

FY21 Budget Performance Review
Oklahoma Tourism and Recreation Department

Lead Administrator: Jerry Winchester

Lead Financial Officer: Katherine Nichols

Agency Mission

The mission of the Oklahoma Tourism and Recreation Department (OTRD) is to advance the exceptional quality of life in Oklahoma by preserving, maintaining and promoting the state's natural assets and cultural richness. As the steward of the state park system, OTRD is the caretaker of Oklahoma's diverse, magnificent natural resources. OTRD also plays a critical role in enhancing the state's economy through the promotion of Oklahoma as a destination and provides leadership and guidance to communities across the state by working together to propel the state forward.

Division and Program Descriptions

Note: Please define any acronyms used in program descriptions.

State Parks

Conserves Oklahoma's natural resources, provides recreational opportunities for citizens and visitors, and serves as an economic catalyst in rural Oklahoma; manages 31 parks, 5 lodges, and 7 golf courses. The Park System includes more than 62,000 acres of natural resources, historic structures, cabins, campsites, scenic trails, boating opportunities, and other public recreational facilities.

Travel Promotion

Formulates and manages information, plans and programs designed to market and generate travel in the state; manages and disseminates information about the state's public and private attractions, events, parks and recreational facilities; assists municipalities, public and private associations and organizations promote and develop special events and attractions that impact the local economy.

OK Film & Music

Drives the development of the film, television, and music industries in the state; collects and provides information on locations, permits, crew member availability, equipment, and other general information about the entertainment industry.

Administration

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

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FY'20 Budgeted Department Funding By Source

Dept. #	Department Name	Appropriations	Federal	Revolving	Apportionments	Other ¹	Total
1010000	Parks	11,714,696	2,500,000	19,646,226	500,000		\$34,360,922
1020000	Golf Courses			3,161,423			\$3,161,423
1030000	Resorts			8,901,932			\$8,901,932
2010000	Travel and Tourism	1,117,926		1,556,031	5,672,000		\$8,345,957
2020000	Tourism Information Centers			1,186,242	723,547		\$1,909,789
2030000	TRIP	892,731		433,077			\$1,325,807
2040000	Oklahoma Today			1,375,954	78,000		\$1,453,954
2050000	Discover Oklahoma			923,055			\$923,055
2060000	Multi County Organizations	676,084					\$676,084
4010000	Administration	3,720,298		547,000	98,000		\$4,365,298
7020000	OK Film & Music			762,183			\$762,183
8800088	Information Technology	1,110,464		811,531			\$1,921,995
9020000	Capital Projects				9,146,453		\$9,146,453
9030000	Other Capital Projects			315,361	2,529,702		\$2,845,063
							\$0
Total		\$19,232,198	\$2,500,000	\$39,620,015	\$18,747,702	\$0	\$80,099,915

1. Please describe source(s) and % of total of "Other" funding if applicable for each department:

FY'19 Carryover by Funding Source

Carryover	Appropriations	Federal	Revolving	Local ¹	Other ²	Total
	\$1,093,745	\$0	\$0	\$0	\$0	\$1,093,745
	\$0					\$0

1. Please describe source of Local funding not included in other categories:

2. Please describe source(s) and % of total of "Other" funding if applicable:

What changes did the agency make between FY'19 and FY'20?

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

No, but the Agency has begun a cyclical maintenance program at the parks that will result in some services and park areas being terminated. This termination is based upon decades of decay rather than budget cuts in any single year.

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

As allowed under 74 OS Section 2220, OTRD has changed rates for lodging at state parks. The primary change allows the rate to fluctuate based upon demand, which is normal for the hospitality industry. If demand is higher, prices increase. If demand is lower, discounts are offered. The net effect over time is increased revenues, but that effect is generally negligible to most individual consumers.

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

Generally speaking, OTRD has improved its service quality in every area with the same budget as FY19.

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

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Yes, see attached document.

