

**OKLAHOMA TOURISM AND RECREATION DEPARTMENT / 566**

Deby Snodgrass, Executive Director

Zettie Farrow, CFO, Director of Administrative Services

FY'15 Budgeted FTE						
	Supervisors(Note 2)	Classified	Unclassified	\$0 - \$35 K	\$35 K - \$70 K	\$70 K - \$\$\$
Division 10 State Parks Division						
Regular	79	195	147	279	61	1
Seasonal / Project	0	0	104.5	209	0	0
Division 20 Travel Promotion Division (Note 1)						
Regular	15	0	38	21	15	3
Seasonal	0	0	18	36	0	0
Division 40 Administrative Services Division						
Executive	3	0	6			
Regular	4	9	7	6	13	3
Seasonal	0	0	2	3	0	0
Division 70 Film and Music Office						
Regular	2	0	5	2	2	1
Seasonal	0	0	1.5	3	0	0
<b>Total</b>	<b>103</b>	<b>204</b>	<b>329</b>	<b>559</b>	<b>91</b>	<b>8</b>

**Note 1: Travel Promotion Division includes Oklahoma Today Magazine and Discover Oklahoma .**  
**Note 2: Supervisory FTE are also included in the Classified and Unclassified FTE Count.**  
**Note 3: Columns 4 through 6 contain total compensation within each designated category.**

FTE History (Note 2)					
	2014 Budgeted	2013	2010	2009	2004
Division 10 State Parks Division (including Seasonal/Project Employees)	607	594	603	688	862
Division 20 Travel Promotion Division (Note 1)	75	77	106	105	71
Division 40 Administrative Services Division (all years except FY13 include OTRD Information Technology Employees)	32	38	48	45	44
Division 70 Major Activities - OK Film & Music Office	0	0	0	0	0
Division 70 Major Activities - OK Film & Music Office	7	6	5	5	1
<b>Total</b>	<b>722</b>	<b>715</b>	<b>762</b>	<b>860</b>	<b>978</b>

**Note 1: Division 70 - *Oklahoma Today Magazine* and *Discover Oklahoma* have been moved to Division 20 -Travel Promotion Division**  
**Note 2: All FTEs are budgeted FTEs. Parks Division increased the seasonal FTE to cover the expansion of use in the off-season and to provide added security.**

FY'14 Projected Division/Program Funding By Source						
	Appropriations (Note 2)	Federal	Revolving	Local	Other*	Total
Division 10 State Parks Division	\$15,826,945	\$5,536,815	\$25,977,365	\$0	\$0	\$47,341,125
Division 20 Travel Promotion Division (Note 1)	\$2,921,955	\$0	\$12,642,260	\$0	\$0	\$15,564,215
Division 40 Administrative Services Division	\$3,163,870	\$0	\$4,300	\$0	\$0	\$3,168,170
Division 70 Major Activities - OK Film & Music Office	\$651,978	\$0	\$0	\$0	\$0	\$651,978
Division 70 Major Activities - Multicounty Organizations	\$921,506	\$0	\$0	\$0	\$0	\$921,506

Division 80 Pass Throughs	\$90,000	\$0	\$0	\$0	\$0	\$90,000
Division 88 Information Technology	\$513,760	\$0	\$787,659	\$0	\$0	\$1,301,419
Division 90 Capital Projects	\$0	\$0	\$45,909,585	\$0	\$0	\$45,909,585
<b>Total</b>	<b>\$24,090,014</b>	<b>\$5,536,815</b>	<b>\$85,321,169</b>	<b>\$0</b>	<b>\$0</b>	<b>\$114,947,998</b>

**Note 1: Travel Promotion Division includes Oklahoma Today Magazine and Discover Oklahoma.**

**Note 2: FY14 appropriation budget includes FY13 carryover fund budget amount.**

FY'13 Carryover by Funding Source						
	Appropriations	Federal	Revolving	Local	Other*	Total
FY'13 Carryover	\$2,287,011	\$0	\$0	\$0	\$0	\$2,287,011

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

Note: Not all of FY13 Carryover has been budgeted for FY14. The carryover budget has not been finalized.

What Changes did the Agency make between FY'13 and FY'14	
1.) Are there any services no longer provided because of budget cuts?	FY14 budget did not change from FY13
2.) What services are provided at a higher cost to the user?	None
3.) What services are still provided but with a slower response rate?	None

FY'15 Requested Division/Program Funding By Source						
	Appropriations	Federal	Revolving	Other	Total	% Change
Division 10 State Parks Division	\$14,486,000	\$5,537,000	\$25,905,000	\$0	\$45,928,000	-2.98%
Division 20 Travel Promotion Division (Note 1)	\$2,799,000	\$0	\$12,642,000	\$0	\$15,441,000	-0.79%
Division 40 Administrative Services Division	\$2,776,000	\$0	\$4,000	\$0	\$2,780,000	-12.25%
Division 70 Major Activities - OK Film & Music Office	\$645,000	\$0	\$0	\$0	\$645,000	-1.07%
Division 70 Major Activities - Multicounty Organizations	\$921,003	\$0	\$0	\$0	\$921,003	-0.05%
Division 80 Pass Throughs	\$90,000	\$0	\$0	\$0	\$90,000	0.00%
Division 88 Information Technology	\$86,000	\$0	\$788,000	\$0	\$874,000	-32.84%
Division 90 Capital Projects	\$0	\$0	\$45,909,585	\$0	\$45,909,585	0.00%
<b>Total</b>	<b>\$21,803,003</b>	<b>\$5,537,000</b>	<b>\$85,248,585</b>	<b>\$0</b>	<b>\$112,588,588</b>	<b>-2.05%</b>

