



Economic Development Council  
Tillamook County

# **2017-2018**

# **Adopted Budget**



## **Budget Message**

**May 3, 2017**

### **Dear Budget Committee:**

I am pleased to present to you the Economic Development Council of Tillamook County's (EDC) 2017-2018 Proposed Budget. This budget message is intended to provide the committee with a broad overview of the proposed budget and key changes and issues.

### **History**

The EDC was formed on March 13, 1996 by action of the Tillamook County Commissioners and thirteen other public parties throughout Tillamook County. These parties include Port Districts, municipalities, and other special districts within Tillamook County. It is the successor organization to the Economic Development Committee, which was a committee of the County Commission. The council is governed by a 10 member board; eight members of which are elected, with one seat held by the President of Tillamook Bay Community College, and one seat held by a County Commissioner. It is organized as an ORS 190 intergovernmental organization with the purpose to organize a partnership in all matters related to Economic Development in Tillamook County. The organizational structure allows for private businesses to join as partners in the promotion of economic development.

Although exempt from Local Budget Law, the EDC is subject to separate budget requirements found in ORS 294.900 to 294.930. The EDC elects to follow Local Budget Law in order to adhere to sound budgeting practices.

### **Accounting Policies**

The financial statements of the Economic Development Council of Tillamook County (EDC) are prepared in conformity with accounting principles generally accepted in the United States of America (GAAP) as applied to governmental units. The Governmental Accounting Standards Board (GASB) is the accepted standard-setting body for establishing governmental accounting and financial reporting principles. The EDC reports its activities as a single governmental type fund. For budgeting and management purposes, financial operations are accounted for in the following funds:

#### **General Fund:**

This fund accounts for general operations. The primary source of receipts for the general fund is from Intergovernmental Agreements. Disbursements are made to finance operations of the EDC.

#### **Rural Economic Development Grant Fund:**

This fund was established in September of 2016 through a grant awarded by the United States Department of Agriculture for the purpose of providing business-based technical assistance and training to eligible rural microentrepreneurs and microenterprises.

#### Revolving Loan Fund:

This fund was established for the purpose of providing gap financing for development and expansion of small businesses. Qualified applicants can apply for loans up to \$30,000 to start a business, modernize a plant or facility, renovate buildings, operating capital, expanding an existing company, or retrain a workforce. This perpetual fund is intended to replenish itself through ongoing principal and interest payments. During the 2016/2017 fiscal year, the EDC was awarded a \$140,000 Rural Microentrepreneur Assistance Program Revolving Loan for which funds are to be used exclusively to capitalize a revolving loan fund to make microloans to rural microentrepreneurs and microenterprises. Authorized microloans are business loans of not more than \$50,000 with a fixed interest rate and a term not to exceed 10 years.

#### Visit Tillamook Coast Fund:

This fund was established through an Intergovernmental Agreement with Tillamook County for the purposes of developing and implementing a tourism promotions program designed to promote Tillamook County as a tourism destination with particular focus on the shoulder and off-seasons. The primary source of receipts is from Tillamook County for the collection of transient lodging tax established through County Ordinance #74 and #75. Disbursements are made to finance the operations of Visit Tillamook Coast, a destination marketing program established to fund the following activities: advertising, publicizing or distributing information for the purpose of attracting or welcoming tourists; conducting strategic planning and research necessary to stimulate future tourism development; operating tourism promotion agencies or a visitor's center; marketing special events and festivals designed to attract tourists.

#### Visit Tillamook Coast Fund – Non TLT Fund:

This fund was established during the 2016/2017 fiscal year for the purpose of segregating finances that are not subject to spending stipulations of transient lodging tax revenues. This fund accounts for the revenues and expenses from advertising in the annual destination guide and contract marketing services provided to partnering organizations.

### **Process**

The budget committee will review and discuss the proposed budgets for both the general operations of the EDC and Visit Tillamook Coast (VTC) at its meeting on Tuesday, May 16, 2017. It may make changes to the budgets presented by the budget officers. If those changes are approved by motion of a majority of the budget committee, the revised budget will then be forwarded on to the full EDC board for consideration and adoption. That meeting of the EDC board is scheduled for 11:30AM, Tuesday, June 20, 2017 at Tillamook Bay Community College. It will be immediately followed by the annual meeting and luncheon.

The EDC board has the final authority to adopt the budget(s) as presented by the budget committee or make modifications as agreed. The new fiscal years for the EDC and VTC begin July 1, 2017.

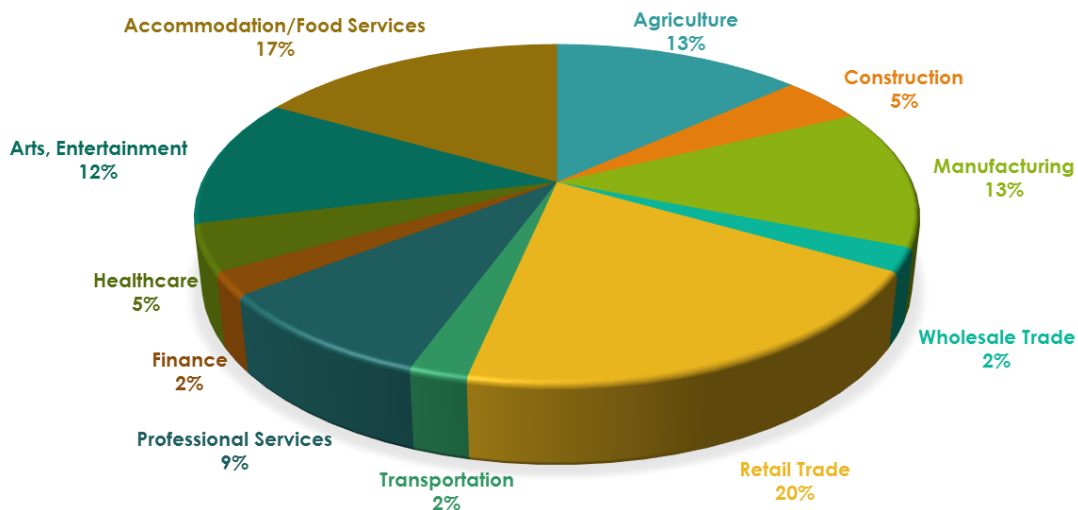
The EDC and VTC budgets are currently administered by their respective staffs with TBCC acting as the fiscal agent since July 1, 2015.

The EDC Revolving Loan Fund (RLF) has remained under the supervision and control of the EDC director and the board. The RLF is not a part of the fiscal agency agreement with TBCC. The Loan Administration Committee (LAC) is responsible for the recommendation of new loans to the board. A complete accounting of the fund is provided to the full board on a monthly basis. The EDC through the RLF offers stand-alone funding as well as gap financing in cooperation with local banks, the Columbia-Pacific Economic Development District, and others to create complete loan packages for business clients.

## GENERAL FUND

The mission of the EDC is to facilitate and lead Tillamook County's economic development by enhancing opportunities for business retention and recruitment, infrastructure development, and for the general economic betterment of its citizens. The EDC is a strong partner to many other organization and industries with overlapping purposes.

