

2021-2023 REVENUE FORECAST & 2019-2021 BUDGET MODIFICATION



TRAVEL  OREGON

2021-2023

TLT REVENUE FORECAST

2019-20 (<i>Revised 6.20</i>)	39,100,000
2020-21 (<i>Revised 6.20</i>)	16,000,000
Total TLT Adopted 2019-2021	55,100,000
2021-22 (<i>Proposed</i>)	29,100,000
2022-23 (<i>Proposed</i>)	32,500,000
Total TLT Forecast 2021-2023	61,600,000

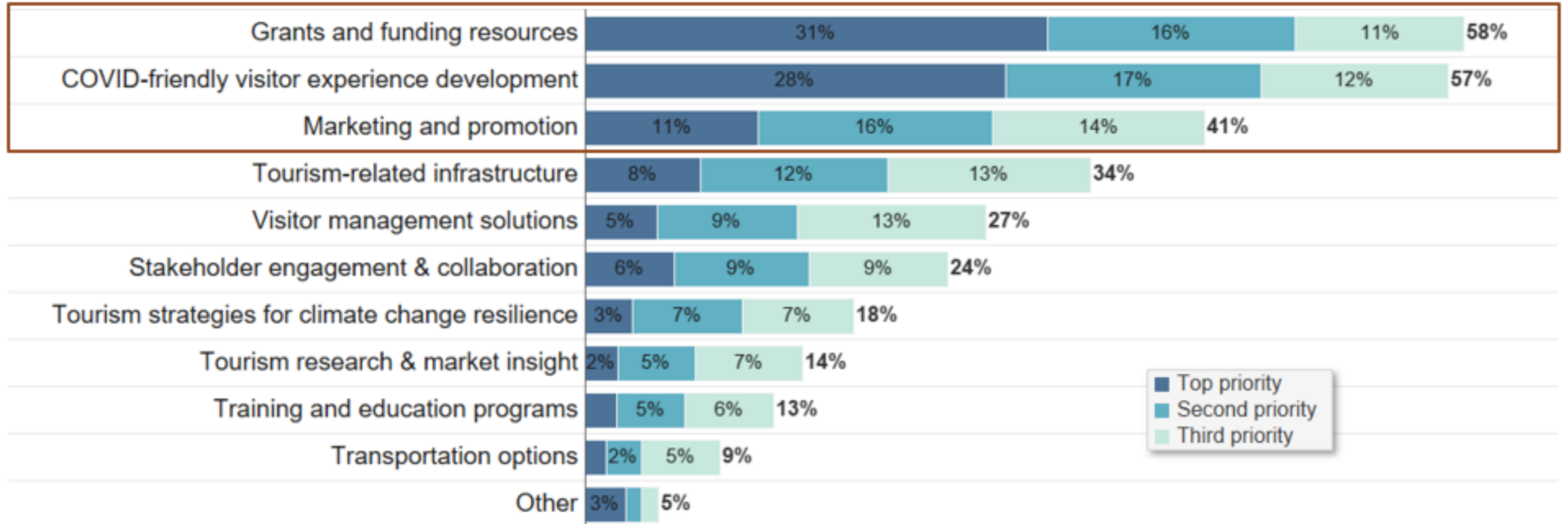
TLT rate from 1.8% to 1.5% effective July 1, 2020

2019-21 PROPOSED BUDGET MODIFICATION

2019-20 (<i>Forecast TLT</i>)	39,100,000
2020-21 (<i>Forecast TLT</i>)	16,000,000
Other Sources	400,000
From Operating Reserve	910,000
Adopted Budget 2019-21 (Amended June 2020)	56,410,000
2019-20 (<i>Actual TLT</i>)	39,714,125
2020-21 (<i>Proposed TLT</i>)	20,000,000
Other Sources	210,000
From Operating Reserve	1,003,000
From Other Program Fund Balance	106,300
Proposed Budget 2019-21	61,033,425

SHORT-TERM PRIORITIES

Q: Please identify the three areas that you believe should be emphasized for immediate (6 – 12 months) recovery from COVID-19, wildfires, and related economic conditions:

