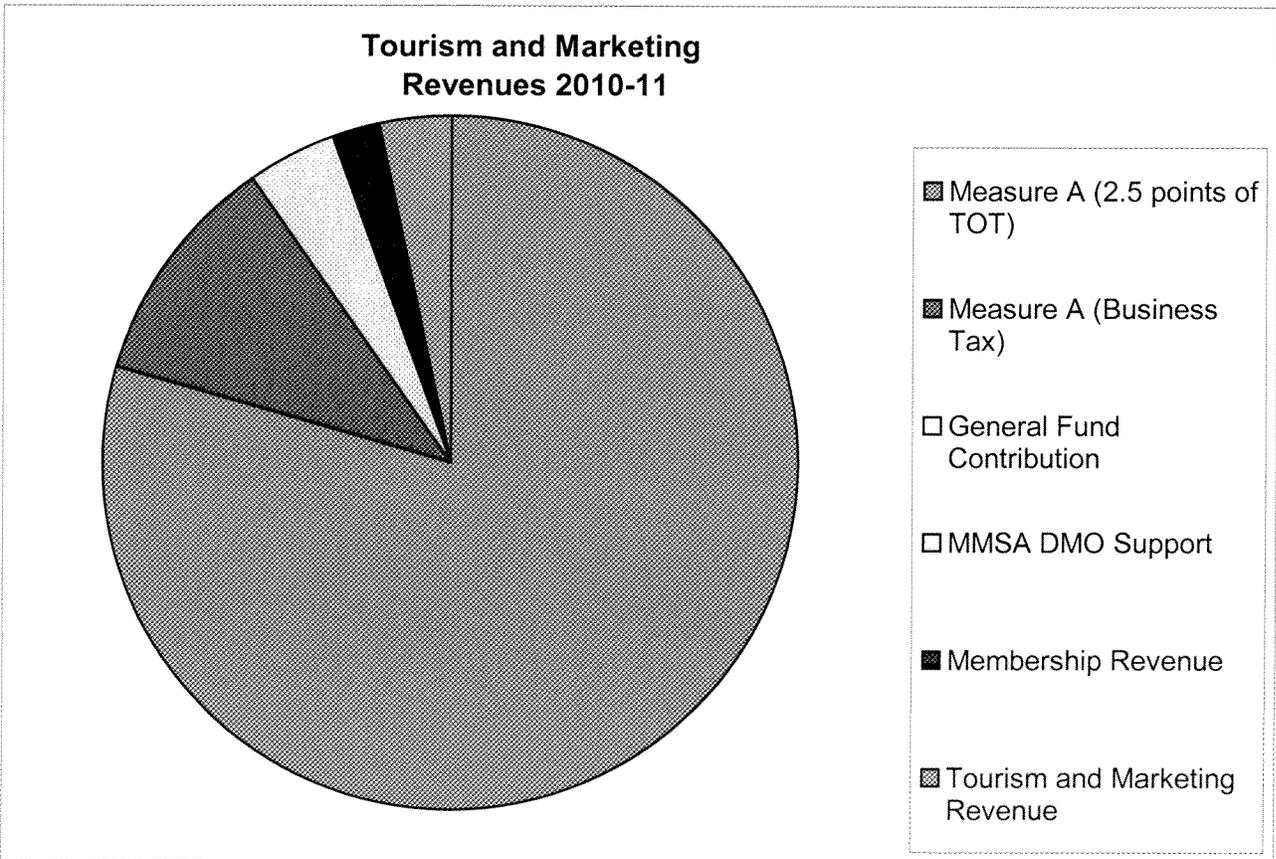


Tourism and Marketing Department

Revenue Summary

Tourism and Marketing Revenue Summary	Adopted Budget 2008-09	Adopted Budget 2009-10	Department Request 2010-11	Adopted Budget 2010-11
Measure A (2.5 points of TOT)	\$ 2,133,833	\$ 1,664,971	\$ 1,955,253	
Measure A (Business Tax)	\$ 356,576	\$ 285,989	\$ 270,989	
General Fund Contribution	\$ 28,000	\$ 28,000		
MMSA DMO Support	\$ -	\$ -	\$ 100,000	
Membership Revenue	\$ -	\$ -	\$ 56,713	
Tourism and Marketing Revenue	\$ 248,500	\$ 142,300	\$ 80,800	
Charge for Services Revenue	\$ -	\$ -	\$ 28,800	
Measure R Administration Funding	\$ -	\$ 44,194	\$ -	
Grand Total	\$ 2,766,909	\$ 2,165,454	\$ 2,492,555	\$ -

