

## EXECUTIVE SUMMARY

### Recommend Approval of Tourism Department Budget for FY 08

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**OBJECTIVE:** Review and recommend approval of the proposed Tourism Department Budget for use of tourist tax funds in FY 08 (October 1 '07 – Sept. 30 '08) for Funds 184, 193, 194 and 196.

**CONSIDERATIONS:** The Tourism Department reports to the County Manager. The operating and promotion budgets for that department are developed by the department staff for initial review by the County Manager. The proposed budgets are for Fund 184 (Advertising and Promotion); Fund 193 (Non-County Owned or Operated Museums); Fund 194 (Tourism Department Operating Expenses); Fund 196 (Emergency Advertising).

Fund 195 (Beach & Inlet Management), Fund 183 (Beach Park Facilities) and Fund 198 (County Owned Museums) are now under the Public Services Division and are presented as a separate function in the budget. The proposed FY 08 budgets for these funds will be presented to the TDC under a separate item at the May 29 TDC meeting.

Here are highlights of the funds under the direct control of the Tourism Department:

**Fund 184 - Advertising & Promotion:**

Tourist Tax Revenue	\$3,801,100
Carry Forward from Prev. Year	772,100
Miscellaneous Revenue	20,000
Revenue Reserve 5%	<u>(182,300)</u>
TOTAL REVENUE	\$4,234,800

Promotion, Advertising & Contracts	\$3,801,100
Reserves for Contingency & Capital	343,100
Transfer to Tax Collector	<u>90,600</u>
TOTAL EXPENSES	\$4,234,800

**Fund 193 - Non-County Owned Museums**

Tourist Tax Revenue	\$ 345,400
Carry Forward	357,900
Revenue Reserve 5%	<u>(17,300)</u>
TOTAL Revenue	\$ 686,000

Remittances to Museum Projects	\$ 506,000
Transfer to Tax Collector	8,600
Reserves for Contingency & Capital	<u>171,400</u>
TOTAL EXPENSES	\$ 686,000

**EXECUTIVE SUMMARY- FY 08 TOURISM DEPARTMENT BUDGET- Page 2**

**Fund 194- Tourism Department Operating Expenses**

Tourist Tax Revenue	\$ 1,684,600
Revenue Reserve 5%	<u>84,200</u>
TOTAL REVENUE	\$ 1,600,400

Administration & Overhead	\$ 923,600
Transfer to Tax Collector	42,100
Transfers to County Support Services	88,600
Transfer to Fund 195 per Ordinance	179,800
Transfer to Fund 196 per Ordinance	<u>408,400</u>
TOTAL EXPENSES	\$ 1,600,400

The Tourism Department is requesting the addition of a total of 1.5 Full Time Equivalent (FTE) Employees in the FY 08 Budget. This request consists of upgrading one current Regular Part Time staff person (PR Assistant) to full-time and adding two Regular Part Time Employees (Admin. Secretary-Sales and Admin. Secretary-PR) to replace the current part time people moving to full time. We are projecting to have the required revenue to support these very important and necessary staff additions and we will still be well below the 32% ceiling for administrative costs. These 1.5 FTE's are currently carried as Unfunded Requests in the County Manager's FY 08 Budget and will need to be approved by the County Commission when they review the Tourism Department budget in June.

**Fund 196 – Emergency Advertising**

Transfer from Fund 194 per Ordinance	\$ 408,400
Carry Forward from Previous Year	<u>1,091,600</u>
TOTAL REVENUE	\$1,500,000

Reserves for Contingencies per Ordinance	<u>\$1,500,000</u>
TOTAL EXPENSES	\$1,500,000

Staff requests that \$500,000 of the \$1,500,000 in Fund 196 be allocated to an operating expense line in the FY 08 budget for possible expenditure in FY 08 for Emergency Response Advertising, if needed. This amount will be put into an amendment to the agreement with Paradise Advertising so that if the need arises, the funds will be available for use. This procedure has been followed in past years so there is no delay in placing necessary emergency advertising messages.

**ADVISORY COMMITTEE RECOMMENDATIONS:** The TDC will review the Tourism Department FY 08 proposed budget at May 29 meeting and make a recommendation to the BCC.

**COUNTY ATTORNEY FINDING:** A County Attorney Opinion is not necessary for this action.

**FISCAL IMPACT:** Projected Budget: Fund 184: \$4,234,800; Fund 193: \$686,000; Fund 194: \$1,600,000; Fund 196: \$1,500,000 for a total of \$8,020,800 for FY 08.

