

Community Development Tourism Promotion Fund

Mission Statement

It is the mission of the Community Development Tourism Promotion Fund to finance tourism promotion for the City.

Primary Functions → The primary function of the Tourism Promotion Fund is to provide funding to the Rockford Area Convention & Visitor's Bureau. The City currently has a five-percent tax on motel and hotel room receipts. This tax, along with a similar one enacted by Winnebago County, is used to fund the Rockford Area Convention & Visitor's Bureau with which the City has a contract for tourism promotion efforts.

2009 Accomplishments →

- The Bureau continues to collaborate with important Rockford attractions, events, hotels and restaurants to attract visitors.
- The sales team secured bookings for meetings, tournaments and events that took place at Rockford hotels and facilities. These bookings filled hotel rooms resulting in additional spending in the region.
- Rockin' Summer and Winter Rocks leisure marketing campaigns, which RACVB is a partner, have continued to drive awareness of Rockford's tourism and quality of life assets among local residents and potential visitors.

2010 Goals and Objectives →

- Increase non-local visitation to top sites and attractions.
- Increase RACVB influenced group sales bookings (number of meetings, conventions, and tournaments).
- Increase RACVB influenced off-season (October-April) business room night (actual rooms sold at hotels).

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Budget Summary

COMMUNITY DEVELOPMENT TOURISM PROMOTION FUND						
APPROPRIATION	2008 <u>ACTUAL</u>	2009 <u>BUDGET</u>	2009 <u>ACTUAL</u>	2010 <u>BUDGET</u>	INCREASE (DECREASE)	
TRANSFER TO RACVB	\$1,681,701	\$1,769,800	\$1,681,701	\$1,403,300	(\$366,500)	
TRANSFER OTHER FUNDS	0	0	0	0	0	
PURCHASE OF SERVICES	<u>92,400</u>	<u>99,700</u>	<u>92,400</u>	<u>119,200</u>	<u>19,500</u>	
TOTAL	<u>\$1,774,101</u>	<u>\$1,869,500</u>	<u>\$1,774,101</u>	<u>\$1,522,500</u>	<u>(\$347,000)</u>	
FUNDING SOURCE			2009 <u>AMOUNT</u>	2009 <u>PERCENTAGE</u>	2010 <u>AMOUNT</u>	2010 <u>PERCENTAGE</u>
TOURISM PROMOTION SALES TAX			<u>\$1,869,500</u>	<u>100.0</u>	<u>\$1,522,500</u>	<u>100.0</u>
TOTAL			<u>\$1,869,500</u>	<u>100.0</u>	<u>\$1,522,500</u>	<u>100.0</u>

Budget Analysis

Tax revenue for 2009, budgeted at \$1,869,500, was \$1,490,316, a decrease of \$379,200 (20.2%), a decrease of \$363,200 (19.6%) from the 2008 budget of \$1,853,500 and a decrease of \$300,200 from 2008's actual. 2010 income is estimated to be \$1,522,500, a decrease of \$347,000 (18.6%) from the 2009 budget of \$1,869,500 and an increase of \$32,200 (2.1%) from the 2009 actual of \$1,490,300. All tax collected, except \$1,800 for collection costs and \$117,400 for City tourism costs, is passed through to the Bureau.

In 2009, the Tourism Promotion Fund spent \$1,774,101 or 94.9% of its budgeted allocation. In the past several years, 92% to 105% of the budget has been spent.

Five Year Financial Forecast

The 2011-2015 five year forecast assumes motel revenue growth at two percent annually and appropriation of all income to the Visitors Bureau except for City reimbursements.

TOURISM PROMOTION FUND 2011-2015 FINANCIAL FORECAST (IN 000'S)

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Revenues	\$1,538	\$1,553	\$1,569	\$1,584	\$1,600
Expenses	<u>1,538</u>	<u>1,553</u>	<u>1,569</u>	<u>1,584</u>	<u>1,600</u>
Excess (Deficit)	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Beginning Balance	<u>93</u>	<u>93</u>	<u>93</u>	<u>93</u>	<u>93</u>
Ending Balance	<u>\$93</u>	<u>\$93</u>	<u>\$93</u>	<u>\$93</u>	<u>\$93</u>