### CLIENT SEGMENT DISTRIBUTION



The EDC General Fund is primarily funded through the county as a pass-through of video lottery revenues. The EDC was founded based on the county's commitment to economic development. Additional support is derived from membership dues from both public and private entities. Recent changes in legislature raise uncertainty with regard to the amount of estimated lottery funds to disburse through the county. The most recent estimated amount at the time of writing the budget message was \$57,000 which is \$29,000 less than the prior fiscal year.

The proposed budget reflects an \$18,000 contingency line item. As a common budget practice, this estimate is built into the budget in the event that operations may necessitate spending during the year on items that cannot be specifically identified at the time the budget is prepared. The use of these funds would only be available to spend through a resolution of the board.

Expenses remain comparable to the prior fiscal year. The EDC carefully allocates available resources with a majority of the general fund covering annual personnel costs. The EDC employs a part-time director and a part-time support staff position. The EDC director and support staff actively engage in infrastructure improvements, connect local businesses to financial and other critical resources, actively engage with agriculture and natural resources employers, create a 'red carpet' team to be available to proactively support recruitment efforts, and research target industries for 'best fit' scenarios. The materials and services appropriations cover necessary operating costs such as annual audit fees, insurance, rent, and travel.

The proposed budget allows for the use of ending fund balance to meet financial obligations during the 2017-2018 fiscal year. The EDC is faced with the challenge of maximizing economic impact throughout

Tillamook County while keeping associated costs at a minimum. The EDC leadership team and board seek to strategically plan during the 2017-2018 fiscal year with regard to sustainability and future objectives of the council.

### **RURAL ECONOMIC DEVELOPMENT GRANT FUND**

In September of 2016, the EDC was awarded a \$35,000 USDA Rural Economic Development Grant to assist in providing marketing, management, and other technical assistance for rural microentrepreneurs and microenterprises that have received or are seeking one or more microloans through the revolving loan fund.

The grant is budgeted to allocate a percentage of the part-time support staff salary and benefits for the 2017-2018 fiscal year. A contingency is also presented to cover unexpected opportunities.

### **REVOLVING LOAN FUND**

The Revolving Loan Fund issued seven new loans in the amount of \$160,000 during the 2016-2017 fiscal year. It is estimated that these investments saved at least 28 FTE jobs through the loan agreements to businesses that were not eligible for conventional financing.

The perpetual fund is estimated to receive \$60,471 of principal payments throughout the 2017-2018 fiscal year and an additional \$12,262 from interest payment generated from the outstanding loans. The Revolving Loan Fund guidelines indicate that the fund should not decrease below \$10,000 during any fiscal year. Therefore, the unappropriated ending fund balance remains at \$10,000.

On September 14, 2016 the EDC was awarded a \$140,000 Rural Microentrepreneur Assistance Program (RMAP) loan to be used exclusively to capitalize a revolving loan fund to make microloans to rural microentrepreneurs and microenterprises. Eligible microenterprises are rural businesses with not more than 10 full-time equivalent employees. Authorized microloans are business loans of not more than \$50,000 with a fixed interest rate and a term not to exceed 10 years.

The RMAP loan to the EDC will accrue interest on the outstanding principal balance at the rate of 2 percent interest per annum. Principal and interest payments will be deferred for the first two years. Equal amortized monthly payments of principal and interest will begin the last day of the 24<sup>th</sup> month from the date of the Promissory Note which does not affect the 2017-2018 finances. To date, the EDC has received a \$35,000 advance on the RMAP loan which was established in its own bank account. The funds are readily available to loan to a qualified applicant and are included in the beginning fund balance of the Revolving Loan Fund. Over time, the goal is to pay off the loan to the USDA by generating interest payments from loans made to eligible businesses. The loan agreement with the USDA is for up to a period of 20 years.

### **VISIT TILLAMOOK COAST FUND**

#### **Tourism as Economic Development**

According to the annual Dean Runyan report commissioned by Travel Oregon (and published in May, 2016 with statistics through 2015), the tourism industry in Tillamook County is a *\$229.4 million economic driver*, with each overnight stay generating an average of \$119 in spending per person. The amount of visitor spending that supports one job is \$104,660, *leading to approximately 2,192 jobs generated by tourism in the county*. And according to Travel Oregon, every \$1 invested in marketing and promotions results in \$237 in visitor spending.

Visit Tillamook Coast first looks to local businesses and services as vendors and contractors. In this fiscal year, local contracting brought more than \$116,000 to the community workforce. In addition, as of March, 2017, \$150,000 in marketing and promotions grants have been awarded to local organizations and businesses, and \$50,000 in investments in programs that benefit local businesses and communities.

Tillamook County began collecting transient lodging tax and statistics on gross lodging receipts in 2014. As of February, 2017, we have three full calendar years of comparison. Since 2014, gross lodging receipts and transient lodging tax has increased 30%.

Tillamook County Transient Lodging Tax Collection (Gross Lodging Receipts and TLT)								
	2014		2015			2016		
	Gross Lodging Receipts	TLT collected	Gross Lodging Receipts	TLT collected	% TLT Y/O/Y	Gross Lodging Receipts	TLT collected	% TLT Y/O/Y
Q1	\$4,885,230	\$271,043	\$6,466,642	\$346,007	28%	\$6,623,478	\$370,493	7%
Q2	\$9,322,116	\$514,823	\$11,189,387	\$620,414	21%	\$12,604,256	\$706,477	14%
Q3	\$21,353,734	\$1,169,751	\$24,415,321	\$1,366,483	17%	\$25,373,088	\$1,447,248	6%
Q4	\$6,321,205	\$333,694	\$7,311,468	\$409,720	23%	\$7,367,799	\$419,583	2%
Total	\$41,882,285	\$2,289,311	\$49,382,818	\$2,742,624	22%	\$52,193,255	\$2,943,801	Up 7.25% 99% reporting Q4 Goal: 5-7%
							2015-2016 YOY	up \$201,177
					2014 - 2016	GLR to date \$143,458,358	TLT to date \$7,975,736	
							Roads 30% \$2,392,720	

As of March 20, 2017

### Background: 2016-2017 Fiscal Year Budget

Just prior to the development of the current 2016-2017 budget, Visit Tillamook Coast received a large sum of TLT funds, the result of funds having been withheld for 18 months. Because the funds were transferred late in the 2015-2016 fiscal year, there was little time to use those funds in marketing campaigns to support off-season tourism that fiscal year. As a result, there was a substantial carryover into 2016-2017 budget - \$1,318,799.

During this current fiscal year, the tourism organization strategically used those funds to invest in brand awareness promotions and targeted marketing campaigns. This was to meet a key performance measurement in branding (being measured in fall of 2016), but also to make substantial marketing inroads in off-season niche tourism, such as outdoor recreation, fishing, spring break and family adventures, as well as cultivating emphasis in culinary and agritourism, and arts and culture.

Significant investments were also made in hotel direct booking software, wayfinding and video development, as well as the lodging technology and revenue program, and the holiday lights program. The only advertising done during summer 2016 (as the case will be in summer 2017), was due to year-round contracts with Oregon Public Broadcasting for the programs *Nature* and *Oregon Field Guide*, and on KGW-TV for *Grant's Getaways*.