**EXECUTIVE SUMMARY- FY 08 TOURISM DEPARTMENT BUDGET- Page 3**

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

**RECOMMENDATION:** Recommend approval of Tourism Department FY 08 proposed budget including support of 1.5 FTE increase in unfunded staff positions and direct Tourism Director to present budget to County Commission as part of the County Manager's Division budget.

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

Collier County Government  
 Fiscal Year 2008 Proposed Budget

Office of the County Manager  
 Tourist Development Council (TDC) Dept

Department Budgetary Cost Summar	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
Personal Services	485,810	570,800	536,700	572,100	-	572,100	0.2%
Operating Expense	2,967,068	3,509,200	3,648,300	4,103,000	-	4,103,000	16.9%
Capital Outlay	5,021	7,500	7,500	7,500	-	7,500	0%
Remittances	476,554	550,000	342,600	506,000	-	506,000	(8.0%)
<b>Net Operating Budget</b>	<b>3,934,453</b>	<b>4,637,500</b>	<b>4,535,100</b>	<b>5,188,600</b>	-	<b>5,188,600</b>	<b>11.9%</b>
Trans to Tax Collector	101,403	132,600	136,600	141,300	-	141,300	6.6%
Trans to Special Rev Fds	440,543	26,000	106,300	88,600	-	88,600	240.8%
Trans to 195 TDC Fd	881,086	53,000	215,800	179,800	-	179,800	239.2%
Trans to 196 TDC Eco Disaster Fd	500,000	500,000	500,000	408,400	-	408,400	(18.3%)
Trans to 198 Museum Fd	130,400	-	-	-	-	-	na
Reserves For Contingencies	-	1,326,200	-	1,757,400	-	1,757,400	32.5%
Reserves For Capital	-	-	-	257,100	-	257,100	na
<b>Total Budget</b>	<b>5,987,885</b>	<b>6,675,300</b>	<b>5,493,800</b>	<b>8,021,200</b>	-	<b>8,021,200</b>	<b>20.2%</b>

Appropriations by Program	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
TDC Cat C - Non County Museum - Fd (193)	451,554	550,000	342,600	506,000	-	506,000	(8.0%)
TDC Category B - Admin & Disaster Recovery Transfer (194)	784,846	882,500	802,200	881,500	-	881,500	(0.1%)
TDC Disaster Recovery - Fund (196)	71,990	-	179,300	-	-	-	na
TDC Tourism Promotion - Fund (184)	2,626,063	3,205,000	3,211,000	3,801,100	-	3,801,100	18.6%
<b>Total Net Budget</b>	<b>3,934,453</b>	<b>4,637,500</b>	<b>4,535,100</b>	<b>5,188,600</b>	-	<b>5,188,600</b>	<b>11.9%</b>
<b>Total Transfers and Reserves</b>	<b>2,053,432</b>	<b>2,037,800</b>	<b>958,700</b>	<b>2,832,600</b>	-	<b>2,832,600</b>	<b>39.0%</b>
<b>Total Budget</b>	<b>5,987,885</b>	<b>6,675,300</b>	<b>5,493,800</b>	<b>8,021,200</b>	-	<b>8,021,200</b>	<b>20.2%</b>

Department Funding Sources	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
Tourist Devel Tax	5,069,106	5,304,000	5,499,000	5,655,000	-	5,655,000	6.6%
Charges For Services	1,221	-	9,000	-	-	-	na
Miscellaneous Revenues	150	29,400	-	20,000	-	20,000	(32.0%)
Interest/Misc	1,035	-	1,800	-	-	-	na
Other Financing Sources	500,000	-	-	-	-	-	na
Reimb From Other Depts	15,898	-	-	-	-	-	na
Trans frm Tax Collector	142,149	-	-	-	-	-	na
Trans fm 194 TDC Prom Fd	-	500,000	500,000	408,400	-	408,400	(18.3%)
Carry Forward	-	1,108,600	1,705,600	2,221,600	-	2,221,600	100.4%
Negative 5% Revenue Reserve	-	(266,700)	-	(283,800)	-	(283,800)	6.4%
<b>Total Funding</b>	<b>5,729,559</b>	<b>6,675,300</b>	<b>7,715,400</b>	<b>8,021,200</b>	-	<b>8,021,200</b>	<b>20.2%</b>

Department Position Summary	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
TDC Category B - Admin & Disaster Recovery Transfer (194)	6.00	6.50	6.50	6.50	-	6.50	0%
<b>Total FTE</b>	<b>6.00</b>	<b>6.50</b>	<b>6.50</b>	<b>6.50</b>	-	<b>6.50</b>	<b>0%</b>

Collier County Government  
 Fiscal Year 2008 Proposed Budget

Office of the County Manager  
 Tourist Development Council (TDC) Dept  
 TDC Cat C - Non County Museum - Fd (193)

**Mission Statement**

To provide funding for Non-County Museums.

