



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

- ❖ Family Sports Park Phase 3 construction completed including the splash pad.
- ❖ 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

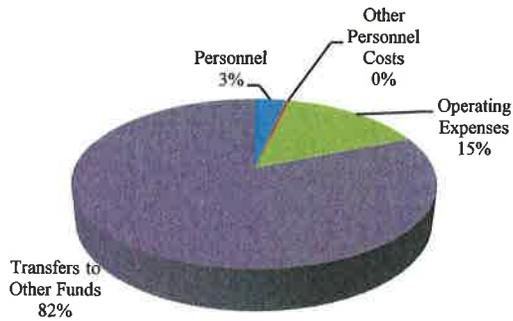
- ❖ Continue to enhance the targeted marketing program that efficiently and effectively communicates the advantages of visiting O'Fallon.
- ❖ Continue to work closely with the Chamber of Commerce.
- ❖ Continue to work with regional tourism groups to collectively market the region.
- ❖ Continue to enhance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

Tourism (Hotel/Motel Tax) Fund 51

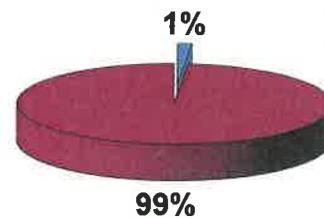
Category	FY14 Budget	FY13 Budget	% Change
Personnel Costs	\$32	\$32	0%
Other Personnel Costs	\$3	\$2	59%
Operating Expenses	\$148	\$230	(36)%
Transfer to Other Funds	\$802	\$412	95%
TOTAL	\$985	\$676	46%

➤ FY14 includes Transfers to Other Funds for the Family Sportspark bond payments.