### Impact of Intergovernmental Agreement (IGA) and funding schedule

The 2016-2017 fiscal year was the first under a new, 5-year intergovernmental agreement between Tillamook County and the Economic Development Council. Beginning July 1, 2016, IGA terms for marketing

funding to Visit Tillamook Coast were 45% of the 70% of total TLT collected, with the county retaining 55% for tourism facilities development. The IGA designated a 1% increase to Visit Tillamook Coast each year of the IGA, which means that for fiscal year 2017-2018, the tourism organization will receive 46% of the 70% portion of TLT.

While the new IGA provides a scheduled TLT fund transfer, the schedule of fund transfer is not what was expected when the 2016-2017 budget was formed. When developing the IGA, it was intended that funds would be transferred 60 days after the end of a quarter; for instance, Q1 (January, February, March) funds would be payable to Tillamook County by April 30 and transferred to the TLT program at the end of May. However, the funds are transferred 60 days after the previous quarter. This means that calendar Q1 funds are not received until July, after the next fiscal year begins.

The impact of this will be felt in the 2017-2018 budget planning, as it was expected that funds from Q1 would have already been received by early May. This change in expected fund transfer accounts for less carryover funds than planned. Budget planning will adjust to the new fund transfer schedule with the 2018-2019 fiscal year.

### **Fiscal year 2017-2018 Planning**

Since 2014, TLT revenues have risen 30%, which accounts for more than a \$637,000 increase. Gross lodging receipts have increased more than \$10 million in that same time; and from 2014 to 2015, visitor spending increased \$8.3 million (Dean Runyan Report, May 2016). While this has reaped many benefits to the county, including much needed funding for roads, there are three factors that may impact TLT revenue this upcoming fiscal year:

- 1) Perceived “closure” of the Tillamook Cheese Factory visitor center, with an expected 15% drop in visitors to Tillamook County (per Tillamook County Creamery Association);
- 2) Weather, specifically rain and storms, which have been nearly constant since October 2016; and,
- 3) Collection of TLT from AirBnB properties beginning in January, 2017.

The first two factors may negatively affect the amount of gross lodging receipts and TLT collected in 2017 calendar year Q1 and Q2 (weather) and Q3 (Cheese Factory). However, the third factor, AirBnB contract, will increase TLT revenue. Lane County tourism realized a 30% year-over-year monthly increase in lodging tax revenues in its initial reporting after implementing an AirBnB contract.

Therefore, for budget planning purposes, we will assume a conservative 8.7% increase in TLT revenue for 2017-2018.

#### ***In planning expenditures for 2017-2018, the following is considered:***

- Requesting TLT funding amount of 46% of the 70%, estimated at \$921,120
- Staff FTE will remain the same, although configuration of FTE will change. Last year, the budget accounted for 1.0 FTE director, 1.0 FTE tourism sales person, 1.0 FTE marketing and administrative assistant, and 0.5 FTE accountant. In 2017-2018, there is proposed a 1.0 FTE director, 1.0 FTE marketing programs assistant, 1.0 FTE accountant/grants administrator, and 0.5 FTE administrative assistant. Because the marketing programs assistant and accountant/grant administrator positions are more skilled positions, we are anticipating an increase of \$25,753 in personnel expenses in 2017-2018. Even with this proposed increase, personnel will be just 20% of total budget, which is 10 – 15% lower than other destination marketing organizations with similar budgets. *According to the 2015 DMO Organizational and Financial Profile Study conducted by the Destination Marketing Association International, average staff size for DMOs in our revenue bracket is 5, and average personnel costs are 42%.*

- Proposed beginning fund balance of \$985,000 is approximately \$281,000 higher than the adopted 2016-2017 unappropriated ending fund balance of \$704,460. This is for the following reasons:
  - Did not fill the tourism sales position, a \$60,000 reduction in personnel expenses
  - Operations cost \$60,000 less than anticipated for travel expenses, professional development, and non-capital equipment expenses
  - Web and digital advertising expenses were \$20,000 less than expected due to improved targeted marketing
  - Booth/graphic displays, meetings/travel, and promotions/giveways were \$70,000 less than expected as it was targeted at the needs of tourism sales needs. We did use part of this budgeted line item to launch two successful digital campaigns with Northwest Meetings and Events publishers.
  - Wayfinding efforts and the Oregon Department of Transportation efforts (particularly with the City of Tillamook and the 101 Interchange project) took longer than expected, so wayfinding budgeting was \$60,000 less than expected. However, wayfinding is proposed for more funding in 2017-2018 than in current fiscal year.
  - Destination guide distribution costs were \$15,000 less than budgeted due to a 27% drop in visitor guide leads from Oregon Coast Visitor Association.
  - Changing website maintenance services and online marketing vendors saved us \$21,000 this fiscal year.
  - Contingency was not used this year, as our budget had enough carryover to sustain additional marketing efforts and opportunities, leaving \$100,000 in place.
- Marketing and promotions will continue to be the main expenditure, at 65% of total budget, which is 15 – 20% higher than other than other tourism organizations with similar budgets. *According to the 2015 DMO Organizational and Financial Profile Study conducted by the Destination Marketing Association International, average marketing expenditure for DMOs in our revenue bracket is 47%.* Because our personnel and operations expenses are lower, and we have the skill set to do a good portion of the marketing work in-house - and have diligently contracted with vendors who provide needed services without the expense of using a large agency or media company (as so many other tourism organizations do) - Visit Tillamook Coast can dedicate more funds to advertising, promotions and programs.
- Reduction in non-capital equipment and software expenses of \$25,000 that was budgeted in current fiscal year to cover costs of move to new office in the Partners for Rural Innovation building. New office allows us to share resources with Oregon State University Extension, with meeting spaces, classroom, large display kitchen and e-campus lab.
- Increase of approximately 30% in rent, due to move into new Partners for Rural Innovation building.
- Wayfinding investment will increase 150%, from \$100,000 to \$250,000 – it is expected that multiple signs will be fabricated and installed in 2017-2018 fiscal year. Wayfinding was identified in 2014 in the Tourism 2025 plan as a priority for Tillamook County tourism in order to promote local experiences and attractions, and to educate and direct visitors to activities in outdoor recreation, local culture, and village exploration. This is a complex project requiring close cooperation with the county's cities and villages, chambers, attractions and community members, as well as with Oregon Department of Transportation, Oregon Travel Experience, Scenic Byway projects and other required agencies.
- Investment in website redesign – allocating \$100,000, although final costs may be less. The website upgrade will include interactive trip planning, geolocation capabilities, better optimization for mobile devices, and a more robust website framework that will support electronic kiosk platforms, similar to one provided by Clackamas County tourism on I-5 near Wilsonville, Oregon.
- Maintain \$100,000 in marketing and promotions grants. In just 18 months, \$150,000 has been awarded to local organizations and businesses in the county, with another \$50,000 in funding scheduled by June, 2017.



- Maintain \$100,000 contingency fund to be able to respond to unplanned opportunities, such as assistance with a film crew using Tillamook County as a locale, taking part in a Portland area culinary event, sponsorship of a tradeshow at Tillamook Fairgrounds, etc.

In conclusion, Visit Tillamook Coast will continue to strategically approach marketing and promotion investments, and plan for future developments, such as building the culinary/agritourism industry, possible new visitor centers and kiosks, tour development, and the meetings and events business.

Per the intergovernmental agreement between Tillamook County and the Economic Development Council regarding shared funding of the 70% of the total TLT collected, Visit Tillamook Coast is budgeting for revenue of \$921,120, which is an estimate of the amount of 46% of the 70% for tourism marketing and promotions, with Tillamook County retaining 54% of the funds for development of tourism facilities.