Program Summary	FY 2008 Total FTE	FY 2008 Budget	FY 2008 Revenues	FY 2008 Net Cost
<b>Non-County Museums</b>	-	686,000	686,000	-
To allocate tourist tax revenues to Non-County Museums consistent with the Tourist Development Plan based on applications received.				
Current Level of Service Budget	-	686,000	686,000	-
Total Proposed Budget	-	686,000	686,000	-

Program Budgetary Cost Summary	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
Remittances	451,554	550,000	342,600	506,000	-	506,000	(8.0%)
<b>Net Operating Budget</b>	<b>451,554</b>	<b>550,000</b>	<b>342,600</b>	<b>506,000</b>	-	<b>506,000</b>	<b>(8.0%)</b>
Trans to Tax Collector	6,694	8,100	8,400	8,600	-	8,600	6.2%
Trans to 198 Museum Fd	130,400	-	-	-	-	-	na
Reserves For Contingencies	-	46,000	-	46,400	-	46,400	0.9%
Reserves For Capital	-	-	-	125,000	-	125,000	na
<b>Total Budget</b>	<b>588,648</b>	<b>604,100</b>	<b>351,000</b>	<b>686,000</b>	-	<b>686,000</b>	<b>13.6%</b>

Program Funding Sources	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
Tourist Devel Tax	334,544	324,000	335,900	345,400	-	345,400	6.6%
Interest/Misc	(822)	-	-	-	-	-	na
Trans frm Tax Collector	3,248	-	-	-	-	-	na
Carry Forward	-	296,300	373,000	357,900	-	357,900	20.8%
Negative 5% Revenue Reserve	-	(16,200)	-	(17,300)	-	(17,300)	6.8%
<b>Total Funding</b>	<b>336,970</b>	<b>604,100</b>	<b>708,900</b>	<b>686,000</b>	-	<b>686,000</b>	<b>13.6%</b>

During FY 05, this fund was amended via budget amendment to provide for direct deposit of TDC County Owned Museum proceeds into Fund (198), in lieu of the previous method that transferred proceeds from Fund (193). This change allows County owned Museums to receive TDC dollars as they are collected (monthly) and provides staff with a much simpler and direct budgeting methodology with elimination of the transfer.

Forecast FY 06/07 - Private remittance expense represents contributions based upon grant requests from one or more of the following Non-County Museum organizations; Naples Botanical Gardens, City of Naples Preserve, Conservancy of South West Florida, Children's Museum, Holocaust Museum, Marco Island Museum, Naples Art Museum, Rookery Bay, United Arts Council and other cultural entities promoting the heritage and historical significance of the County.

Current FY 07/08 - With direct transfer of TDC collections to County Owned Museum Fund (198), Fund (193) becomes a depository for Non-County owned Museum grant funding. Non County TDC revenues represent 4.764% of the initial 2-cent tourist tax collected. This percentage changed from 7.764% to 4.764% pursuant to BCC action on April 12, 2005. Non County Owned Museum TDC proceeds are budgeted at \$345,400. Carry forward revenue is projected at \$357,900. Budgeted contributions to Non-County owned Museum groups total \$506,000 and include the following: the Naples Botanical Gardens (\$110K), Holocaust Museum (\$100K), Marco Island Museum (\$125K), Naples Art Museum (\$50K) and the Naples Zoo (\$121K). Reserves are budgeted at \$171,400. Marketing support for the Conservancy (\$32K), Rookery Bay (\$25K) and the United Arts Council (\$21.5K) is budgeted within Marketing and Promotion Fund (184).

Collier County Government  
 Fiscal Year 2008 Proposed Budget

Office of the County Manager  
 Tourist Development Council (TDC) Dept  
 TDC Category B - Admin & Disaster Recovery Transfer (194)

Mission Statement

Administration and overhead to facilitate tourism promotion in Collier County in the shoulder season and off-season through advertising, direct marketing and special events.

