

Purpose

Tourism for the City of O'Fallon is intended to strengthen and grow the local economy by attracting visitors to the city who are interested in experiencing a small town, peaceful atmosphere that also offers the convenience of being near major attractions in the St. Louis Metropolitan Area. Efforts are made to encourage the success and growth of existing hotels and motels. The Tourism budget is funded through a 5% Hotel/Motel tax.

Accomplishments

- ❖ Participated in Numerous Promotional Campaigns:
 - Scott Air Force Base Guide and Map
 - Mid-West Travelor
 - Southwestern Illinois Visitor's Guide
 - Salute to Scott Day
 - Various other special event ads that ran in local newspapers

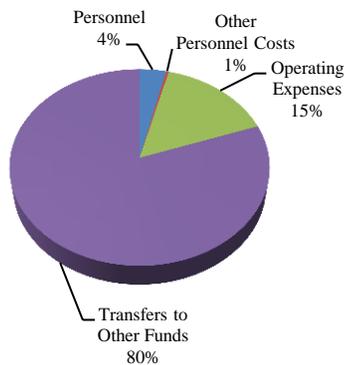
Goals and Objectives

- ❖ Continue to enhance the targeted marketing program that efficiently and effectively communicates the advantages of visiting O'Fallon
- ❖ Continue to work closely with the Chamber of Commerce
- ❖ Continue to work with regional tourism groups to collectively market the region
- ❖ Continue to enhance working relationships with county, regional and state officials
- ❖ Identify, enhance and develop other tourism destinations in O'Fallon

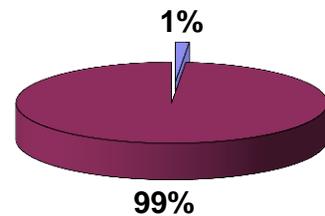
Tourism (Hotel/Motel Tax) Fund 51

Category	FY16 Budget	FY15 Budget	% Change
Personnel Costs	\$34	\$34	0%
Other Personnel Costs	\$3	\$4	(27)%
Operating Expenses	\$146	\$146	0%
Transfer to Other Funds	\$753	\$742	2%
TOTAL	\$936	\$926	1%