### **VISIT TILLAMOOK COAST – NON TLT FUNDS**

The Visit Tillamook Coast – Non TLT Fund was established during the 2016-2017 fiscal year in order to separate funds that were not subject to the spending stipulations set forth for funds derived from transient lodging taxes. Resources in this fund are derived from selling advertising in the annual visitor destination guide, annual dinner ticket sales, marketing services contracts, and other projects that are not associated with transient lodging tax dollars.

During the current fiscal year, Visit Tillamook Coast contracted with the City of Rockaway to provide guidance and oversight of their marketing and promotion plan. Visit Tillamook received a monthly administrative fee and reimbursement of marketing and advertising expenses.

The 2017-2018 budget allocates funds for the annual dinner, event sponsorships, marketing expenses associated with the City of Rockaway, and a contingency for unexpected opportunities.

Respectfully submitted,

Amy Blackburn

Budget Officer

EDC/Tourism Accountant



Economic Development Council  
Tillamook County

# **2017-2018**

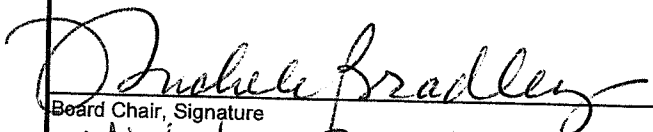
# **Adopted Budget**

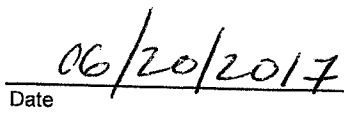
**2017-2018 RESOLUTION 17-01  
ADOPTING THE BUDGET**

BE IT RESOLVED, that the Board of the Tillamook County Economic Development Council of Tillamook County hereby adopts the budget for the fiscal year 2017-2018 in the total of \$2,479,395. This budget is now on file at the District administrative offices in Tillamook, Oregon.

**2017-2018 RESOLUTION 17-02  
MAKING APPROPRIATIONS**

<u>General Fund</u>	
Personnel Services	\$ 83,107
Materials & Services	19,990
Contingency	18,000
TOTAL GENERAL FUND	<u>\$ 121,097</u>
<u>Rural Economic Development Grant Fund</u>	
Personnel Services	\$ 5,783
Materials & Services	\$ 17,300
Contingency	2,000
TOTAL RURAL ECONOMIC DEVELOPMENT GRANT FUND	<u>\$ 25,083</u>
<u>Revolving Loan Fund</u>	
Revolving Loan Disbursements	\$ 257,976
ACH Fees	120
Bank Fees	300
Software Licensing	495
TOTAL REVOLVING LOAN FUND	<u>\$ 258,891</u>
<u>Visit Tillamook Coast Fund</u>	
Personnel Services	\$ 324,642
Materials & Services	1,227,452
Contingency	100,000
TOTAL VISIT TILLAMOOK COAST FUND	<u>\$ 1,652,094</u>
<u>Visit Tillamook Coast Non-TLT Fund</u>	
Materials & Services	\$ 76,600
Contingency	2,000
TOTAL VISIT TILLAMOOK COAST NON-TLT FUND	<u>\$ 78,600</u>
TOTAL PROPOSED APPROPRIATIONS, ALL FUNDS	<u>\$ 2,135,765</u>
<b>Amounts not appropriated:</b>	
<u>General Fund - Ending Fund Balance</u>	\$ 44,893
<u>Rural Economic Development Grant Fund - Ending Fund Balance</u>	5,881
<u>Revolving Loan Fund - Ending Fund Balance</u>	10,000
<u>Visit Tillamook Coast Fund - Ending Fund Balance</u>	266,026
<u>Visit Tillamook Coast Non-TLT Funds - Ending Fund Balance</u>	16,830
TOTAL PROPOSED UNAPPROPRIATED, ALL FUNDS	<u>\$ 343,630</u>
TOTAL PROPOSED BUDGET	\$ 2,479,395

  
 Board Chair, Signature  
 Michele Bradley  
 Board Chair, Print

  
 Date



**ECONOMIC DEVELOPMENT COUNCIL - GENERAL FUND**  
**RESOURCES & REQUIREMENTS**

	2014-2015	2015-2016	2016-2017	2017-2018	2017-2018	2017-2018
	ACTUAL	ACTUAL	ADOPTED	PROPOSED	APPROVED	ADOPTED
Beginning Fund Balance	511,241	61,067	64,000	70,000	70,000	70,000
<b>RESOURCES</b>						
Contracts - Local	100,798	73,400	85,000	57,450	65,000	65,000
Interest Income	182	378	-	650	650	650
Other Income	852	727	-	250	250	250
Administrative Fees	-	2,080	1,000	2,500	2,500	2,500
Annual Dinner	2,275	-	-	-	-	-
Membership Dues-IGA Partners ( <i>Other Misc Resources</i> )	-	15,431	17,500	17,500	17,500	17,500
Membership Dues-Private Partners	2,202	6,617	5,000	7,000	7,000	7,000
Membership Dues-Other Public Entities	138	1,322	1,000	3,000	3,000	3,000
<b>Total Resources</b>	<b>617,688</b>	<b>161,022</b>	<b>173,500</b>	<b>158,350</b>	<b>165,900</b>	<b>165,900</b>
<b>REQUIREMENTS</b>						
Personnel Services	103,250	82,287	85,239	83,107	83,107	83,107
Materials & Services	38,295	17,592	24,261	19,900	19,900	19,900
Fund Transfers	-	-	-	-	-	-
Capital Outlay	-	-	-	-	-	-
Contingency	-	-	-	18,000	18,000	18,000
Unappropriated Ending Fund Balance	476,143	61,143	64,000	37,343	44,893	44,893
<b>Total Requirements</b>	<b>617,688</b>	<b>161,022</b>	<b>173,500</b>	<b>158,350</b>	<b>165,900</b>	<b>165,900</b>



**ECONOMIC DEVELOPMENT COUNCIL - GENERAL FUND**  
**PERSONNEL SERVICES**

ACCOUNT	2014-2015 ACTUAL	2015-2016 ACTUAL	2016-2017 ADOPTED	2017-2018 PROPOSED	2017-2018 APPROVED	2017-2018 ADOPTED
<b>PERSONNEL</b>						
Administrative Salaries	53,035	35,388	36,095	36,095	36,095	36,095
Support Staff Salaries	23,425	18,360	18,792	15,289	15,289	15,289
Other Payroll Expenses	34	27	32	31	31	31
Insurance Benefits	9,903	14,304	13,443	14,802	14,802	14,802
Workers' Comp Insurance	206	172	176	169	169	169
FICA	5,932	4,447	4,212	3,931	3,931	3,931
PERS Contributions	6,612	5,296	7,478	7,805	7,805	7,805
Unemployment Insurance	845	790	1,156	1,388	1,388	1,388
PERS Debt Service Transfer	3,258	3,504	3,855	3,597	3,597	3,597
<b>Total Personnel Services</b>	<b>103,250</b>	<b>82,287</b>	<b>85,239</b>	<b>83,107</b>	<b>83,107</b>	<b>83,107</b>



