



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

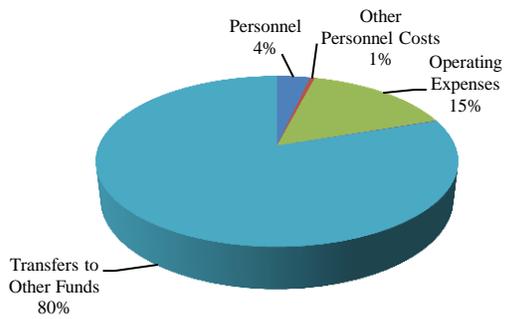
Goals and Objectives

- ❖ 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.

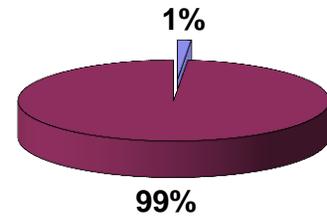
Tourism (Hotel/Motel Tax) Fund 51

Category	FY15 Budget	FY14 Budget	% Change
Personnel Costs	\$33	\$32	3%
Other Personnel Costs	\$4	\$3	33%
Operating Expenses	\$146	\$148	(1)%
Transfer to Reserve	\$1	\$0	100%
Transfer to Other Funds	\$742	\$802	(7)%
TOTAL	\$926	\$985	(6)%

