

Oklahoma Tourism & Recreation Department (56600)

Lead Administrator: Dick Dutton

Lead Financial Officer: Cathy Menefee

| FY'19 Projected Division/Program Funding By Source | | | | | | |
|--|---------------------|--------------------|---------------------|------------|------------------|---------------------|
| Dept | Appropriations | Federal | Revolving | Local | Other* | Total |
| Parks Division 10 | 12,679,863.37 | 3,342,902.44 | 30,856,565.37 | | | \$46,879,331 |
| Travel Promotion 20 | 1,549,820.07 | | 12,228,774.78 | | | \$13,778,595 |
| Administration 40 | 2,598,166.18 | | 1,276,537.88 | | | \$3,874,704 |
| Film and Music 70 | 676,084.10 | | 644,575.31 | | | \$1,320,659 |
| Information Technology 99 | 592,017.28 | | 1,062,955.51 | | | \$1,654,973 |
| Capital Projects 90 | | | 13,675,400.37 | | 291,868.20 | \$13,967,269 |
| Total | \$18,095,951 | \$3,342,902 | \$59,744,809 | \$0 | \$291,868 | \$81,475,531 |

*Source of "Other" and % of "Other" total for each.

| FY'18 Carryover and Refund by Funding Source | | | | | | |
|--|----------------|---------|-----------|-------|--------|-----------|
| | Appropriations | Federal | Revolving | Local | Other* | Total |
| FY'18 Carryover | \$557,616 | | | | | |
| | \$0 | | | | | \$557,616 |

*Source of "Other" and % of "Other" total for each.

What Changes did the Agency Make between FY'18 and FY'19?

1.) Are there any services no longer provided because of budget cuts?

No, the agency has been able to leverage public private partnerships to keep services ongoing.

2.) What services are provided at a higher cost to the user?

There were some changes in the rates of certain rooms and golf courses. See attached lists. Also note, pursuant to 74 OS Section 2220, the Commission has authority to prescribe and collect rates and fees for services, facilities and commodities of the Department and has the responsibility to establish maximum rates. The establishment of maximum rates allows the Department properties to operate in a business-like fashion by utilizing rates that vary based on demand and regional competition.

3.) What services are still provided but with a slower response rate?

Unfortunately we have Naturalists positions that we have been unable to fill at Thunderbird and Greenleaf. This inhibits our ability to provide educational opportunities to our guests.

4.) Did the agency provide any pay raises that were not legislatively/statutorily required?

Yes, see attached document.

| FY'20 Requested Division/Program Funding By Source | | | | | | |
|--|---------------------|--------------------|---------------------|------------------|---------------------|--------------|
| | Appropriations | Federal | Revolving | Other | Total | % Change |
| Parks Division 10 | 14,837,988.37 | 3,342,902.44 | 30,856,565.37 | | \$49,037,456 | 4.60% |
| Travel Promotion 20 | 4,549,820.07 | | 12,228,774.78 | | \$16,778,595 | 21.77% |
| Administration 40 | 2,598,166.18 | | 1,276,537.88 | | \$3,874,704 | 0.00% |
| Film and Music 70 | 676,084.10 | | 644,575.31 | | \$1,320,659 | 0.00% |
| Information Technology 99 | 592,017.28 | | 1,062,955.51 | | \$1,654,973 | 0.00% |
| Capital Projects 90 | | | 13,675,400.37 | 291,868.20 | \$13,967,269 | 0.00% |
| Total | \$23,254,076 | \$3,342,902 | \$59,744,809 | \$291,868 | \$86,633,656 | 6.33% |

*Source of "Other" and % of "Other" total for each.

FY'20 Top Five Appropriation Funding Requests

| | \$ Amount |
|---|----------------------|
| Request 1: Tourism Advertising / Marketing Increase | \$3,000,000 |
| Request 2: Equity Increases for employees that make \$35k and below (includes salary and benefits anticipated expenses) | \$2,158,125 |
| Request 3: Increase OK Film Enhancement Rebate Program from current \$4 million annual cap to \$15 million | \$11,000,000 |
| Total Increase above FY-19 Request | \$ 16,158,125 |

Does the agency have any costs associated with the Pathfinder retirement system and federal employees?

(If so, please describe the costs and provide an estimate for FY '20, FY '21, and FY '22.)