**ECONOMIC DEVELOPMENT COUNCIL - GENERAL FUND**  
**MATERIALS & SERVICES**

ACCOUNT	2014-2015	2015-2016	2016-2017	2017-2018	2017-2018	2017-2018
	ACTUAL	ACTUAL	ADOPTED	PROPOSED	APPROVED	ADOPTED
<b>MATERIALS &amp; SERVICES</b>						
Contract Labor	1,475	-	-	-	-	-
Annual Meeting	2,335	2,043	-	-	-	-
Internet-Technology	409	302	-	-	-	-
Non-capital Equipment-Equipment	2,024	-	-	-	-	-
Non-capital Equipment-Software	3,495	-	-	-	-	-
Other Contracted Services	-	1,892	2,500	-	-	-
Professional Development	-	345	2,000	-	-	-
Publications	-	39		-	-	
Banking	-	25	200	200	200	200
Membership Dues	625	125	200	200	200	200
Postage & Shipping	-	87	100	200	200	200
Supplies	991	216	250	250	250	250
Telephone	1,600	650	300	300	300	300
Legal Fees	-	114	400	400	400	400
Advertising	3,211	490	500	1,000	1,000	1,000
Miscellaneous	1,293	63	1,061	1,000	1,000	1,000
Other Professional Fees	10,616	1,075	1,000	1,100	1,100	1,100
Meetings	1,286	1,138	1,250	1,250	1,250	1,250
Insurance	1,671	1,441	1,500	1,500	1,500	1,500
Travel	2,763	949	3,000	3,500	3,500	3,500
Audit Fees	-	3,598	4,000	4,000	4,000	4,000
Rent-Office	4,500	3,000	6,000	5,000	5,000	5,000
<b>Total Materials &amp; Services</b>	<b>38,295</b>	<b>17,592</b>	<b>24,261</b>	<b>19,900</b>	<b>19,900</b>	<b>19,900</b>



**ECONOMIC DEVELOPMENT COUNCIL - GENERAL FUND**  
**FUND TRANSFERS, CONTINGENCY & UNAPPROPRIATED ENDING BALANCE**

ACCOUNT	2014-2015 ACTUAL	2015-2016 ACTUAL	2016-2017 ADOPTED	2017-2018 PROPOSED	2017-2018 APPROVED	2017-2018 ADOPTED
<b>FUND TRANSFERS</b>						
Transfer to Revolving Loan Fund	-	-	-	-	-	-
<b>Total Fund Transfers</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>CONTINGENCY</b>						
Contingency	-	-	-	18,000	18,000	18,000
<b>Total Contingency</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>18,000</b>	<b>18,000</b>	<b>18,000</b>
<b>UNAPPROPRIATED ENDING BALANCE</b>						
Unappropriated Ending Balance	475,723	61,143	64,000	37,343	44,893	44,893
<b>Total Unappropriated Ending Balance</b>	<b>475,723</b>	<b>61,143</b>	<b>64,000</b>	<b>37,343</b>	<b>44,893</b>	<b>44,893</b>



**ECONOMIC DEVELOPMENT COUNCIL - REVOLVING LOAN FUND**  
**RESOURCES & REQUIREMENTS**

	2014-2015	2015-2016	2016-2017	2017-2018	2017-2018	2017-2018
	ACTUAL	ACTUAL	ADOPTED	PROPOSED	APPROVED	ADOPTED
<b>RESOURCES</b>						
Beginning Fund Balance	-	324,186	251,500	195,658	195,658	195,658
Transfers from General Fund	-	-	-	-	-	-
Revolving Loans (Principal Payments)	60	12,743	31,500	60,471	60,471	60,471
Administrative Fees	825	-	-	-	-	-
Interest Income	14	539	-	-	-	-
Revolving Loan Interest	3,335	5,376	9,000	12,262	12,262	12,262
Revolving Loan Late Charges	41	266	500	500	500	500
Services Income	360	-	-	-	-	-
<b>Total Resources</b>	<b>4,635</b>	<b>343,110</b>	<b>292,500</b>	<b>268,891</b>	<b>268,891</b>	<b>268,891</b>
<b>REQUIREMENTS</b>						
Revolving Loan Disbursements (Funds Available to Loan)	-	122,500	281,500	257,976	257,976	257,976
ACH Fees	-	104	300	120	120	120
Bank Fees	-	170	100	300	300	300
Closing Fees	-	-	600	-	-	-
Software Licensing	-	-	-	495	495	495
Unappropriated Ending Fund Balance	4,635	220,336	10,000	10,000	10,000	10,000
<b>Total Requirements</b>	<b>4,635</b>	<b>343,110</b>	<b>292,500</b>	<b>268,891</b>	<b>268,891</b>	<b>268,891</b>





**ECONOMIC DEVELOPMENT COUNCIL - RURAL ECONOMIC DEVELOPMENT GRANT  
RESOURCES & REQUIREMENTS**

	2014-2015	2015-2016	2016-2017	2017-2018	2017-2018	2017-2018
	ACTUAL	ACTUAL	ADOPTED	PROPOSED	APPROVED	ADOPTED
Beginning Fund Balance				30,964	30,964	30,964
<b>RESOURCES</b>						
Grants-Federal				-	-	
Interest Income				-	-	
<b>Total Resources</b>	-	-	-	<b>30,964</b>	<b>30,964</b>	<b>30,964</b>
<b>REQUIREMENTS</b>						
Personnel Services				5,783	5,783	5,783
Materials & Services				17,300	17,300	17,300
Contingency				2,000	2,000	2,000
Unappropriated Ending Fund Balance				5,881	5,881	5,881
<b>Total Requirements</b>	-	-	-	<b>30,964</b>	<b>30,964</b>	<b>30,964</b>



**ECONOMIC DEVELOPMENT COUNCIL - RURAL ECONOMIC DEVELOPMENT GRANT  
PERSONNEL SERVICES**

ACCOUNT	2014-2015 ACTUAL	2015-2016 ACTUAL	2016-2017 ADOPTED	2017-2018 PROPOSED	2017-2018 APPROVED	2017-2018 ADOPTED
<b>PERSONNEL</b>						
Administrative Salaries	-	-	-	-	-	-
Support Staff Salaries	-	-	-	3,135	3,135	3,135
Other Payroll Expenses	-	-	-	3	3	3
Insurance Benefits	-	-	-	1,438	1,438	1,438
Workers' Comp Insurance	-	-	-	10	10	10
FICA	-	-	-	240	240	240
PERS Contributions	-	-	-	600	600	600
Unemployment Insurance	-	-	-	85	85	85
PERS Debt Service Transfer	-	-	-	272	272	272
<b>Total Personnel Services</b>	-	-	-	5,783	5,783	5,783



**ECONOMIC DEVELOPMENT COUNCIL - RURAL ECONOMIC DEVELOPMENT GRANT**  
**MATERIALS & SERVICES**

	2013-2014	2015-2016	2016-2017	2017-2018	2017-2018	2017-2018
	ACTUAL	ACTUAL	ADOPTED	PROPOSED	APPROVED	ADOPTED
<b>MATERIALS &amp; SERVICES</b>						
Advertising	-	-	-	500	500	500
Meetings	-	-	-	1,000	1,000	1,000
Other Contracted Services	-	-	-	10,000	10,000	10,000
Professional Development	-	-	-	5,000	5,000	5,000
Supplies	-	-	-	300	300	300
Travel	-	-	-	500	500	500
	-	-	-	17,300	17,300	17,300