**Note 1: Travel Promotion Division includes Oklahoma Today Magazine and Discover Oklahoma.**

FY'15 Top Five Appropriation Funding Requests	
	\$ Amount
-----None-----	\$0

**How would the agency handle a 3% appropriation reduction in FY'15?**

A 3% reduction in the appropriation would amount to \$654,090 for the Department. Outside entities would be identified for additional park transfers and further leasing of tourism information centers would be considered. Further reduction or elimination of legislatively-mandated pass through funding to Red Earth, Summer Arts Institute, Jenks Aquarium and the multi-county marketing organizations (Title 74, Section 2234 and 2235) would also be required.

**How would the agency handle a 5% appropriation reduction in FY'15?**

A 5% reduction in the appropriation would amount to \$1,090,150 for the Department. Additional programs would be eliminated; elimination of legislatively mandated pass through funding to local communities and organizations would be required; and facility transfers or closures would be considered.

**Is the agency seeking any fee increases for FY'15?**

		\$ Amount
Increase 1	No	\$0

**Federal Government Impact**

- 1.) How much federal money received by the agency is tied to a mandate by the Federal Government? None
- 2.) Are any of those funds inadequate to pay for the federal mandate? Not Applicable
- 3.) What would the consequences be of ending all of the federally funded programs for your agency?  
The only impact to OTRD would be the elimination of grants, primarily to local communities, for recreational facilities and trails. At present, the agency has three employees in the grants section that are paid with indirect costs or administrative funds from the RTP and the LWCF programs. These employees would be reassigned to other duties.
- 4.) How will your agency be affected by federal budget cuts in the coming fiscal year?  
Federal budget cuts will have limited impact on the agency.
- 5.) Has the agency requested any additional federal earmarks or increases? No

## Division and Program Descriptions

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.

**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.

**Clients: The traveling public as well as travel trade professionals and Oklahoma's tourism product suppliers. Subscribers, advertisers, and newsstand buyers as well as any reader who receives the magazine as a "pass-along" from a subscriber or advertiser. Private sector tourism businesses, other OTRD divisions, advertising sponsors, and residents of OK**

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 interpretation of 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 Oklahoma. 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, Oklahoma higher education**

Division 70

**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.**

**Performance Measure Review**

	FY13	FY'12	FY'11	FY'10	FY'09
<b>State Parks Division</b>					
# of State Park Visitors Statewide (Millions) *	8.1	9.4	9.9	10.9	12.3
Lodge Occupancy Rates	35.4%	33.78%	34%	34%	37%
Self-Sufficiency of State Parks, Lodges and Golf Courses	65.0%	71.00%	65%	62%	58%
Total Expenditure Per Visitor (Appropriated)	\$1.50	\$1.30	\$1.46	\$1.55	\$1.51
Rounds Played as Percent of Capacity	26%	26%	26%	28%	32%
Concession Revenue	\$901,131	\$904,988	\$864,857	\$856,447	\$820,283
* In FY 11 and 12, OTRD transferred 7 state parks to other entities. These properties account for a decrease of 410,666 in state park visitation. It should also be noted that the privatization of land and loss of a state lodge and cabins at Lake Texoma has resulted in a dramatic decrease in visitation. The cabins and lodge closed in Dec. 2006. At that time, visitation was 1,243,389; in 2012, it was 315,950 -- a loss of 927,439 -- nearly a million visitors to the park.					
<b>Travel Promotion Division</b>					
Ok Market Share of Domestic Travel	0.99%	0.97%	0.95%	0.94%	NA
Number of Inquiries Converted to Travel	NA	NA	NA	NA	NA
Tourism Revenues (Billions)	\$7.1	\$6.7	\$6.2	\$5.8	\$6.1
Number Employed in Tourism Jobs	78,200	76,600	74,900	74,900	76,200
Advertising and Subscription Revenue - Oklahoma Today Magazine	\$883,967	\$1,015,849	\$1,085,309	\$1,225,969	\$1,344,787
Subscription and Newsstand Sales - Oklahoma Today Magazine	161,776	166,776	174,442	174,274	179,100
Percent of Subscribers Seeking Renewal of Magazine	87%	86%	95%	89%	88%
Total Viewers for Discover Oklahoma Show	2,356,000	2,156,000	2,653,000	2,512,000	NA
Number of Broadcast Markets - Discover Oklahoma	5	5	4	4	4
<b>Oklahoma Film and Music</b>					
Permit Applications	155	166	151	110	92
Unique Visitors to Film Web Site	214,873	75,703	46,148	72,240	105,750
Average number of total monthly visitors **	17,906	6,308	3,845	6,020	8,812

\*\* Due to the less than adequate analytics package currently offered by website manager, OK.Gov, they will report average number of total monthly visitors for budget request purposes. OFMO began using social media to direct traffic to our website. This resulted in a large increase in visits during FY 13. Note that next year's report will include information about the change to Google analytics in Oct. 2013.