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FY'21 Requested Funding By Department and Source

Dept. #	Department Name	Appropriations	Federal	Revolving	Other ¹	Total	% Change
1010000	Parks	\$11,714,696	\$2,500,000	\$30,896,226	\$500,000	\$45,610,922	32.74%
1020000	Golf Courses	\$0	\$0	\$3,161,423	\$0	\$3,161,423	0.00%
1030000	Resorts	\$0	\$0	\$8,901,932	\$0	\$8,901,932	0.00%
2010000	Travel and Tourism	\$1,117,926	\$0	\$1,556,031	\$5,672,000	\$8,345,957	0.00%
2020000	Tourism Information Centers	\$0	\$0	\$1,186,242	\$723,547	\$1,909,789	0.00%
2030000	TRIP	\$892,731	\$0	\$433,077	\$0	\$1,325,807	0.00%
2040000	Oklahoma Today	\$0	\$0	\$1,375,954	\$78,000	\$1,453,954	0.00%
2050000	Discover Oklahoma	\$0	\$0	\$923,055	\$0	\$923,055	0.00%
2060000	Multi County Organizations	\$676,084	\$0	\$0	\$0	\$676,084	0.00%
4010000	Administration	\$3,720,298	\$0	\$547,000	\$98,000	\$4,365,298	0.00%
7020000	OK Film & Music	\$0	\$0	\$762,183	\$0	\$762,183	0.00%
8800088	Information Technology	\$1,110,464	\$0	\$811,531	\$0	\$1,921,995	0.00%
9020000	Capital Projects	\$0	\$0	\$9,000,000	9,146,453	\$18,146,453	98.40%
9030000	Other Capital Projects	\$0	\$0	\$315,361	\$2,529,702	\$2,845,063	0.00%
Total		\$19,232,198	\$2,500,000	\$59,870,016	\$18,747,702	\$100,349,916	25.28%

1. Apportionments

FY'21 Top Five Operational Appropriation Funding Requests

Request by Priority	Request Description	Appropriation Request Amount (\$)
Request 1:		\$0
Request 2:		\$0
Request 3:		\$0
Request 4:		\$0
Request 5:		\$0
Top Five Request Subtotal:		\$0
Total Increase above FY-20 Budget (including all requests)		\$ -
Difference between Top Five requests and total requests:		\$0

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

None.

How would the agency be affected by receiving the same appropriation for FY '21 as was received in FY '20? (Flat/ 0% change)

We would close golf courses, parks and/or reduce services offered.

How would the agency handle a 2% appropriation reduction in FY '21?

We would close golf courses, parks and/or reduce services offered.

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Is the agency seeking any fee increases for FY '21?

	Fee Increase Request (\$)	Statutory change required? (Yes/No)
Increase 1		
Increase 2		
Increase 3		

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

Description of request in order of priority	Appropriated Amount (\$)	Submitted to LRCPC? (Yes/No)
Priority 1 High speed connectivity to state parks.	\$1,000,000	No
Priority 2 Remodel three state lodges (requires legislative approval to repurpose bond authorization)	\$9,000,000	No
Priority 3		

Federal Funds

CFDA	Federal Program Name	Agency Dept. #	FY 20 budgeted	FY 19	FY 18	FY 17	FY 16
20.219	Recreation Trails Program (RTP)	1010000	2,000,000	2,320,850	2,348,775	1,753,238	1,180,827
15.916	Land & Water Conservation Fund (LWCF)	1010000	500,000	622,053	765,939	621,202	600,155
15.622	Boating Infrastructure Grant (BIG)	1010000	-	400,000	-	-	-

Federal Government Impact

- 1.) How much federal money received by the agency is tied to a mandate by the Federal Government?**
All of the Federal Funds.
- 2.) Are any of those funds inadequate to pay for the federal mandate?**
Yes, all of them.
- 3.) What would the consequences be of ending all of the federal funded programs for your agency?**
Fewer services but also less budget required from the agency. We are now evaluating every request on a case-by-case basis to determine the impact on OTRD and will only approve those that provide what we believe is an adequate return
- 4.) How will your agency be affected by federal budget cuts in the coming fiscal year?**
The effect would be negligible.
- 5.) Has the agency requested any additional federal earmarks or increases?**
No.

