000
<b>Oklahoma Today Magazine</b>					
Advertising Revenue as an Indicator of Positive Economic Return from Readership Base	\$625,000	\$612,000	\$519,607	\$618,530	\$611,001
Subscription Circulation	230,000	225,000	223,640	189,500	230,800
Percent of Subscribers Seeking Renewal of Magazine	75%	74%	74%	75%	75%
<b>Oklahoma Film and Music</b>					
Permit Applications	242	220	155	166	151
Unique Visitors to Film Web Site				75,703	46,148
Average number of total monthly visitors **	22,523	20,476	18,616	11,554	
** 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 budget request purpose.					
<b>Multicounty Organizations</b>					
Total Inquiries Generated	Not available	Not available	Not available	Not Available	178,340
Money Spent on Advertising Local Events	\$870,823	\$921,506	\$921,506	\$921,505	\$950,987
<b>Discover Oklahoma</b>					
Total Viewers	255,000	255,000	250,000	200,000	185,000
Number of Broadcast Markets	5	5	5	5	4
Revenue Generated	\$359,000	\$303,000	\$294,000	\$265,000	\$265,000

Revolving Funds (200 Series Funds)			
	FY'12-14 Avg. Revenues	FY'12-14 Avg. Expenditures	June '14 Balance
<b>Revolving Fund I</b>			
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.	\$21,906,002	\$19,529,532	\$5,097,635

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 statutes relating to the Department.			
<b>Revolving Fund II</b> Fund 225 Title 68 § 50014 OTRD Promotion Revolving Fund. Deposits of sales and use tax apportionment for Travel & Tourism's promotion and marketing expenditures.	\$7,688,569	\$5,661,282	\$7,413,339
<b>Revolving Fund III</b> 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.	\$530,323	\$197,076	\$157,104
<b>Revolving Fund IV</b> 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.	\$110,120	\$87,103	\$474,251
<b>Revolving Fund V</b> 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 Statutes. The provisions shall cease on July 1, 2016. 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.	\$2,627,703	\$3,153,934	\$480,457
<b>Revolving Fund VI</b> 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.	\$13,889,028	\$13,680,572	\$7,341,752