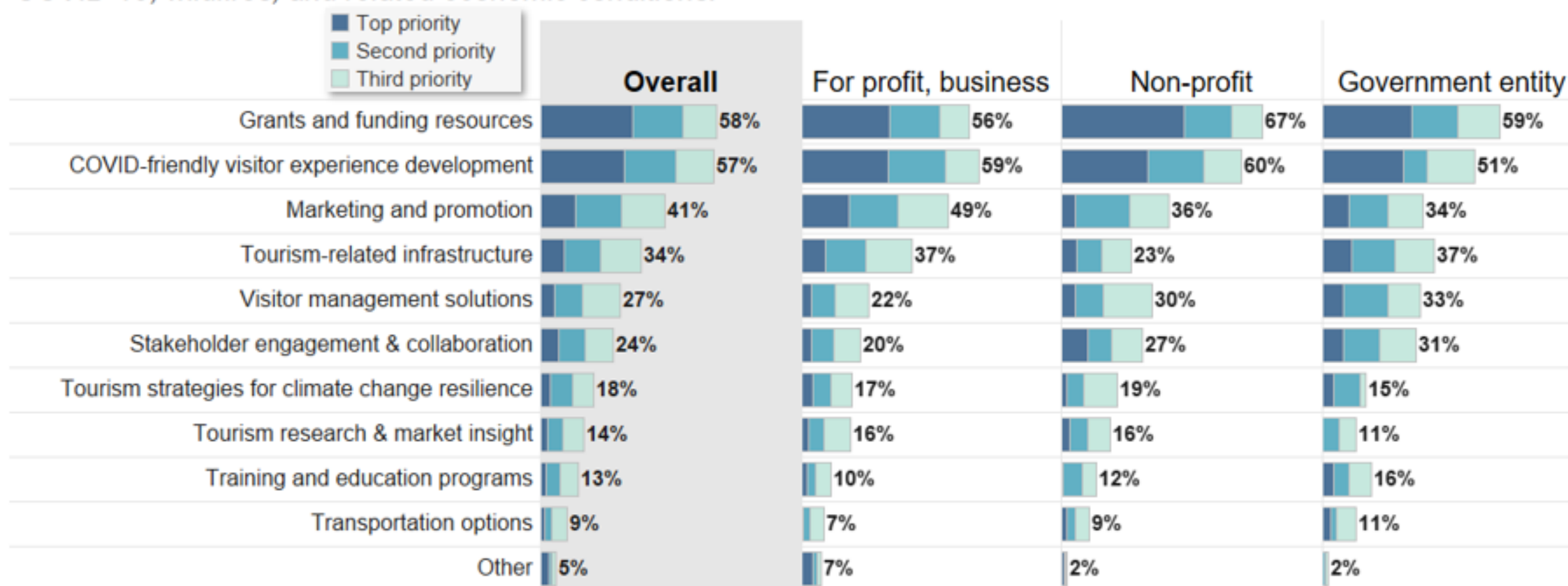


Source: 2020 Oregon Tourism Industry Stakeholder Survey

SHORT-TERM PRIORITIES

BY ENTITY TYPE

Q: Please identify the three areas that you believe should be emphasized for immediate (6 – 12 months) recovery from COVID-19, wildfires, and related economic conditions:



Source: 2020 Oregon Tourism Industry Stakeholder Survey

SHORT-TERM PRIORITIES: TOP PRIORITY BY REGION

1) GRANTS AND FUNDING RESOURCES

Q: Please identify the three areas that you believe should be emphasized for immediate (6 – 12 months) recovery from COVID-19, wildfires, and related economic conditions: (TOP PRIORITY ONLY)

	Overall	Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	Portland	Southern Oregon	Willamette Valley
1	1 31%	1 33%	1 39%	1 33%	26%	1 39%	1 32%	32%
2	28%	28%	24%	27%	2 24%	33%	22%	2 29%
3	11%	11%	7%	9%	13%	10%	21%	17%
4	8%	8%	7%	7%	9%	6%	6%	6%
5	6%	5%	7%	5%	9%	4%	4%	5%
6	5%	5%	5%	5%	7%	2%	4%	4%
7	3%	5%	3%	5%	4%	2%	3%	4%
8	3%	3%	3%	4%	3%	2%	2%	2%
9	2%	2%	3%	2%	2%	1%	2%	1%
10	2%	2%	2%	2%	2%	1%	2%	1%
11	1%				1%		1%	