FY16 Budget by Category

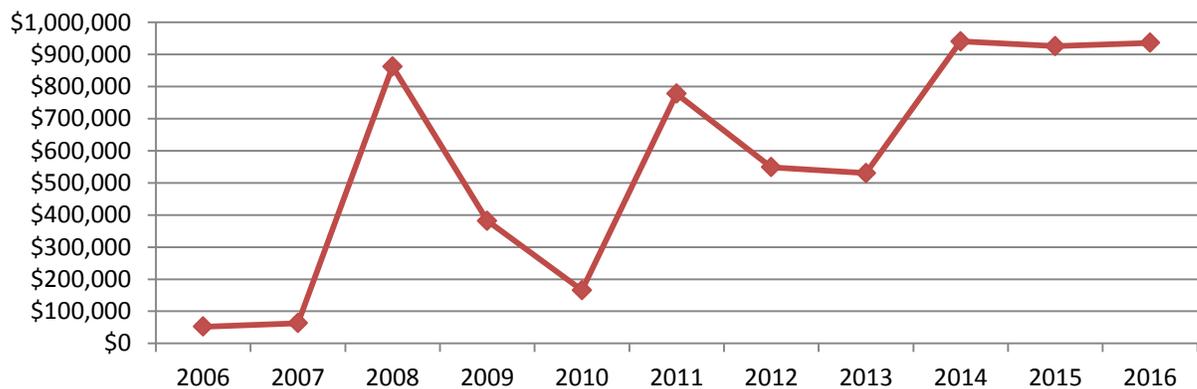


Hotel/Motel Tax as a Percentage of the Total Budget



Expense Trend - Hotel/Motel Tax

2006-2014 Actual
2015-2016 Budget



City of O Fallon
Annual Budget by Classification - Hotel/Motel Revenue & Expense

Fiscal Year 2016

Account Number	Description	2012 Actual Amount	2013 Actual Amount	2014 Actual Amount	2015 Actual Amount	2015 Amended Budget	2016 Council-Level 3	FY16B vs FY15B %
Fund: 51 - Hotel/Motel Use Tax Fund								
<u>Revenues</u>								
Department: 00 - Revenues								
RE51 - Hotel/Motel Receipts								
3415	Hotel/Motel Tax	685,143.31	695,511.13	690,888.00	565,144.00	700,000.00	740,000.00	6%
Account Classification Total: RE51 - Hotel/Motel Receipts		\$685,143.31	\$695,511.13	\$690,888.00	\$565,144.00	\$700,000.00	\$740,000.00	6%
RE66 - INTEREST EARNED-IL FUNDS/INV./CHECKIN								
3000	Interest Earned-CD/other	0.00	486.94	0.00	232.40	250.00	0.00	-100%
3072	Illinois Funds Interest	45.35	63.44	13.02	1.08	50.00	50.00	0%
3763	Checking Account Interest	0.00	0.00	0.00	0.00	0.00	250.00	N/A
RE66 - INTEREST EARNED-IL FUNDS/INV./CHECKING ACCTS.		\$45.35	\$550.38	\$13.02	\$233.48	\$300.00	\$300.00	0%
RE81 - Transfer from Reserves								
3948	Transfer from Reserves	0.00	0.00	0.00	0.00	225,425.00	195,930.00	-40%
Account Classification Total: RE81 - Transfer from Reserves		\$0.00	\$0.00	\$0.00	\$0.00	\$225,425.00	\$195,930.00	-40%
Department Total: 00 - Revenues		\$685,188.66	\$696,061.51	\$690,901.02	\$565,377.48	\$925,725.00	\$936,230.00	-5%
Revenues Total		\$685,188.66	\$696,061.51	\$690,901.02	\$565,377.48	\$925,725.00	\$936,230.00	-5%
<u>Expenditures</u>								
Department: 01 - Expenses								
EX10 - Personnel								
4000	Salaries	31,178.32	30,217.19	30,680.59	25,364.75	33,800.00	34,000.00	1%
Account Classification Total: EX10 - Personnel		\$31,178.32	\$30,217.19	\$30,680.59	\$25,364.75	\$33,800.00	\$34,000.00	1%
EX15 - Other Personnel								
4030	Hospitalization Insurance	2,635.88	2,915.48	2,854.75	1,746.82	4,200.00	3,000.00	-29%
4031	Dental Insurance	184.68	192.44	191.24	141.53	210.00	200.00	-5%
4032	Life Insurance	24.12	22.11	28.74	16.54	30.00	30.00	0%
4060	Unemployment Compensation	0.00	0.00	0.00	0.00	0.00	0.00	N/A
4210	Workmens Comp Insurance	0.00	0.00	0.00	0.00	0.00	0.00	N/A
Account Classification Total: EX15 - Other Personnel		\$2,844.68	\$3,130.03	\$3,074.73	\$1,904.89	\$4,440.00	\$3,230.00	-27%
EX60 - Operating Expenses								
4390	Professional Service	0.00	719.42	0.00	0.00	4,000.00	4,000.00	0%
4392	Prof Service - Tourism	14,519.96	16,398.00	15,658.00	6,798.00	22,000.00	22,000.00	0%
4882	Development Projects	151,860.95	81,922.28	79,398.50	65,248.10	120,000.00	120,000.00	0%
Account Classification Total: EX60 - Operating Expenses		\$166,380.91	\$99,039.70	\$95,056.50	\$72,046.10	\$146,000.00	\$146,000.00	0%
EX72 - Transfers to Other Funds								
4790	Transfers	348,350.00	398,009.48	811,796.51	363,993.43	741,485.00	753,000.00	-7%
Account Classification Total: EX72 - Transfers to Other Funds		\$348,350.00	\$398,009.48	\$811,796.51	\$363,993.43	\$741,485.00	\$753,000.00	-7%
Department Total: 01 - Expenses		\$548,753.91	\$530,396.40	\$940,608.33	\$463,309.17	\$925,725.00	\$936,230.00	-5%

City of O Fallon
Annual Budget by Classification - Hotel/Motel Revenue & Expense

Fiscal Year 2016

Account Number	Description	2012 Actual Amount	2013 Actual Amount	2014 Actual Amount	2015 Actual Amount	2015 Amended Budget	2016 Council-Level 3	FY16B vs FY15B %
	Expenditures Total	\$548,753.91	\$530,396.40	\$940,608.33	\$463,309.17	\$925,725.00	\$936,230.00	-5%
Fund Revenue	Total: 51 - Hotel/Motel Use Tax Fund	\$685,188.66	\$696,061.51	\$690,901.02	\$565,377.48	\$925,725.00	\$936,230.00	-5%
Fund Expenditure	Total: 51 - Hotel/Motel Use Tax Fund	\$548,753.91	\$530,396.40	\$940,608.33	\$463,309.17	\$925,725.00	\$936,230.00	-5%
Fund Net	Total: 51 - Hotel/Motel Use Tax Fund	\$136,434.75	\$165,665.11	(\$249,707.31)	\$102,068.31	\$0.00	\$0.00	-5%