FY15 Budget by Category

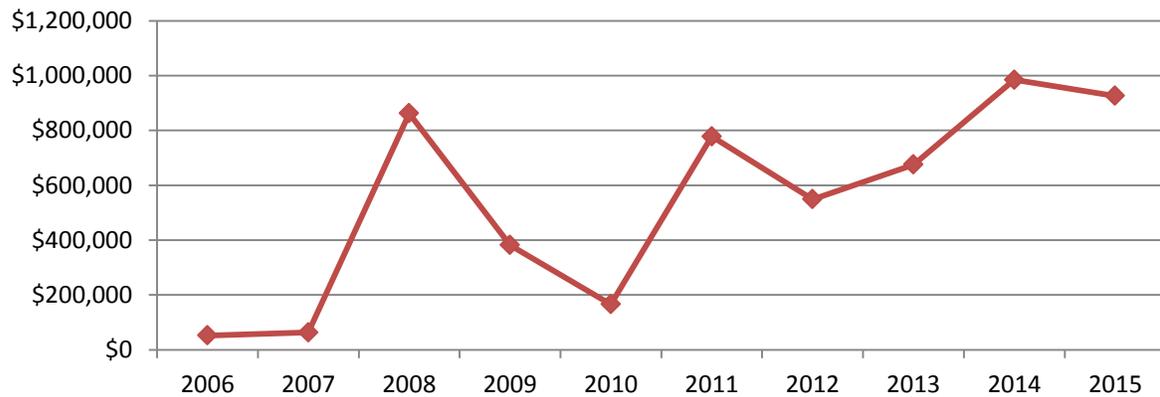


Hotel/Motel Tax as a Percentage of the Total Budget



Expense Trend - Hotel/Motel Tax

2006-2013 Actual
2014-2015 Budget



City of O Fallon
Budget Worksheet Report

Account Number	Description	2011 Actual Amount	2012 Actual Amount	2013 Actual Amount	2014 Amended Budget	2015 Adopted Budget	% Change FY15B vs FY14B
Fund: 51 - Hotel/Motel Use Tax Fund							
<u>Revenues</u>							
Department: 00 - Revenues							
RE51 - Hotel/Motel Receipts							
3415	Hotel/Motel Tax	650,781.86	685,143.31	695,511.13	690,000.00	700,000.00	1%
Account Classification Total: RE51 - Hotel/Motel Receipts		\$650,781.86	\$685,143.31	\$695,511.13	\$690,000.00	\$700,000.00	1%
RE66 - INTEREST EARNED-IL FUNDS/INV./CHECKING ACCTS.							
3000	Interest Earned-CD/other	835.71	0.00	486.94	250.00	250.00	0%
3072	Illinois Funds Interest	8.96	45.35	63.44	100.00	50.00	-50%
Account Classification Total: RE66 - INTEREST EARNED-IL FUNDS/IN		\$844.67	\$45.35	\$550.38	\$350.00	\$300.00	-14%
RE81 - Transfer from Reserves							
3948	Transfer from Reserves	0.00	0.00	0.00	294,215.00	225,425.00	-23%
Account Classification Total: RE81 - Transfer from Reserves		\$0.00	\$0.00	\$0.00	\$294,215.00	\$225,425.00	-23%
Department Total: 00 - Revenues		\$651,626.53	\$685,188.66	\$696,061.51	\$984,565.00	\$925,725.00	-6%
Revenues Total		\$651,626.53	\$685,188.66	\$696,061.51	\$984,565.00	\$925,725.00	-6%
<u>Expenditures</u>							
Department: 01 - Expenses							
EX10 - Personnel							
4000	Salaries	32,919.82	31,178.32	30,217.19	31,800.00	32,800.00	3%
Account Classification Total: EX10 - Personnel		\$32,919.82	\$31,178.32	\$30,217.19	\$31,800.00	\$32,800.00	3%
EX15 - Other Personnel							
4030	Hospitalization Insurance	2,138.35	2,635.88	2,915.48	3,240.00	4,200.00	30%
4031	Dental Insurance	166.46	184.68	192.44	210.00	210.00	0%
4032	Life Insurance	22.03	24.12	22.11	30.00	30.00	0%
Account Classification Total: EX15 - Other Personnel		\$2,326.84	\$2,844.68	\$3,130.03	\$3,480.00	\$4,440.00	28%
EX60 - Operating Expenses							
4390	Professional Service	208.20	0.00	719.42	4,000.00	4,000.00	0%
4392	Prof Service - Tourism	15,647.26	14,519.96	16,398.00	23,800.00	22,000.00	-8%
4882	Development Projects	151,663.62	151,860.95	81,922.28	120,000.00	120,000.00	0%
Account Classification Total: EX60 - Operating Expenses		\$167,519.08	\$166,380.91	\$99,039.70	\$147,800.00	\$146,000.00	-1%
EX72 - Transfers to Other Funds							
4790	Transfers	575,000.00	348,350.00	398,009.48	801,485.00	741,485.00	-7%
Account Classification Total: EX72 - Transfers to Other Funds		\$575,000.00	\$348,350.00	\$398,009.48	\$801,485.00	\$741,485.00	-7%
EX73 - Transfer to Reserves							
4821	Reserve	0.00	0.00	0.00	0.00	1,000.00	100%
Account Classification Total: EX73 - Transfer to Reserves		\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	100%
Department Total: 01 - Expenses		\$777,765.74	\$548,753.91	\$530,396.40	\$984,565.00	\$925,725.00	-6%
Expenditures Total		\$777,765.74	\$548,753.91	\$530,396.40	\$984,565.00	\$925,725.00	-6%

City of O Fallon
Budget Worksheet Report

Account Number	Description	2011 Actual Amount	2012 Actual Amount	2013 Actual Amount	2014 Amended Budget	2015 Adopted Budget	% Change FY15B vs FY14B
Fund Revenue	Total: 51 - Hotel/Motel Use Tax Fund	\$651,626.53	\$685,188.66	\$696,061.51	\$984,565.00	\$925,725.00	-6%
Fund Expenditure	Total: 51 - Hotel/Motel Use Tax Fund	\$777,765.74	\$548,753.91	\$530,396.40	\$984,565.00	\$925,725.00	-6%
Fund Net	Total: 51 - Hotel/Motel Use Tax Fund	(\$126,139.21)	\$136,434.75	\$165,665.11	\$0.00	\$0.00	0%