SHORT-TERM PRIORITIES: TOP PRIORITY BY REGION

2) COVID-FRIENDLY VISITOR EXPERIENCE DEVELOPMENT

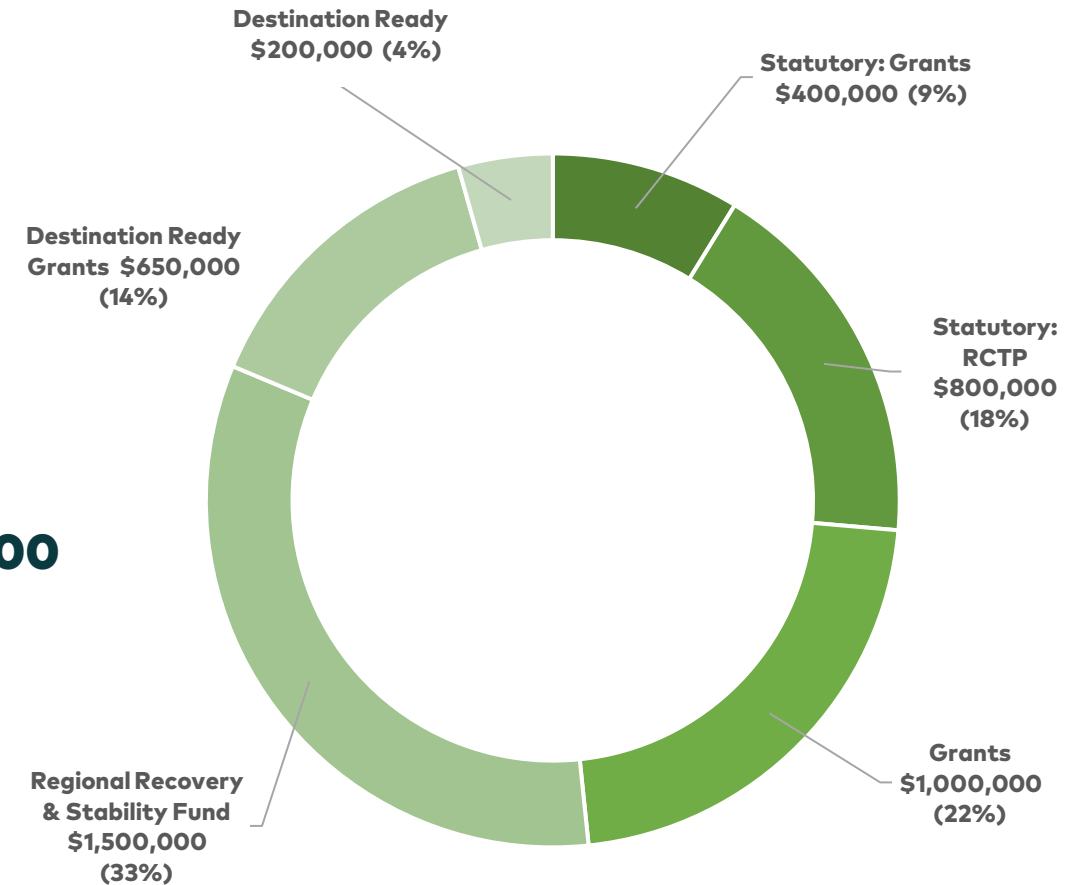
Q: Please identify the three areas that you believe should be emphasized for immediate (6 – 12 months) recovery from COVID-19, wildfires, and related economic conditions: (TOP PRIORITY ONLY)

	Overall	Central Oregon	Eastern Oregon	Mt. Hood / Gorge	Oregon Coast	Portland	Southern Oregon	Willamette Valley
1	31%	33%	39%	33%	1 26%	39%	32%	1 32%
2	2 28%	2 28%	2 24%	2 27%	24%	2 33%	2 22%	29%
3	11%	11%	7%	9%	13%	10%	21%	17%
4	8%	8%	7%	7%	9%	6%	6%	6%
5	6%	5%	7%	5%	9%	4%	4%	5%
6	5%	5%	5%	5%	7%	2%	4%	4%
7	3%	5%	3%	5%	4%	2%	3%	4%
8	3%	3%	3%	4%	3%	2%	2%	2%
9	2%	2%	3%	2%	2%	1%	2%	1%
10	2%	2%	2%	2%	2%	1%	2%	1%
11	1%				1%		1%	

2019-21

PROPOSED BUDGET MODIFICATION

- **Regional Program \$800,000 (Statutory)**
- **Grants Program \$400,000 (Statutory)**
- **Destination Development**
 - **Destination Ready: \$200,000**
- **Global Strategic Partnerships**
 - **Regional Recovery & Stability Fund: \$1,500,000**
 - **Additional Grants: \$1,000,000**
 - **Destination Ready Grants: \$650,000**



2019-21

BUDGET MODIFICATION (LFO)