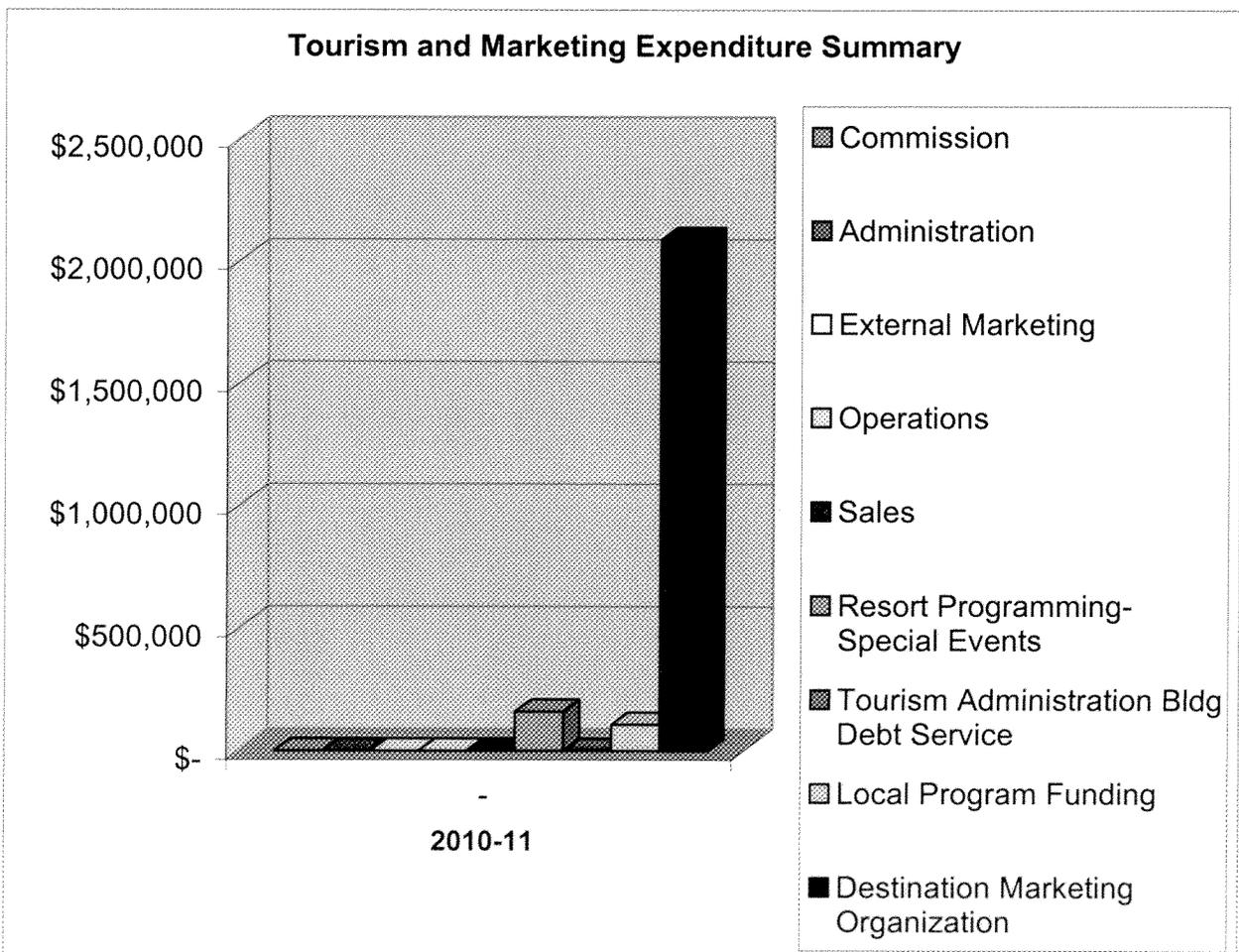


Significant Changes

* The new Destination Marketing Organization (DMO) will be performing the tourism and marketing development that was performed by the Town. Because of this significant transition, the revenues, including the 'new' revenues for DMO support and memberships are only reflected to demonstrate the financial resources available to the new DMO.

Tourism and Marketing Department Expenditure Summary

Tourism and Marketing Expenditure Summary	Adopted Budget 2008-09	Adopted Budget 2009-10	Department Request 2010-11	Adopted Budget 2010-11
Commission	\$ 32,803	\$ 40,360	\$ -	
Administration	\$ 530,516	\$ 356,427	\$ -	
External Marketing	\$ 713,497	\$ 724,274	\$ -	
Operations	\$ 646,763	\$ 480,574	\$ -	
Sales	\$ 261,958	\$ 238,171	\$ -	
Resort Programming-Special Events	\$ 236,562	\$ 129,630	\$ 159,830	
Tourism Administration Bldg Debt Service	\$ 81,200	\$ 81,200	\$ -	
Local Program Funding	\$ 102,000	\$ 107,000	\$ 107,000	
Destination Marketing Organization	\$ -	\$ -	\$ 2,087,001	
Tourism - Available for future allocation	\$ 161,610	\$ 7,818	\$ 138,724	
Grand Total	\$2,766,909	\$2,165,454	\$2,492,555	\$0



Significant Changes

* The establishment of the non-profit Destination Marketing Organization (DMO) is projected in the budget. All of the marketing and support efforts that were formerly conducted as a Town department will now be performed by the DMO under contract with the Town.

