

FY 2024 Budget Performance Review
56600 Oklahoma Tourism and Recreation Department

Lead Administrator: Shelley Zumwalt

Lead Financial Officer: Shirley Liu

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

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.

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.

FY'23 Budgeted Department Funding By Source

Dept. #	Department Name	Appropriations	Federal	Revolving	Local ¹	Other ²	Total
1010000	Parks	\$14,893,468	\$2,500,000	20,715,309			\$38,108,777
1020000	Golf Courses	\$5,348		3,196,024			\$3,201,372
1030000	Resorts	\$1,551,686		7,789,245			\$9,340,931
2010000	Travel and Tourism	\$684,881		7,627,954			\$8,312,835
2020000	Tourism Information Centers	\$1,088,772		1,976,954			\$3,065,726
2030000	TRIP	\$1,103,083		324,005			\$1,427,088
2040000	Oklahoma Today	\$25,553		1,026,277			\$1,051,830
2050000	Discover Oklahoma	\$14,388		867,103			\$881,491
2060000	Multi County Organizations	\$676,084		-			\$676,084
4010000	Administration	\$2,809,593		236,526			\$3,046,119
8800088	Information Technology	\$1,135,920		1,500,210			\$2,636,130
9020000	Capital Projects			8,888,368			\$8,888,368
9030000	Other Capital Projects			4,627,702			\$4,627,702
Total		\$23,988,776	\$2,500,000	\$58,775,677	-	\$0	\$85,264,453

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 for each department:

FY'22 Carryover by Funding Source

Class Fund #	Carryover Class Fund Name	Appropriations	Federal	Revolving	Local ¹	Other ²	Total
19201	Appropriations	\$346,117					\$346,117
							\$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'22 and FY'23?

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 and neglect 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

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 FY23.

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

Yes.

FY'24 Requested Funding By Department and Source

Dept. #	Department Name	Appropriations	Federal	Revolving	Other ¹	Total	% Change
1010000	Parks	\$16,143,468	2,500,000	\$20,715,309	-	\$39,358,777	3.28%
1020000	Golf Courses	\$5,348	-	\$3,196,024	-	\$3,201,372	0.00%
1030000	Resorts	\$1,551,686	-	\$7,789,245	-	\$9,340,931	0.00%
2010000	Travel and Tourism	\$684,881	-	\$7,627,954	-	\$8,312,835	0.00%
2020000	Tourism Information Centers	\$1,088,772	-	\$1,976,954	-	\$3,065,726	0.00%
2030000	TRIP	\$1,103,083	-	\$324,005	-	\$1,427,088	0.00%
2040000	Oklahoma Today	\$25,553	-	\$1,026,277	-	\$1,051,830	0.00%
2050000	Discover Oklahoma	\$14,388	-	\$867,103	-	\$881,491	0.00%
2060000	Multi County Organizations	\$676,084	-	\$0	-	\$676,084	0.00%
4010000	Administration	\$4,059,593	-	\$236,526	-	\$4,296,119	41.04%
8800088	Information Technology	\$1,135,920	-	\$1,500,210	-	\$2,636,130	0.00%
9020000	Capital Projects	\$15,000,000	-	\$8,888,368	-	\$23,888,368	0.00%
9030000	Other Capital Projects	\$0	-	\$4,627,702	-	\$4,627,702	0.00%
						\$0	
Total		\$41,488,776	\$2,500,000	\$58,775,677	-	\$102,764,453	20.52%

FY'24 Top Five Operational Appropriation Funding Requests		
Request by Priority	Request Description	Appropriation Request Amount (\$)
Request 1:	Maintenance, Repairs, and Capital Projects - Apportionment Increase	
Request 2:	Operation budget increase	\$2,500,000
Request 3:	Deferred Maintenance - Critical Repairs	\$15,000,000
Top Five Request Subtotal:		\$17,500,000
Total Increase above FY-23 Budget (including all requests)		\$ 17,500,000
Difference between Top Five requests and total requests:		\$0

Does the agency have any costs associated with the Pathfinder retirement system and federal employees?
No

How would the agency be affected by receiving the same appropriation for FY '24 as was received in FY '23? (Flat/ 0% change)
The agency would be able to maintain the current level of operations, but would be unable to address deferred maintenance needs and needed competitive workforce pay adjustments.

How would the agency handle a 2% appropriation reduction in FY '24?
The agency would need to reduce services at state parks and reduce marketing efforts managed by the Travel Promotion Division.

Is the agency seeking any fee increases for FY '24?		
Increase	Fee Increase Request (\$)	Statutory change required? (Yes/No)
Increase 1	None	
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 Greenleaf SP Water Treatment Facility	\$2,000,000	Yes
Priority 2 Roman Nose SP CCC Bathhouse Rehabilitation	\$820,000	Yes
Priority 3 Robbers Cave SP Group Camp Rehabilitation	\$1,750,000	Yes

Federal Funds							
CFDA	Federal Program Name	Agency Dept. #	FY 23 budgeted	FY 22	FY 21	FY 20	FY 19
15.916	Land and Water Conservation Fund	1010000	1,000,000	\$ 1,091,512	\$ 960,919	\$516,351	\$638,999
20.219	Recreational Trails Program	1010000	1,500,000	\$ 821,677	\$ 2,350,690	\$1,022,087	\$1,650,198
15.622	Boating Infrastructure Grant	1010000					\$400,000

Federal Government Impact	
1.) How much federal money received by the agency is tied to a mandate by the Federal Government?	100% of federal money, or \$2.5 million
2.) Are any of those funds inadequate to pay for the federal mandate?	No.
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.