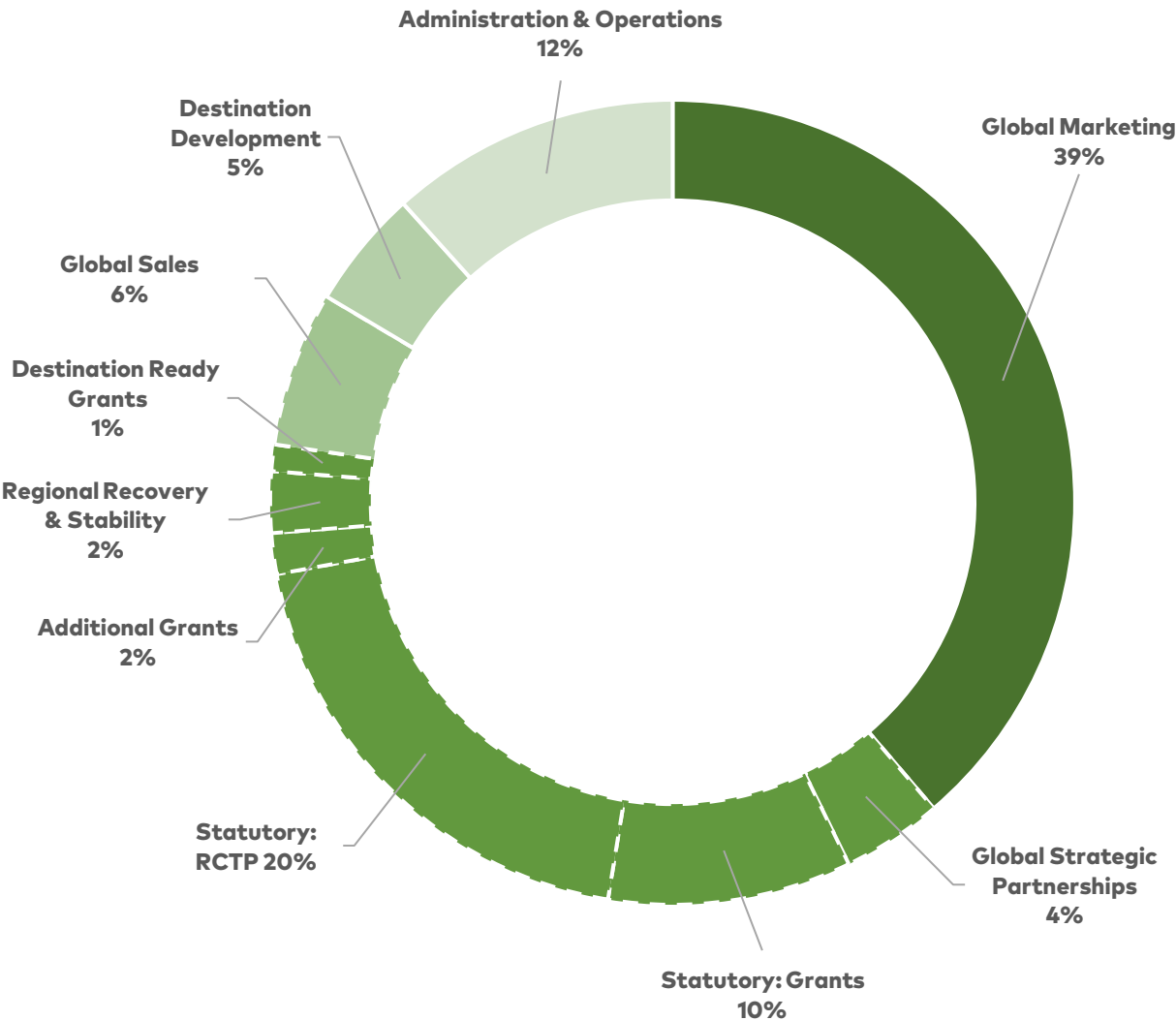
ORS 284.126

	2019-2021
Income:	
Transient Lodging Tax	59,714,125
Other	210,000
	<u>59,924,125</u>
Expenses:	
Personnel	15,240,000
Services, Supplies, and Equipment	24,729,425
Special payments	21,064,000
	<u>61,033,425</u>

Notes:

- "Special payments" are Grants and RCTP, net of Administrative expenses; the Administrative expenses are split between Personnel and SSE.
- Budget deficit will be funded from Operating Reserve, \$1,003,000 and prior fund balance, \$106,300

2019-21 PROPOSED BUDGET MODIFICATION



	Adopted June 2020	Proposed Feb. 2021
Transient Lodging Tax	55,100,000	59,714,125
Other Income	400,000	210,000
From Operating Reserve	910,000	1,003,000
Other Program Fund Balance		106,300
Total	56,410,000	61,033,425
Program budgets:		
Global Marketing	23,655,000	23,655,200
Global Strategic Partnerships	2,459,000	2,459,000
Statutory: Grants (encumbered)	5,510,000	5,971,400
Statutory: RCTP (encumbered)	11,020,000	11,942,825
Additional Grants	-	1,000,000
Regional Recovery & Stability	-	1,500,000
Destination Ready Grants	-	650,000
Global Sales	3,808,000	3,808,000
Destination Development	2,720,000	2,920,000
Administration & Operations	7,238,000	7,127,000
Total	56,410,000	61,033,425



THANK YOU

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