Tourism and Marketing Department
Commission

Expenditures:

Acct No.	Account Title	Adopted Budget 2008-09	Adopted Budget 2009-10	Department Request 2010-11	Adopted Budget 2010-11
51	Personnel Services	\$ 13,390	\$ 19,122		
52	Supplies	\$ 18,007	\$ 19,838		
53	Other Services	\$ 1,406	\$ 1,400		
54	Capital Outlay	\$ -	\$ -		
Total		\$ 32,803	\$ 40,360	\$ -	\$ -

Significant Changes

* The commission expenses for FY 10-11 are reflected in the Parks, Recreation and Trails Department

Tourism and Marketing Department
Administration

Expenditures:

Acct No.	Account Title	Adopted Budget 2008-09	Adopted Budget 2009-10	Department Request 2010-11	Adopted Budget 2010-11
51	Personnel Services	\$ 453,722	\$ 280,240		
52	Supplies	\$ 8,134	\$ 187		
53	Other Services	\$ 60,660	\$ 71,000		
54	Capital Outlay	\$ 8,000	\$ 5,000		
Total		\$ 530,516	\$ 356,427	\$ -	\$ -

Tourism and Marketing Department
External Marketing

Expenditures:

Acct No.	Account Title	Adopted Budget 2008-09	Adopted Budget 2009-10	Department Request 2010-11	Adopted Budget 2010-11
51	Personnel Services	\$ 236,338	\$ 130,038		
52	Supplies	\$ 8,159	\$ 1,236		
53	Other Services	\$ 33,000	\$ 29,000		
54	Capital Outlay	\$ 500	\$ -		
55	External Marketing Efforts	\$ 435,500	\$ 564,000		
Total		\$ 713,497	\$ 724,274	\$ -	\$ -

