

# **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.

### **2008 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.

### **2009 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).

# Community Development Tourism Promotion Fund

## Budget Summary

COMMUNITY DEVELOPMENT TOURISM PROMOTION FUND					
APPROPRIATION	2007 <u>ACTUAL</u>	2008 <u>BUDGET</u>	2008 <u>ACTUAL</u>	2009 <u>BUDGET</u>	INCREASE (DECREASE)
TRANSFER TO RACVB	\$1,709,870	\$1,761,100	\$1,681,701	\$1,769,800	\$8,700
TRANSFER OTHER FUNDS	0	0	0	0	0
PURCHASE OF SERVICES	<u>89,900</u>	<u>92,400</u>	<u>92,400</u>	<u>99,700</u>	<u>7,300</u>
TOTAL	<u>\$1,799,770</u>	<u>\$1,853,500</u>	<u>\$1,774,101</u>	<u>\$1,869,500</u>	<u>\$16,000</u>
FUNDING SOURCE	2008		2009		
	<u>AMOUNT</u>	<u>PERCENTAGE</u>	<u>AMOUNT</u>	<u>PERCENTAGE</u>	
TOURISM PROMOTION SALES TAX	<u>\$1,853,500</u>	<u>100.0</u>	<u>\$1,869,500</u>	<u>100.0</u>	
TOTAL	<u>\$1,853,500</u>	<u>100.0</u>	<u>\$1,869,500</u>	<u>100.0</u>	

## Budget Analysis

Tax revenue for 2008, budgeted at \$1,853,500, is \$1,790,544, a decrease of \$64,000 (3.4%), an increase of \$6,500 (0.4%) from the 2007 budget of \$1,784,000 and an increase of \$5,900 from 2007's actual. 2009 income is estimated to be \$1,869,500, an increase of \$16,000 (0.9%) from the 2008 budget of \$1,853,500 and an increase of \$79,000 (4.4%) from the 2008 actual of \$1,790,500. All tax collected, except \$1,800 for collection costs and \$97,900 for reimbursement of the costs for the City Tourism Director, is passed through to the Bureau.

In 2008, the Tourism Promotion Fund spent \$1,774,101 or 95.7% of its budgeted allocation. In the past several years, 92% to 105% of the budget has been spent.

## Five Year Financial Forecast

The 2010-2014 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 2010-2014 FINANCIAL FORECAST (IN 000'S)

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
Revenues	\$1,926	\$1,983	\$2,043	\$2,104	\$2,167
Expenses	<u>1,926</u>	<u>1,983</u>	<u>2,043</u>	<u>2,104</u>	<u>2,167</u>
Excess (Deficit)	0	0	0	0	0
Beginning Balance	<u>77</u>	<u>77</u>	<u>77</u>	<u>77</u>	<u>77</u>
Ending Balance	<u>\$77</u>	<u>\$77</u>	<u>\$77</u>	<u>\$77</u>	<u>\$77</u>