None.

How would the agency be affected by receiving the same appropriation for FY '20 as was received in FY '19? (Flat/ 0% change)

A flat appropriation would have little impact on operations of the agency.

How would the agency handle a 2% appropriation reduction in FY '20?

We would look at services available to the public and stakeholders and reduce proportionately to minimize impact to any one area or group.

Is the agency seeking any fee increases for FY '20?

| | | \$ Amount |
|------------|-------|-----------|
| Increase 1 | None. | \$0 |
| | | \$0 |
| | | \$0 |

What are the agency's top 2-3 capital or technology (one-time) requests, if applicable?

| | | \$ Amount |
|-----------|---|-------------|
| Request 1 | High Speed Connectivity to 43 locations statewide | \$2,000,000 |
| Request 2 | | |
| Request 3 | | |

Federal Funds

| | FY 19 projected | FY 18 | FY 17 | FY 16 | FY 15 |
|---|-----------------|-----------------|-----------------|-----------------|---------------|
| Federal Funding I Recreational Trails Program (RTP) CFDA 20.219 The Recreational Trails Program (RTP) is a state-administered, federal aid program managed through the Oklahoma Tourism and Recreation Department (OTRD) and the Federal Highway Administration (FHWA) in consultation with the Department of the Interior. The program began as part of the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991 and is now included in the FAST ACT. The Recreational Trails Program is a reimbursable 80/20 matching grant. In order to be eligible for funding through the Recreational Trails Program, each State must have a Recreational Trails Advisory Board. This Board must represent both motorized and non-motorized trail users. The Oklahoma Trails Advisory Board (OTAB) has nine members, seven of whom represent various types of trails use statewide, and two at-large members. | \$ 2,320,849.54 | \$ 2,348,775.12 | \$ 1,753,237.54 | \$ 1,180,826.72 | \$ 913,883.90 |
| Federal Funding II Land & Water Conservation Fund (LWCF) CFDA 15.916 The Land and Water Conservation Fund (LWCF) is a federal assistance program administered by the National Park Service (NPS) at the federal level. The NPS provides the LWCF matching grants to the States, and through the States to local governments, for the acquisition and development of public outdoor recreation areas and facilities. Funds for the program are derived from sales of federal surplus, a small portion of federal motorboat fuel taxes, and Outer Continental Shelf (OCS) revenues from the leasing of oil and gas sites in coastal waters. In Oklahoma, the Oklahoma Tourism and Recreation Department administers the fund at the state level through its Division of State Parks. LWCF is a reimbursable 50/50 matching grant. | \$ 622,052.90 | \$ 765,939.17 | \$ 621,202.16 | \$ 600,154.71 | \$ 524,761.81 |
| Federal Funding III Boating Infrastructure Grant (BIG) CFDA 15.622 The Boating Infrastructure Grant (BIG) program was established in 1998 using funds from the Sport Fish Restoration and Boating Trust Fund. The BIG program provides funding to the 50 states as well as the various territories and commonwealths of the United States (hereafter referred to as States) for the construction, renovation, or maintenance of boating infrastructure for transient (those staying at a facility for 15 days or less) recreational vessels at least 26 feet long that are used primarily for pleasure. | \$ 400,000.00 | \$ - | \$ - | \$ - | \$ - |

Federal Government Impact

| |
|--|
| 1.) How much federal money received by the agency is tied to a mandate by the Federal Government? There are no mandates outside of the requirements included in the respective laws authorizing the Land and Water Conservation Fund, and the Recreational Trails Program or the Boating Infrastructure Grants program. |
| 2.) Are any of those funds inadequate to pay for the federal mandate? There are no mandates. |
| 3.) What would the consequences be of ending all of the federal funded programs for your agency? Matching funds would not be available for recreational and trail projects or improvements for transient boat facilities. Recipients are predominantly municipal governments, so no federal funds would be available to assist these local efforts. |
| 4.) How will your agency be affected by federal budget cuts in the coming fiscal year? For the coming fiscal year, federal funds are approximately at the same level as previous cycles. However, a reduction would reduce the level of supported projects for recipients of the sub awards and funding would not be available to assist the local entity efforts. |
| 5.) Has the agency requested any additional federal earmarks or increases? No. |

Division and Program Descriptions

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|--|
| Division 10 Parks, Resorts and Golf Division |
|--|

Serves as an economic catalyst in rural Oklahoma as well as to provide excellence in recreational opportunities for citizens and visitors in terms of service, programming and facilities.