Tourism and Marketing Department
Operations

Expenditures:

Acct No.	Account Title	Adopted Budget 2008-09	Adopted Budget 2009-10	Department Request 2010-11	Adopted Budget 2010-11
51	Personnel Services	\$ 456,379	\$ 295,713		
52	Supplies	\$ 80,684	\$ 71,861		
53	Other Services	\$ 98,200	\$ 105,000		
54	Capital Outlay	\$ 11,500	\$ 8,000		
Total		\$ 646,763	\$ 480,574	\$ -	\$ -

Tourism and Marketing Department

Sales

Expenditures:

Acct No. Account Title	Adopted Budget 2008-09	Adopted Budget 2009-10	Department Request 2010-11	Adopted Budget 2010-11
51 Personnel Services	\$ 140,089	\$ 103,910		
52 Supplies	\$ 8,169	\$ 1,261		
53 Other Services	\$ 37,500	\$ 30,000		
54 Capital Outlay	\$ 1,500	\$ -		
55 Sale Efforts	\$ 74,700	\$ 103,000		
Total	\$ 261,958	\$ 238,171	\$ -	\$ -

Tourism and Marketing Department

Local Program Funding

Expenditures:

Acct No. Account Title	Adopted Budget 2008-09	Adopted Budget 2009-10	Department Request 2010-11	Adopted Budget 2010-11
51 Personnel Services	\$ -	\$ -	\$ -	
52 Supplies	\$ -	\$ -	\$ -	
53 Other Services	\$ 102,000	\$ 107,000	\$ 107,000	
54 Capital Outlay	\$ -	\$ -	\$ -	
Total	\$ 102,000	\$ 107,000	\$ 107,000	\$ -

Tourism & Marketing
Resort Programming-Special Events

Expenditures:

Acct No.	Account Title	Adopted Budget 2008-09	Adopted Budget 2009-10	Department Request 2010-11	Adopted Budget 2010-11
51	Personnel Services	\$ 5,912	\$ -	\$ -	
52	Supplies	\$ 5,380	\$ 1,130	\$ 1,130	
53	Other Services	\$ 12,270	\$ -	\$ 28,200	
	Fishing Enhancement	\$ 60,000	\$ 60,000	\$ 60,000	
	Fireworks Display	\$ 28,000	\$ 28,000	\$ 29,000	
54	Capital Outlay	\$ 1,300	\$ -	\$ -	
55	Special Events	\$ 123,700	\$ 40,500	\$ 41,500	
	Total	\$ 236,562	\$ 129,630	\$ 159,830	\$ -

Destination Marketing Organization

Expenditures:

Account Title	Adopted Budget 2008-09	Adopted Budget 2009-10	Department Request 2010-11	Adopted Budget 2010-11
Executive Director			\$ 200,000	
Staff	\$ -	\$ -	\$ 578,219	
Operations	\$ -	\$ -	\$ 173,582	
Website	\$ -	\$ -	\$ 50,000	
Sales	\$ -	\$ -	\$ 179,000	
Marketing	\$ -	\$ -	\$ 500,000	
Building Debt Service	\$ -	\$ -	\$ 81,200	
Air Guarantee	\$ -	\$ -	\$ 325,000	
Total	\$ -	\$ -	\$ 2,087,001	\$ -

* A potential DMO expenditure proposal has been presented with the budget only as a possible outcome of what the DMO expenditures through a contract with the Town may end up being for the fiscal year.

* Special Events are included here separately, but could be included in the DMO contract.

Tourism and Marketing Department

Performance Indicators

Performance Indicators	Actual 2007-08	Actual 2008-09	Goal 2009-10	Goal 2010-11
Annual Occupancy Rate	33.9%	31.0%	34.0%	35.0%

Customer Survey Results	2010 Satisfaction
Maintain tourism marketing programs	77%
Support special events to encourage tourism	88%