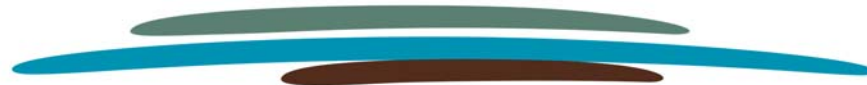


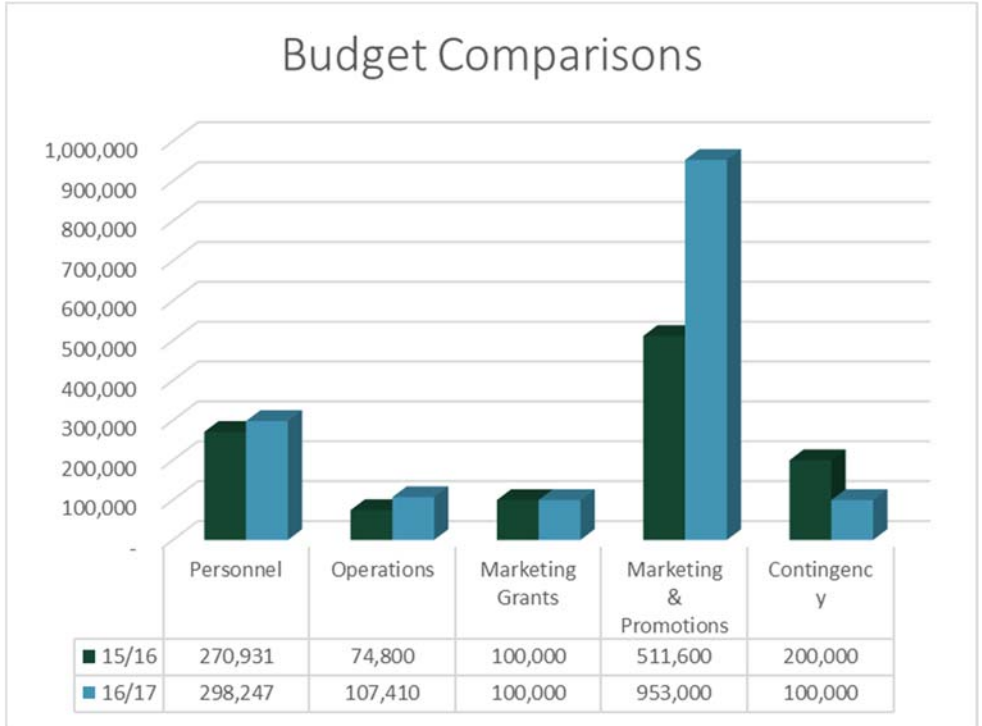
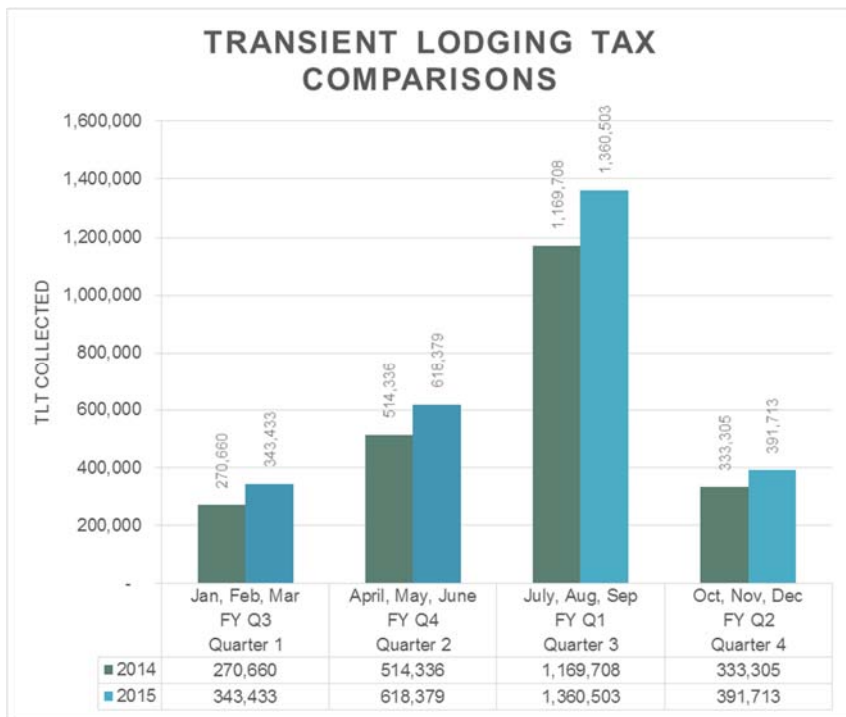
**ECONOMIC DEVELOPMENT COUNCIL - RURAL ECONOMIC DEVELOPMENT GRANT**  
**FUND TRANSFERS, CONTINGENCY & UNAPPROPRIATED ENDING BALANCE**

ACCOUNT	2014-2015 ACTUAL	2015-2016 ACTUAL	2016-2017 ADOPTED	2017-2018 PROPOSED	2017-2018 APPROVED	2017-2018 ADOPTED
<b>FUND TRANSFERS</b>						
Transfer to Revolving Loan Fund	-	-	-	-	-	-
<b>Total Fund Transfers</b>	-	-	-	-	-	-
<b>CONTINGENCY</b>						
Contingency	-	-	-	2,000	2,000	2,000
<b>Total Contingency</b>	-	-	-	2,000	2,000	2,000
<b>UNAPPROPRIATED ENDING BALANCE</b>						
Unappropriated Ending Balance	-	-	-	5,881	5,881	5,881
<b>Total Unappropriated Ending Balance</b>	-	-	-	5,881	5,881	5,881