Manages 32 State Parks, 5 State Lodges, and 7 Golf Courses. System includes more than 62,000 acres of natural resources, historic structures, 330 cabins, campsites, scenic trails, boating opportunities, comfort stations and other public recreational facilities within state parks.

Clients: Visitors to state parks and golf courses. Local communities, civic and charitable organizations.

Division 20

Travel Promotion Division

Responsible for the formulation of information, marketing plans and programs designed to generate travel in the state and the dissemination of information concerning the State's public and private attractions, events, lodges, parks and recreational facilities. This division assists municipalities, public and private associations and organizations in the promotion and development of special events and attractions that impact the local economy.

Oklahoma Today Magazine is a bi-monthly regional magazine that educates Oklahomans and non-Oklahomans

alike about the culture, heritage, history, people, food, environment and places of Oklahoma.

Discover Oklahoma is a weekly television program that encourages Oklahomans to travel to attractions and events across the state. The program features fun stories about attractions, restaurants, interesting people and unique activities in every corner of the state.

TravelOK.com is the official tourism website for the state. It is fully responsive and all advertising efforts are intended to drive traffic to the website.

Clients: The traveling public who is looking to invest their leisure funds in a "tourism" experience. Oklahoma travel trade professionals and Oklahoma tourism product suppliers, who are partners with OTRD in recruiting tourism visitors to the state with their travel dollars. Advertisers, readers, viewers, digital users of OTRD marketing platforms and programs. Private sector tourism businesses, other OTRD divisions, advertising sponsors, residents of OK and all other states.

Division 40

Administrative Services

Coordinates the fiscal and human resources activities of the operating divisions; provides financial information, fiscal control, purchasing services, personnel administration, training and interprets policy and procedures promulgated by the Oklahoma Tourism and Recreation Commission.

Clients: Other divisions, all staff, vendors, other State Agencies.

Division 70

Oklahoma Film & Music Office

This office promotes, supports, and strives to expand film, television, and music activities and to expand the economy and job opportunities in OK. They provide prospective film, television, and music production companies with information on location sites, permits, crew member availability, equipment, and any other general information.

Clients: Film, television, and music production companies/studios, Oklahoma filmmakers and musicians, festival directors and Oklahoma higher education schools.

Multicounty Organizations

Designed to reimburse approved marketing expenditures by regional tourism promotion associations as they publicize tourism products in designated multicounty tourism marketing regions. The goal is to distribute funding among eligible organizations proportional to amounts spent for promotion and to increase their promotion capabilities.

Clients: Non-profit organizations whose primary purpose is to market the tourism attractions and attributes of a multiple-county region of Oklahoma.

| FY'19 Budgeted FTE | | | | | | |
|-----------------------------------|-------------|------------|--------------|--------------|-----------------|-----------------|
| | Supervisors | Classified | Unclassified | \$0 - \$35 K | \$35 K - \$70 K | \$70 K - \$\$\$ |
| Parks Division 10 | | | | | | |
| Regular | 47 | 126 | 258.75 | 265.75 | 116 | 3 |
| Seasonal/Project | | 2 | 215.75 | 217.75 | | |
| Travel Promotion 20 | | | | | | |
| Regular | 12 | 2 | 46 | 20 | 23 | 5 |
| Seasonal/Temp | | | 18 | 18 | | |
| Administrative Services 40 | | | | | | |
| Executive | 3 | | 6.75 | | 2.75 | 4 |
| Regular | 8 | 4 | 15 | | 17 | 2 |
| Seasonal/Temp | | | 2.5 | 2.5 | | |
| Film and Music 70 | | | | | | |
| Regular | 2 | | 6 | 2 | 3 | 1 |
| Seasonal/Temp | | | | | | |
| Projects 90 | | | | | | |
| Regular | | | | | | |
| Seasonal/Temp | | | 5.25 | 4 | 3.5 | |
| Total | 72 | 134 | 574 | 530 | 165.25 | 15 |