Program Summary	FY 2008 Total FTE	FY 2008 Budget	FY 2008 Revenues	FY 2008 Net Cost
Administration and Overhead	6.50	923,600	923,600	-
Transfer to Disaster Recovery Fund (196)	-	408,400	408,400	-
Transfer to Beach Renourishment Fund (195)	-	179,800	179,800	-
Transfer to Beach Park Facilities	-	88,600	88,600	-
Current Level of Service Budget	6.50	1,600,400	1,600,400	-
Total Proposed Budget	6.50	1,600,400	1,600,400	-

Program Budgetary Cost Summary	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
Personal Services	485,810	570,800	536,700	572,100	-	572,100	0.2%
Operating Expense	269,015	304,200	258,000	301,900	-	301,900	(0.8%)
Capital Outlay	5,021	7,500	7,500	7,500	-	7,500	0 %
Remittances	25,000	-	-	-	-	-	na
<b>Net Operating Budget</b>	<b>784,846</b>	<b>882,500</b>	<b>802,200</b>	<b>881,500</b>	-	<b>881,500</b>	<b>(0.1%)</b>
Trans to Tax Collector	32,650	39,500	40,100	42,100	-	42,100	6.6%
Trans to Special Rev Fds	440,543	26,000	106,300	88,600	-	88,600	240.8%
Trans to 195 TDC Fd	881,086	53,000	215,800	179,800	-	179,800	239.2%
Trans to 196 TDC Eco Disaster Fd	500,000	500,000	500,000	408,400	-	408,400	(18.3%)
<b>Total Budget</b>	<b>2,639,125</b>	<b>1,501,000</b>	<b>1,664,400</b>	<b>1,600,400</b>	-	<b>1,600,400</b>	<b>6.6%</b>
<b>Total FTE</b>	<b>6.00</b>	<b>6.50</b>	<b>6.50</b>	<b>6.50</b>	-	<b>6.50</b>	<b>0 %</b>

Program Funding Sources	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
Tourist Devel Tax	1,631,717	1,580,000	1,638,100	1,684,600	-	1,684,600	6.6%
Charges For Services	1,221	-	9,000	-	-	-	na
Miscellaneous Revenues	150	-	-	-	-	-	na
Interest/Misc	(2,156)	-	600	-	-	-	na
Reimb From Other Depts	15,898	-	-	-	-	-	na
Trans frm Tax Collector	15,843	-	-	-	-	-	na
Carry Forward	-	-	16,700	-	-	-	na
Negative 5% Revenue Reserve	-	(79,000)	-	(84,200)	-	(84,200)	6.6%
<b>Total Funding</b>	<b>1,662,672</b>	<b>1,501,000</b>	<b>1,664,400</b>	<b>1,600,400</b>	-	<b>1,600,400</b>	<b>6.6%</b>

**Collier County Government  
Fiscal Year 2008 Proposed Budget**

**Office of the County Manager  
Tourist Development Council (TDC) Dept**

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 marketing and promotion. Pursuant to terms contained within ordinance 2005-43, collections began on October 1, 2005. The existing 23.236% of the first two (2) percent that was originally allocated to marketing and promotion will be reallocated to Fund (194) Administrative and Overhead expenses; Replenish the Disaster Recovery Fund (196); and provide supplemental dollars to beach re-nourishment/pass maintenance ( Fund 195) and beach park facility (Fund 183) initiatives. Ordinance requirements to replenish the Disaster Recovery Fund (196) extend for three years at \$500,000 per year with disaster recovery reserves capped at \$1,500,000. After satisfying the administrative overhead and disaster recovery funding stipulations, remaining dollars would be distributed to beach re-nourishment/pass maintenance (2/3) and beach park facility activities (1/3).

Forecast FY 06/07 - Staffing is authorized at 6.5 FTE's and expenses are projected below budget due to administrative support staff vacancies during the year. Operating expenses are limited to fund overhead expenses such as rent, electricity, indirect and direct county support charges, printing and publications, copying, etc. Operating expenses are forecast below budget by \$46,200. In accordance with ordinance provisions (2005-43), a \$500,000 transfer to Disaster Recovery Fund (196) is programmed. The forecast transfer to Beach Re-nourishment/Pass Maintenance Fund (195) and Beach Park Facilities Fund (183) totals \$215,800 and \$106,300 respectively. Future fund balance (carry forward) will be redistributed in accordance with Ordinance 2005-43.