**2017-2018**  
**Adopted Budget**



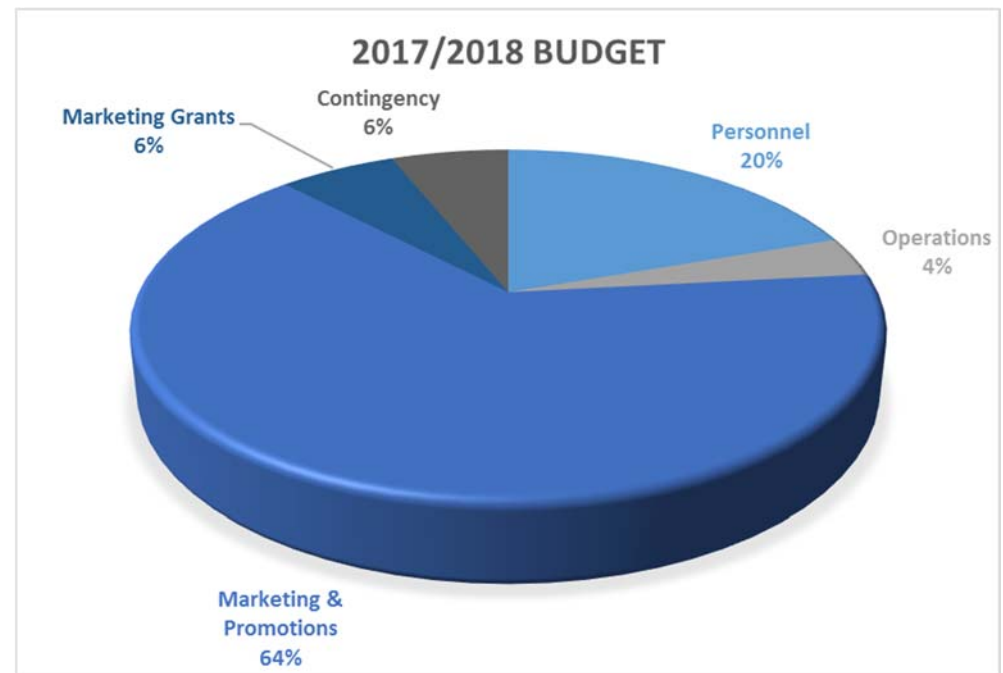
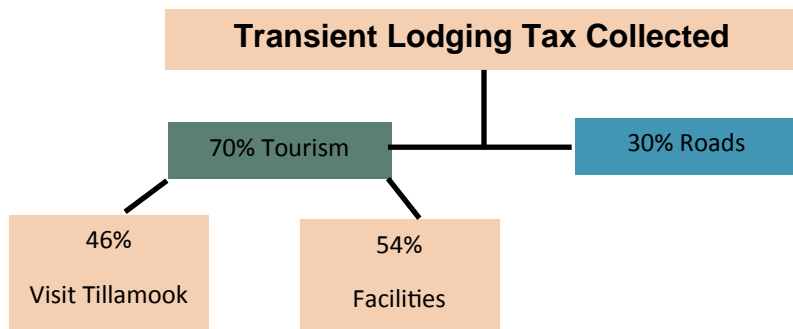


### Estimated Transient Lodging Tax Revenue

#### Visit Tillamook Coast

#### 2017-2018

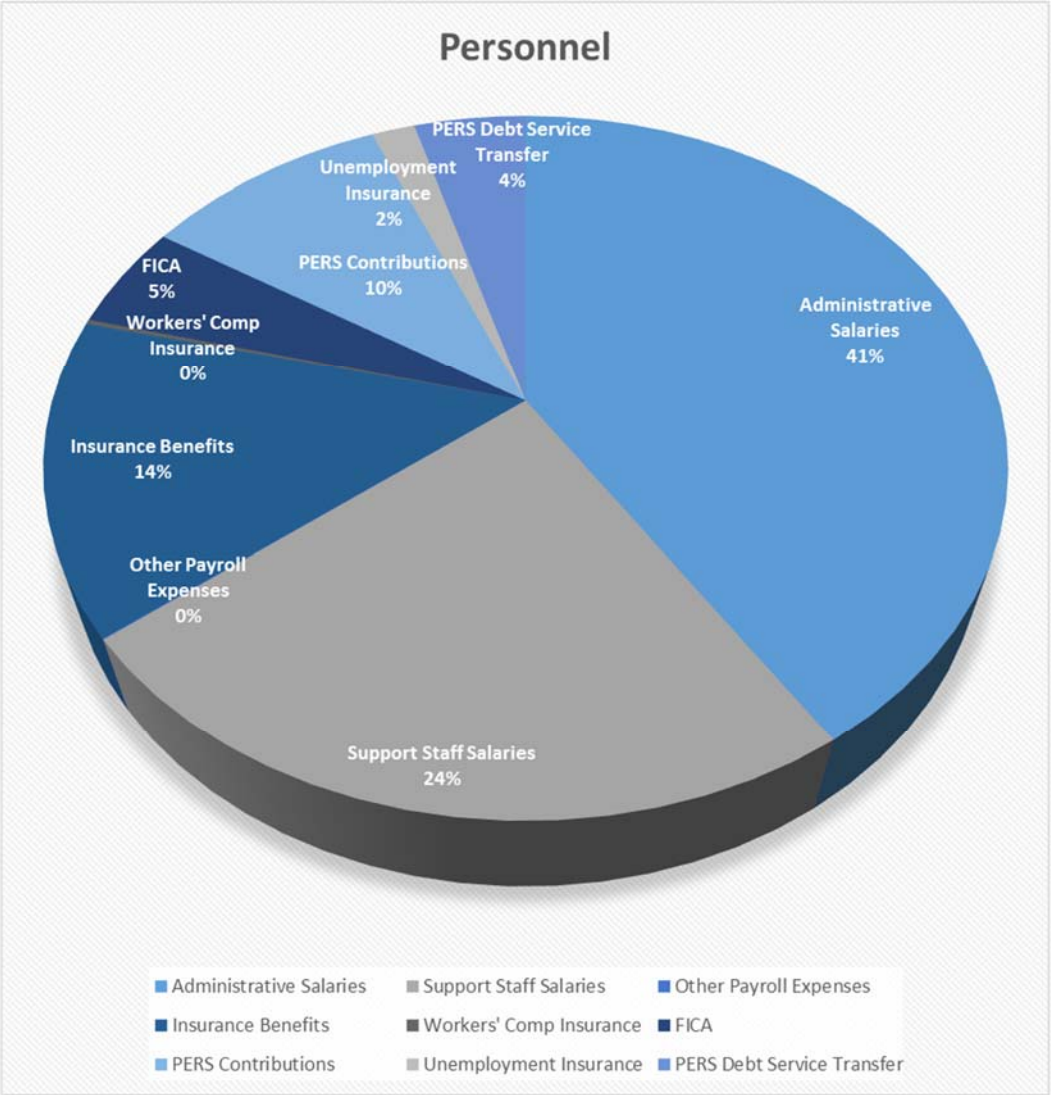
Fiscal Quarter 1	July/Aug/Sept	\$473,589
Fiscal Quarter 2	Oct/Nov/Dec	\$124,248
Fiscal Quarter 3	Jan/Feb/Mar	\$ 95,445
<u>Fiscal Quarter 4</u>	<u>April/May/June</u>	<u>\$227,838</u>
<b>Total TLT Revenue</b>		<b>\$921,120</b>





**ECONOMIC DEVELOPMENT COUNCIL - VISIT TILLAMOOK COAST FUND**  
**RESOURCES & REQUIREMENTS**

	2014-2015	2015-2016	2016-2017	2017-2018	2017-2018	2017-2018
	ACTUAL	ACTUAL	ADOPTED	PROPOSED	APPROVED	ADOPTED
Beginning Fund Balance	-	706,215	1,400,000	985,000	985,000	985,000
<b>RESOURCES</b>						
Contracts - Local <i>Transient Lodging Tax</i>	1,362,169	1,485,832	841,117	921,120	921,120	921,120
Advertising Revenue	-	-	10,000	-	-	-
Interest Income	55	5,044	2,000	12,000	12,000	12,000
<b>Total Resources</b>	<b>1,362,224</b>	<b>2,197,091</b>	<b>2,253,117</b>	<b>1,918,120</b>	<b>1,918,120</b>	<b>1,918,120</b>
<b>REQUIREMENTS</b>						
Personnel Services	84,637	245,418	298,247	324,642	324,642	324,642
Materials & Services	517,531	632,874	1,150,410	1,227,452	1,227,452	1,227,452
Fund Transfers	-	-	-	-	-	-
Contingency	-	-	100,000	100,000	100,000	100,000
Unappropriated Ending Fund Balance	760,056	1,318,799	704,460	266,026	266,026	266,026
<b>Total Requirements</b>	<b>1,362,224</b>	<b>2,197,091</b>	<b>2,253,117</b>	<b>1,918,120</b>	<b>1,918,120</b>	<b>1,918,120</b>