FY'23 Budgeted FTE							
Division #	Division Name	Supervisors	Non-Supervisors	\$0 - \$35 K	\$35 K - \$70 K	\$70 K - \$100K	\$100K+
10	Parks Division	47	483	352	170	8	
	Regular						
	Seasonal		126	126			
20	Travel Promotion	12	45	15	38	4	
	Regular						
	Seasonal		27	27			
40	Administration	2	18			3	2
	Executive						
	Regular						
	Seasonal	8			22	1	
Total		69	699	520	230	16	2

FTE History						
Division #	Division Name	2023 Budgeted	2022	2021	2019	2014
10	Parks	656.0	486.5	513.5	455.5	
20	Travel Promotion	84.0	56.5	57.0	51.0	
40	Administration	28.0	26.0	31.5	25.0	
Total		768.0	569.0	602.0	531.5	0.0

Performance Measure Review					
	FY 22	FY 21	FY 20	FY 19	FY 18
State Parks					
# of State Park Visitors Statewide (Millions)	11	12	12	9	9.9
Average # of Visitors per Park	NA	NA	NA	287,500	309,375
Lodge Occupancy Rates	30%	25%*	0	0	0
Revenue as percent of Expenditures	42.09%	29.03%	34.94%	46.15%	37.06%
Concession Revenue	\$1,861,821	\$1,803,095	\$1,428,032	\$1,283,566	\$910,899
Travel Promotions					
Direct Visitor Spending (Billions)	9.28*	8.5*	NA	9.59	8.94
Tourism Jobs Supported by Visitor Spending	97,500*	94,600*	92,500	103,600	100,900
Total Earnings Supported by Visitor Spending (Billions)	2.45*	2.33*	2.37	2.40	2.29
State Tax Generated by Visitor Spending (Millions)	415*	395*	332	408	384
ROI from OTRD's Spring Marketing Campaign (State & Local Taxes)	20:1***	33:1**	49:1**%	6:1	7:1
U.S. Domestic Visitors to Oklahoma (Millions)	18.6*	17.70	17	21.49	21.14
OK Market Share of U.S. Domestic Travel (%)	1.7**%	1.6%	1.9%	1.50%	1.40
Total Reach of all Travel Promotion Programs	900 Million	1 billion	1+ billion	1+ billion	1+ billion
# of visitors at the State's Tourism Information Centers	1,500,972	780637%	1191427%	1,745,860	1,753,734
Amounts not available due to COVID-19 and change in industry standards.					
*2021 numbers won't be in until the end of October 2022					
*2022 numbers won't be in until the end of October 2023					
**ROI is shown in lodging revenue generated by spring campaign, not state and local taxes					
***ROI is shown in state and local taxes from cc spend generated by out-of-state visitors only					

Revolving Funds (200 Series Funds)			
	FY'20-22 Avg. Revenues	FY'20-22 Avg. Expenditures	June '22 Balance
21500 OTRD Revolving Fund			
<i>OTRD's main revolving fund; most revenues are deposited in this fund.</i>	\$35,810,250	\$39,341,494	\$3,941,905
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.	\$5,757,236	\$5,876,504	\$1,018,689
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.	\$1,597,998	\$729,011	\$4,107,322
26500 Color Oklahoma Revolving Fund			
Proceeds from the sale of Color Oklahoma license plates are deposited and sent to Native Plant Society.	\$5,800	\$5,907	\$0
26600 OTRD Capital Revolving Fund			
This fund was created for deposits from the REAP Water Projects Fund. The apportionment cap is \$2,627,702.	\$3,033,030	\$1,870,322	\$5,422,667
26700 OTRD Capital 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.	\$10,402,059	\$13,164,325	\$2,341,612
28000 OTRD Reimbursement and Donation Revolving Fund			
This fund is for insurance, reimbursements and donations only.	\$692,606	\$565,959	\$713,090

FY 2023 Current Employee Telework Summary						
List each agency location, then report the number of employees associated with that location in the teleworking categories indicated. Use "No specified location" to account for remote employees not associated with a site. Use actual current employees, not budgeted or actual FTE.				Full-time and Part-time Employees (#)		
Agency Location / Address	City	County	Onsite (5 days onsite, rarely remote)	Hybrid (2-4 days onsite weekly)	Remote (1 day or less weekly onsite)	Total Employees
Oklahoma State Parks	N/A	N/A	403			403
Oklahoma City Office	OKC	Oklahoma	30	60		90
Travel Information Centers	N/A	N/A	45			45
Total Agency Employees						538