FY14 Budget by Category

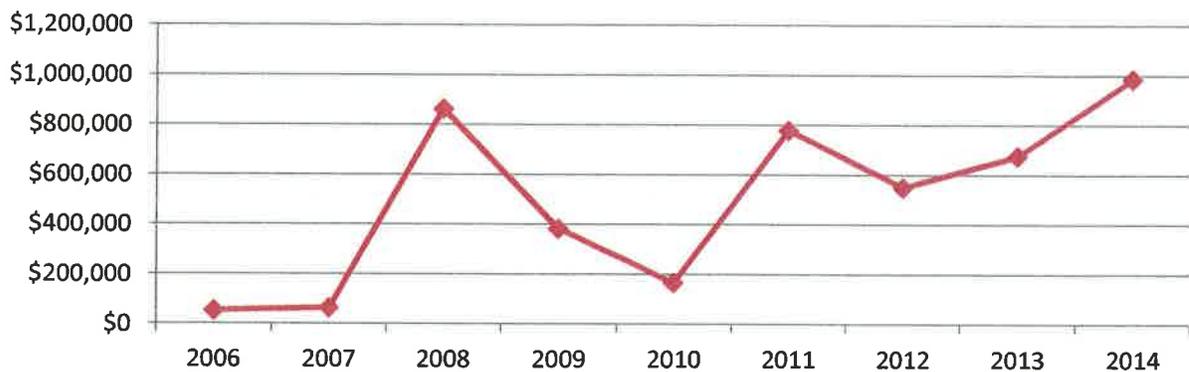


Hotel/Motel Tax as a Percentage of the Total Budget



Expense Trend - Hotel/Motel Tax

2006-2012 Actual
2013-2014 Budget



Annual Budget by Classification - Hotel/Motel Revenue

Detail

	2009 Actual Amount	2010 Actual Amount	2011 Actual Amount	2012 Actual Amount	2013 Amended Budget	2014 Council - Level 3	% Change
Fund: 51 Hotel/Motel Use Tax Fund							
Revenue							
<u>RE51 - Hotel/Motel Receipts</u>							
3415 - Hotel/Motel Tax	\$542,097.59	\$608,610.15	\$650,781.86	\$685,143.31	\$675,000.00	\$690,000.00	102%
RE51 - Hotel/Motel Receipts Totals	\$542,097.59	\$608,610.15	\$650,781.86	\$685,143.31	\$675,000.00	\$690,000.00	102%
<u>RE66 - INTEREST EARNED-IL FUNDS/INV./CHECKING ACCTS.</u>							
3000 - Interest Earned-CD/other	(\$80.82)	\$321.96	\$835.71	\$0.00	\$0.00	\$250.00	
3072 - Illinois Funds Interest	\$4,134.34	\$365.89	\$8.96	\$45.35	\$500.00	\$100.00	20%
3763 - Checking Account Interest	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
RE66 - INTEREST EARNED-IL FUNDS/INV./CHECKING ACCTS. Totals	\$4,053.52	\$687.85	\$844.67	\$45.35	\$500.00	\$350.00	70%
<u>RE81 - Transfer from Reserves</u>							
3948 - Transfer from Reserves	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$294,215.00	
RE81 - Transfer from Reserves Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$294,215.00	+++
Revenue Totals	\$546,151.11	\$609,298.00	\$651,626.53	\$685,188.66	\$675,500.00	\$984,565.00	146%
Revenue Totals:	\$546,151.11	\$609,298.00	\$651,626.53	\$685,188.66	\$675,500.00	\$984,565.00	146%
Fund Total: Hotel/Motel Use Tax Fund	\$546,151.11	\$609,298.00	\$651,626.53	\$685,188.66	\$675,500.00	\$984,565.00	146%
Revenue Grand Totals:	\$546,151.11	\$609,298.00	\$651,626.53	\$685,188.66	\$675,500.00	\$984,565.00	146%
Expenditure Grand Totals:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++
Net Grand Totals:	\$546,151.11	\$609,298.00	\$651,626.53	\$685,188.66	\$675,500.00	\$984,565.00	146%

Annual Budget by Classification - Hotel/Motel Expense

Detail

	2009 Actual Amount	2010 Actual Amount	2011 Actual Amount	2012 Actual Amount	2013 Amended Budget	2014 Council - Level 3	% Change
Fund: 51 Hotel/Motel Use Tax Fund							
Expenditures							
<u>EX10 - Personnel</u>							
4000 - Salaries	\$31,406.10	\$30,312.70	\$32,919.82	\$31,178.32	\$31,850.00	\$31,800.00	100%
EX10 - Personnel Totals	\$31,406.10	\$30,312.70	\$32,919.82	\$31,178.32	\$31,850.00	\$31,800.00	100%
<u>EX15 - Other Personnel</u>							
4030 - Hospitalization Insurance	\$2,161.38	\$2,204.16	\$2,138.35	\$2,635.88	\$1,960.00	\$3,240.00	165%
4031 - Dental Insurance	\$152.73	\$164.94	\$166.46	\$184.68	\$170.00	\$210.00	124%
4032 - Life Insurance	\$23.34	\$23.64	\$22.03	\$24.12	\$60.00	\$30.00	50%
4060 - Unemployment Compensation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
4210 - Workmens Comp Insurance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
EX15 - Other Personnel Totals	\$2,337.45	\$2,392.74	\$2,326.84	\$2,844.68	\$2,190.00	\$3,480.00	159%
<u>EX60 - Operating Expenses</u>							
4390 - Professional Service	\$63.35	\$0.00	\$208.20	\$0.00	\$6,000.00	\$4,000.00	67%
4392 - Prof Service - Tourism	\$15,230.96	\$27,049.12	\$15,647.26	\$14,519.96	\$23,800.00	\$23,800.00	100%
4882 - Development Projects	\$133,783.16	\$117,545.55	\$151,663.62	\$151,860.95	\$200,000.00	\$120,000.00	60%
EX60 - Operating Expenses Totals	\$149,077.47	\$144,594.67	\$167,519.08	\$166,380.91	\$229,800.00	\$147,800.00	64%
<u>EX72 - Transfers to Other Funds</u>							
4790 - Transfers	\$198,955.75	\$0.00	\$575,000.00	\$348,350.00	\$411,660.00	\$801,485.00	195%
EX72 - Transfers to Other Funds Totals	\$198,955.75	\$0.00	\$575,000.00	\$348,350.00	\$411,660.00	\$801,485.00	195%
Expenditure Totals	\$381,776.77	\$177,300.11	\$777,765.74	\$548,753.91	\$675,500.00	\$984,565.00	146%
Fund Total: Hotel/Motel Use Tax Fund	(\$381,776.77)	(\$177,300.11)	(\$777,765.74)	(\$548,753.91)	(\$675,500.00)	(\$984,565.00)	146%
Revenue Grand Totals:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++
Expenditure Grand Totals:	\$381,776.77	\$177,300.11	\$777,765.74	\$548,753.91	\$675,500.00	\$984,565.00	146%
Net Grand Totals:	(\$381,776.77)	(\$177,300.11)	(\$777,765.74)	(\$548,753.91)	(\$675,500.00)	(\$984,565.00)	146%