| FTE History | | | | | | |
|----------------------------|---------------|------------|------------|------------|------|------------|
| | 2019 Budgeted | 2018 | 2017 | 2015 | 2010 | |
| Parks Division 10 | 602.50 | 584.00 | 593.00 | 598.00 | | 603.00 |
| Travel Promotion 20 | 66.00 | 66.50 | 71.75 | 76.00 | | 106.00 |
| Administrative Services 40 | 28.25 | 28.75 | 27.75 | 31.00 | | 48.00 |
| Film and Music 70 | 6.00 | 6.00 | 6.00 | 9.00 | | 5.00 |
| Projects 90 | 7.50 | 7.50 | 14.25 | 0.00 | | 0.00 |
| Total | 710 | 693 | 713 | 714 | | 762 |

| Performance Measure Review | | | | | |
|---|------------|-------------|-----------|---------------|---------------|
| | FY 18 | FY 17 | FY 16 | FY 15 | FY 14 |
| State Parks Division | | | | | |
| # of State Park Visitors Statewide (Millions) | 9.9 | 9.7 | 9.5 | 8.5 | 8.1 |
| Average # of Visitors per Park | 309,375 | 293,939 | 287,879 | 250,000 | 238,235 |
| Lodge Occupancy Rates | 39% | 39% | 35.0% | 38.0% | 36.0% |
| Revenue as percent of Expenditures | 68% | 76% | 76% | Not available | Not available |
| Total Rounds Played | 64,000 | 65,000 | 65,000 | Not available | Not available |
| Rounds Played as Percent of Capacity | 23% | 23% | 23% | 20% | 25% |
| Concession Revenue | \$910,899 | \$1,127,000 | \$979,000 | \$895,000 | \$957,000 |
| Travel Promotion Division | | | | | |
| Direct Visitor Spending (Billions) | \$8.94 | \$8.57 | \$8.65 | \$8.83 | \$8.61 |
| Tourism Jobs Supported by Visitor Spending | 100,900 | 100,100 | 98,300 | 95,400 | 93,000 |
| Total Earnings Supported by Visitor Spending (Billions) | \$2.29 | \$2.23 | \$2.14 | \$2.02 | \$1.94 |
| State Tax Generated by Visitor Spending (Millions) | \$384 | \$368 | \$369 | \$364 | \$353 |
| ROI from OTRD's Spring Marketing Campaign (State & Local Taxes) | 7:1 | 6:1 | 7:1 | 7:1 | Not available |
| U.S. Domestic Visitors to Oklahoma (Millions) | 21.14 | 22.02 | 21.76 | 20.89 | 22.39 |
| OK Market Share of U.S. Domestic Travel (%) | 1.60 | 1.67 | 1.50 | 1.80 | 1.90 |
| Total Reach of all Travel Promotion Programs | 1+ billion | 91+ million | | | |

| | | | | | |
|---|-----------|-----------|-----------|---------------|---------------|
| # of visitors at the State's Tourism Information Centers | 1,753,734 | 1,731,555 | 1,826,211 | Not available | Not available |
| Oklahoma Film and Music Office | | | | | |
| Total OK qualified spending by film rebate productions (Millions) | \$15.40 | \$33.40 | \$8.70 | \$2.60 | \$3.30 |
| Jobs created due to film rebate production spending | 2021 | 3124 | 1720 | 668 | 348 |
| # Registrants in Production Guide/measure of industry growth and | 3,681 | 3,392 | 3,113 | 2,892 | 2,292 |

Revolving Funds (200 Series Funds)

| | FY'16-18 Avg. Revenues | FY'16-18 Avg. Expenditures | June '18 Balance |
|--|-------------------------------|-----------------------------------|-------------------------|
| Revolving Fund I Fund 211: This fund is now closed. The fund balance is be used to fund capital projects that do not fit the category of major capital projects that is funded with REAP and Sales and Use Tax monies. No new money is added to the fund, when it is depleted the fund will expire. | \$ - | \$ 17,752.96 | \$ 5,187.54 |
| Revolving Fund II Fund 215: Title 74 § 2251 OTRD Revolving Fund. Serves as OTRD main revolving fund where revenues derived from the sales by various operations are deposited. Expenditures from the fund are for administration, operation, and maintenance expenses of the Department and are made pursuant to the laws of the state and statues relating to the Department. | \$ 23,792,990.89 | \$ 25,142,258.97 | \$ 6,942,098.83 |
| Revolving Fund III | | | |