

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.

2004 Accomplishments →

- The Bureau continues to collaborate with important Rockford attractions, events, hotels and restaurants to attract visitors.
- The RACVB partnered with promotional activities that realized increased attendance. For example, attendance at Head of Rock Regatta was up 18% over 2003 and Anderson Japanese Garden saw a 45% increase in attendance.
- RACVB's public relations efforts resulted in positive articles on Rockford in publications such as the Milwaukee Journal Sentinel, the Reader's Digest website, Des Moines Register, Northwest Herald in Crystal Lake, and the Chicago Daily Herald. Significant coverage of On the Waterfront, Classics and Chrome Car show, and the Rockford Speedway appeared in several German publications because of RACVB efforts.
- The Bureau co-sponsored workshops that demonstrated how public and private sector partners can lower crime, increase property values and tax collections, and grow their business by adopting policies and practices that encourage greening and beautification.
- The sales team secured 426 bookings for meetings, tournaments and events that took place at Rockford hotels and facilities. These bookings filled an estimated 53,362 hotel rooms resulting in an estimated \$6.9 million in 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.

2005 Goals and Objectives →

- Increase non-local visitation to top sites and attractions by 20%.
- Increase RACVB influenced group sales bookings (number of meetings, conventions, and tournaments) by 18%.

Community Development Tourism Promotion Fund

- Increase RACVB influenced off-season (October-April) business room night (actual rooms sold at hotels) by 15%.
- Support efforts of Burpee Museum of Natural History opening of the “Jane” exhibit and the efforts of Burpee and Discovery Center Museum to expand their facilities.

Budget Summary

COMMUNITY DEVELOPMENT TOURISM PROMOTION FUND					
APPROPRIATION	2003 <u>ACTUAL</u>	2004 <u>BUDGET</u>	2004 <u>ACTUAL</u>	2005 <u>BUDGET</u>	INCREASE (DECREASE)
TRANSFER TO RACVB	\$1,124,824	\$1,473,700	\$1,333,118	\$1,382,200	(\$91,500)
TRANSFER DEBT SERV	281,656	0	26,004	0	0
TRANSFER OTHER FUNDS	2,854	0	3,397	0	0
PURCHASE OF SERVICES	<u>1,800</u>	<u>1,800</u>	<u>1,800</u>	<u>1,800</u>	<u>0</u>
TOTAL	<u>\$1,411,135</u>	<u>\$1,475,500</u>	<u>\$1,364,319</u>	<u>\$1,384,000</u>	<u>(\$91,500)</u>
FUNDING SOURCE	2004 <u>AMOUNT</u>		2004 <u>PERCENTAGE</u>	2005 <u>AMOUNT</u>	2005 <u>PERCENTAGE</u>
TOURISM PROMOTION SALES TAX	<u>\$1,475,500</u>		<u>100.0</u>	<u>\$1,384,000</u>	<u>100.0</u>
TOTAL	<u>\$1,475,500</u>		<u>100.0</u>	<u>\$1,384,000</u>	<u>100.0</u>

Budget Analysis

The 2005 budget is \$1,384,000, which is a decrease of \$91,500 from the previous year. All tax collected, except an \$1,800 annual charge for collection costs, is passed through to the Bureau. The projection for 2005 reflects a 0.7% increase using 2004’s actual revenue and includes the 1% that was allocated to the Coronado debt service in 2003 as indicated below.

Five Year Financial Forecast

The 2006-2010 five year forecast assumes motel revenue growth at two percent annually and appropriation of all income to the Visitors Bureau. Beginning in 2004, the 1% for the Coronado Project debt service was sent to the Visitor’s Bureau.

TOURISM PROMOTION FUND 2006-2010 FINANCIAL FORECAST (IN 000'S)

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Revenues	\$1,429	\$1,458	\$1,487	\$1,517	\$1,547
Expenses	<u>1,429</u>	<u>1,458</u>	<u>1,487</u>	<u>1,517</u>	<u>1,547</u>
Excess (Deficit)	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Beginning Balance	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Ending Balance	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>