Revenue FY 06/07 - Total forecast TDC revenue (across all TDC funds) exceeds budget by \$500,000. The pro-rata share of this surplus allocated to this fund is \$58,100.

Current FY 07/08 – Personal Services include salaries and benefits supporting six and one half (6.5) FTE's. Operating expenses include; Rent (\$79,200), Printing (\$7,700) and Dues & Memberships (\$19,600). Total Overhead including the Tax Collector transfer is budgeted at \$923,600. Pursuant to Ordinance 2005-43, tourism promotion administrative costs shall not exceed 32% of the total amount collected each fiscal year from Category "B" uses (all category "B" uses) and shall be financed solely out of Fund (194). Total budgeted overhead within Fund (194) represents 17.7% of forecast FY 07 Category "B" collections (Category "B" represents revenue from Fund 194 and Fund 184).

The FY 08 budgeted transfer to Disaster Recovery Fund (196) totals \$408,400. Budgeted transfers to Fund (195) and (183) total \$179,800 and \$88,600 respectively.

Revenues represent 23.2% of the initial 2-cent tourist tax levied. Total TDC revenue is projected at \$14.5M with the (194) component equal to \$1,684,600.

UFR FY 07/08 - Submitted as a unfunded requirement for FY 08 are increases to the current tourism department staffing compliment. Two part time (0.5 FTE's) are recommended to support the sales, marketing and public relations functions. In addition, conversion of one existing part time (0.5 FTE) to full time status is requested. This position will continue to support current and planned marketing and promotional efforts. Since Fund (194) has no reserves due to ordinance 2005-43 transfer requirements, should the BCC decide to fund these positions the FY 08 transfers to Fund (195) and Fund (183) will decrease by \$52,100 and \$25,600 respectively (budgeted value of the two (0.5 FTE's) = \$50,000; budgeted value of the part time conversion to full time = \$27,700).

Collier County Government  
 Fiscal Year 2008 Proposed Budget

Office of the County Manager  
 Tourist Development Council (TDC) Dept  
 TDC Disaster Recovery - Fund (196)

**Mission Statement**

To assist economic recovery in the event of a natural disaster.

Program Summary	FY 2008 Total FTE	FY 2008 Budget	FY 2008 Revenues	FY 2008 Net Cost
<b>Advertising after a Disaster</b>	-	1,500,000	1,500,000	-
To establish a reserve for advertising to be used in the event of a natural disaster.				
Current Level of Service Budget	-	1,500,000	1,500,000	-
Total Proposed Budget	-	1,500,000	1,500,000	-

Program Budgetary Cost Summary	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
Operating Expense	71,990	-	179,300	-	-	-	na
<b>Net Operating Budget</b>	<b>71,990</b>	<b>-</b>	<b>179,300</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>na</b>
Reserves For Contingencies	-	842,900	-	1,500,000	-	1,500,000	78.0%
<b>Total Budget</b>	<b>71,990</b>	<b>842,900</b>	<b>179,300</b>	<b>1,500,000</b>	<b>-</b>	<b>1,500,000</b>	<b>78.0%</b>

Program Funding Sources	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
Interest/Misc	(822)	-	-	-	-	-	na
Other Financing Sources	500,000	-	-	-	-	-	na
Trans fm 194 TDC Prom Fd	-	500,000	500,000	408,400	-	408,400	(18.3%)
Carry Forward	-	342,900	770,900	1,091,600	-	1,091,600	218.3%
<b>Total Funding</b>	<b>499,178</b>	<b>842,900</b>	<b>1,270,900</b>	<b>1,500,000</b>	<b>-</b>	<b>1,500,000</b>	<b>78.0%</b>

Expenses within this fund represents costs to develop the emergency advertising campaign, in order to promptly respond to any natural disaster adversely impacting tourism in Collier County. 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. Post hurricane marketing and promotion readiness continues with contract commitments totaling \$179,300 anticipating storm events which may impact Collier County in the summer and Fall FY 07.

Current FY 07/08 – Pursuant to Ordinance 2005-43, Tourism Disaster Recovery Fund (196) receives \$500,000 per year as a transfer from Fund (194) beginning in FY 06 and continuing for three (3) years until Reserves in Fund (196) reach \$1,500,000. FY 06 represented year one of the transfer requirement. Transfers will be programmed as revenue in FY 07, FY 08 and the out years if necessary to maintain disaster reserves at \$1.5M. Based upon anticipated FY 07 year ending carry forward revenue (\$1,091,600), the required transfer from Tourism Fund (194) to establish disaster reserves at \$1,500,000 equals \$408,400.