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FY'20 Budgeted FTE							
Division #	Division Name	Supervisors	Classified	Unclassified	\$0 - \$35 K	\$35 K - \$70 K	\$70 K - \$\$\$
10	Parks Division						
	Regular	47	115	271	257	126	3
	Seasonal		1	217.5	217.5	1	
20	Travel Promotion						
	Regular	12	2	47	12	33	4
	Seasonal			13.5	13.5		
40	Administration						
	Executive	3		3			4
	Regular	8	2	23		21	3
	Seasonal						
70	OK Film & Music						
	Regular	2		0.5	0.5		
	Seasonal						
90	Capital Projects						
	Regular						
	Seasonal						
Total		72	120	582.5	501.5	186	15

FTE History						
Division #	Division Name	2020 Budgeted	2019	2018	2016	2011 (2010)
10	Parks	604.5	602.5	584.0	472.3	603.0
20	Travel Promotion	62.5	66.0	66.5	56.5	106.0
40	Administration	28.0	28.3	28.8	24.5	48.0
70	OK Film & Music	7.5	6.0	6.0	5.8	5.0
90	Projects	0.0	7.5	7.5	6.3	
Total		702.5	710.3	692.8	565.3	762.0

Performance Measure Review					
	FY 19	FY 18	FY 17	FY 16	FY 15
State Parks					
# of State Park Visitors Statewide (Millions)	9.2	9.9	9.7	9.5	8.5
Average # of Visitors per Park	287,500	309,375	293,939	287,879	250,000
Lodge Occupancy Rates	35%	39%	39%	35%	38%
Revenue as percent of Expenditures	69%	68%	76%	76%	Not available
Concession Revenue	\$1,283,566	\$910,899	\$1,127,000	\$979,000	\$895,000

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Travel Promotion					
Direct Visitor Spending (Billions)	\$9.59	\$8.94	\$8.57	\$8.65	\$8.83
Tourism Jobs Supported by Visitor Spending	103,600	100,900	100,100	98,300	95,400
Total Earnings Supported by Visitor Spending (Billions)	\$2.40	\$2.29	\$2.23	\$2.14	\$2.02
State Tax Generated by Visitor Spending (Millions)	\$408	\$384	\$368	\$369	\$364
ROI from OTRD's Spring Marketing Campaign (State & Local Taxes)	6:1	7:1	6:1	7:1	7:1
U.S. Domestic Visitors to Oklahoma (Millions)	21.49	21.14	22.02	21.76	20.89
OK Market Share of U.S. Domestic Travel (%)	1.60	1.40	1.70	1.50	1.80
Total Reach of all Travel Promotion Programs	1+ billion	1+ billion	91+ million		
# of visitors at the State's Tourism Information Centers	1,745,860	1,753,734	1,731,555	1,826,211	Not available
OK Film & Music					
Total OK qualified spending by film rebate productions (Millions)	\$9.90	\$15.00	\$33.40	\$8.50	\$2.60
Positions worked in the film industry	1,756	2,132	3,124	1,707	668
# Registrants in Production Guide/measure of industry growth and capabilities.	3,597	3,681	3,392	3,113	2,892

Revolving Funds (200 Series Funds)

Please provide fund number, fund name, description, and revenue source	FY'17-19 Avg. Revenues	FY'17-19 Avg. Expenditures	June '19 Balance
21500 OTRD Revolving Fund			
<i>OTRD's main revolving fund; most revenues are deposited in this fund.</i>	\$26,665,506	\$27,476,264	\$13,663,210
22500 OTRD Travel Promotion Revolving Fund			
This fund is for deposits of the sales and use tax apportionment for Travel and Tourism's promotion and marketing expenditures. The apportionment cap is \$5,750,000.	\$5,754,591	\$6,891,971	\$2,382,023
25000 State Park System Improvement Revolving Fund			
This fund consists of all monies that are received by the Department from all entrance or day-use charges for the state park system, including charges for an annual pass for visitors to the state parks.	\$192,238	\$95,065	\$1,236,716
26500 Color Oklahoma Revolving Fund			
Proceeds from the sale of Color Oklahoma license plates are deposited and sent to Native Plant Society.	\$5,780	\$5,693	\$580
26600 OTRD Capital Revolving Fund			
This fund was created for deposits from the REAP Water Projects Fund. The apportionment cap is \$2,627,702.	\$2,632,734	\$893,188	\$6,036,107
26700 OTRD Capital Improvement Revolving Fund			
This fund is for deposits of the sales and use tax apportionment for state park capital maintenance beginning in FY-2007. The apportionment cap is \$10,370,000.	\$10,417,265	\$10,524,071	\$19,802,383
28000 OTRD Reimbursement and Donation Revolving Fund			
This fund is for insurance reimbursements and donations only.	\$2,819,824	\$1,973,632	\$346,556