Collier County Government  
 Fiscal Year 2008 Proposed Budget

Office of the County Manager  
 Tourist Development Council (TDC) Dept  
 TDC Tourism Promotion - Fund (184)

**Mission Statement**

To promote tourism in Collier County in the shoulder season and summer seasons through creative advertising, direct marketing and public relations.

Program Summary	FY 2008 Total FTE	FY 2008 Budget	FY 2008 Revenues	FY 2008 Net Cost
<b>Advertising/Marketing/Promotion</b>	-	3,801,100	3,801,100	-
To allocate tourist tax revenues from the Dedicated 4th penny consistent with the Tourist Development and Marketing Plan.				
<b>Transfer to Tax Collector</b>	-	90,600	90,600	-
<b>Reserves</b>	-	343,100	343,100	-
Current Level of Service Budget	-	4,234,800	4,234,800	-
Total Proposed Budget	-	4,234,800	4,234,800	-

Program Performance Measures	FY 2006 Actual	FY 2007 Budget	FY 2007 Forecast	FY 2008 Budget
Adm. Expense as a % of Cat B. Revenue	15.70	18.50	16.10	17.70
Advertising and Promotion ROI	18	19	19	20
Economic Impact - % Increase	4.60	5.00	5.00	6.00
Hotel - Percentage Occupied	68.40	70.00	69.00	70.00
Number of Visitors	1,401,711	1,450,000	1,430,000	1,450,000

Program Budgetary Cost Summary	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
Operating Expense	2,626,063	3,205,000	3,211,000	3,801,100	-	3,801,100	18.6%
<b>Net Operating Budget</b>	<b>2,626,063</b>	<b>3,205,000</b>	<b>3,211,000</b>	<b>3,801,100</b>	-	<b>3,801,100</b>	<b>18.6%</b>
Trans to Tax Collector	62,058	85,000	88,100	90,600	-	90,600	6.6%
Reserves For Contingencies	-	437,300	-	211,000	-	211,000	(51.7%)
Reserves For Capital	-	-	-	132,100	-	132,100	na
<b>Total Budget</b>	<b>2,688,121</b>	<b>3,727,300</b>	<b>3,299,100</b>	<b>4,234,800</b>	-	<b>4,234,800</b>	<b>13.6%</b>

Program Funding Sources	FY 2006 Actual	FY 2007 Adopted	FY 2007 Forecast	FY 2008 Current	FY 2008 Expanded	FY 2008 Proposed	FY 2008 Change
Tourist Devel Tax	3,102,846	3,400,000	3,525,000	3,625,000	-	3,625,000	6.6%
Miscellaneous Revenues	-	29,400	-	20,000	-	20,000	(32.0%)
Interest/Misc	4,836	-	1,200	-	-	-	na
Trans frm Tax Collector	123,057	-	-	-	-	-	na
Carry Forward	-	469,400	545,000	772,100	-	772,100	64.5%
Negative 5% Revenue Reserve	-	(171,500)	-	(182,300)	-	(182,300)	6.3%
<b>Total Funding</b>	<b>3,230,739</b>	<b>3,727,300</b>	<b>4,071,200</b>	<b>4,234,800</b>	-	<b>4,234,800</b>	<b>13.6%</b>

**Collier County Government  
Fiscal Year 2008 Proposed Budget**

**Office of the County Manager  
Tourist Development Council (TDC) Dept**

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 by ordinance is devoted exclusively to marketing and promotion. Pursuant to terms contained within ordinance 2005-43, collections began on October 1, 2005.

Forecast FY 06/07 - TDC collections from the 4th penny are forecast to exceed budget by \$125,000. Year ending FY 06 carryforward revenue totals \$545,000. Operating expense includes paid advertising (\$2,257,000), professional advertising, promotion fees and other contract support services (\$706,000), professional travel (\$150,000) and membership dues (\$98,000). Budgeted transfer to the Tax Collector is forecast at \$88,100.

Current 07/08 - TDC collections within this fund are budgeted at \$3,625,000 representing an increase of \$225,000 from the 07 budget.

The marketing and promotion program includes Marketing and Promotion (\$2,536,600); Professional Marketing and Advertising Contract Support Services (\$1,038,500); Professional Travel (\$107,200) and Membership Dues (102,800). This funds general insurance contribution totals \$16,000. Fund reserves are 8% of total budget or \$343,100. The Tax Collector transfer is budgeted at \$90,600.