**3.5 FTE**

**Tourism Director**

**Tourism Program Marketing**

**Accountant**

**Administrative Assistant (Part-Time)**

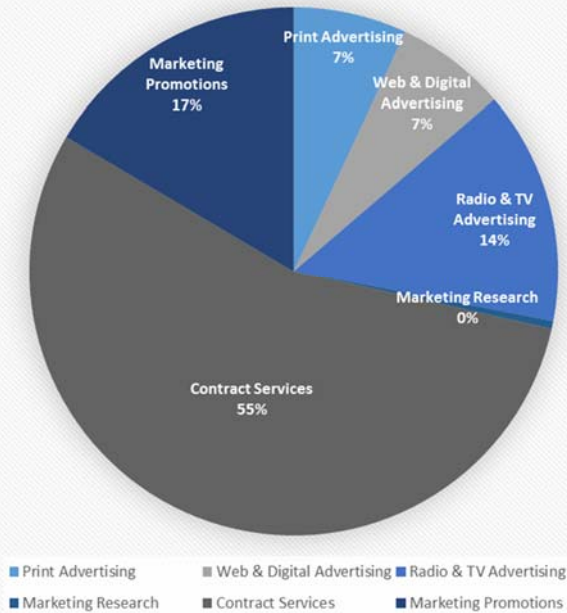




**ECONOMIC DEVELOPMENT COUNCIL - VISIT TILLAMOOK COAST FUND**  
**PERSONNEL SERVICES**

ACCOUNT	2014-2015	2015-2016	2016-2017	2017-2018	2017-2018	2017-2018
	ACTUAL	ACTUAL	ADOPTED	PROPOSED	APPROVED	ADOPTED
<b>PERSONNEL</b>						
Administrative Salaries	46,923	113,538	131,127	132,550	132,550	132,550
Support Staff Salaries	19,387	52,584	60,254	76,426	76,426	76,426
Other Payroll Expenses	35	92	115	124	124	124
Insurance Benefits	10,284	40,739	48,096	46,853	46,853	46,853
Workers' Comp Insurance	216	516	611	689	689	689
FICA	5,067	12,372	14,640	15,986	15,986	15,986
PERS Contributions	1,045	13,926	25,989	31,744	31,744	31,744
Unemployment Insurance	1,073	2,438	4,019	5,643	5,643	5,643
PERS Debt Service Transfer	607	9,214	13,396	14,627	14,627	14,627
<b>Total Personnel Services</b>	<b>84,637</b>	<b>245,418</b>	<b>298,247</b>	<b>324,642</b>	<b>324,642</b>	<b>324,642</b>

### Marketing & Promotions



### Marketing & Promotions

**\$1,067,448**

**65% of Total Budget**

#### Print Advertising

**\$74,100**

- ◆ Magazine Advertising \$30,000
- ◆ Billboard \$15,000
- ◆ Mile by Mile \$14,000
- ◆ Travel Oregon \$ 5,800
- ◆ 101 Thing to Do \$ 5,400
- ◆ OCVA \$ 3,900

#### Web & Digital Advertising

**\$72,200**

- ◆ Video Marketing \$20,000
- ◆ Google \$18,000
- ◆ Geo-Fencing \$15,000
- ◆ Online Ads \$15,000
- ◆ Facebook \$ 2,500
- ◆ E-Newsletter \$ 1,700

#### TV & Radio Advertising

**\$153,208**

- ◆ TV \$71,008
- ◆ Radio \$82,200

#### Research

- ◆ Economic Impact Study \$ 5,000

### Marketing & Promotions Grants

**\$100,000**

**6% of Total Budget**

#### Marketing Promotions

**\$176,000**

- ◆ Marketing Programs \$60,000
- ◆ Content & Images \$54,000
- ◆ Marketing Meetings/Travel \$10,000
- ◆ Sales & Marketing \$24,000
- ◆ Brochures & Collateral \$10,000
- ◆ Guide Design & Management \$9,000
- ◆ Promos & Giveaways \$4,000
- ◆ Booth Graphics & Display \$5,000

#### Contracted Services

**\$586,940**

- ◆ Wayfinding \$250,000
- ◆ Website & Design \$100,000
- ◆ Video Production \$40,000
- ◆ Destination Guide Distribution \$38,000
- ◆ Public Relations-Media \$36,000
- ◆ Destination Guide Printing \$35,000
- ◆ Social Media Management \$20,000
- ◆ Internet Marketing Agency \$23,940
- ◆ Other Contracted Services \$15,000
- ◆ Graphic Design \$10,000
- ◆ Public Affairs-Community \$10,000
- ◆ Mobile App & App Marketing \$ 5,000
- ◆ Customer Service Training \$ 4,000

### Operations

**\$60,004**

**4% of Total Budget**

- ◆ Travel & Meetings \$12,000
- ◆ Non-Capital Equipment \$10,000
- ◆ Office Rent \$ 9,984
- ◆ Non-Capital Software \$ 5,000
- ◆ Legal Fees \$ 5,000
- ◆ Audit Fees \$ 4,000
- ◆ Professional Development \$ 3,000
- ◆ Membership Dues \$ 2,500
- ◆ Supplies \$ 3,000
- ◆ Telephone & Internet \$ 2,400
- ◆ Postage & Shipping \$ 1,000
- ◆ Insurance \$ 2,000
- ◆ Equipment Maintenance Contract \$ 120



**ECONOMIC DEVELOPMENT COUNCIL - VISIT TILLAMOOK COAST FUND**  
**MATERIALS & SERVICES**

ACCOUNT	2014-2015 ACTUAL	2015-2016 ACTUAL	2016-2017 ADOPTED	2017-2018 PROPOSED	2017-2018 APPROVED	2017-2018 ADOPTED
<b>MATERIALS &amp; SERVICES</b>						
Administrative Overhead	38,022	-	-			
Supplies	3,846	3,409	3,000	3,000	3,000	3,000
Travel and Meetings	12,240	21,151	30,000	12,000	12,000	12,000
Telephone & Internet	803	2,280	2,400	2,400	2,400	2,400
Postage & Shipping	53	247	2,400	1,000	1,000	1,000
Professional Development	-	-	6,000	3,000	3,000	3,000
Membership Dues	695	1,505	5,040	2,500	2,500	2,500
Print Advertising	104,663	70,857	75,900	74,100	74,100	74,100
Radio, TV & Video Advertising	26,278	41,778	110,000	153,208	153,208	153,208
Research	-	-	15,000	5,000	5,000	5,000
Website & Digital Advertising	36,920	55,042	96,200	72,200	72,200	72,200
Marketing-Promotions	13,642	72,340	222,000	176,000	176,000	176,000
Marketing & Promotions Grants	-	64,303	100,000	100,000	100,000	100,000
Printing	6,999	-	-	-	-	-
Audit Fees	-	-	-	4,000	4,000	4,000
Legal Fees	4,860	13,972	9,600	5,000	5,000	5,000
Other Contracted Services	259,008	277,656	423,900	586,940	586,940	586,940
Insurance	-	1,019	2,000	2,000	2,000	2,000
Equipment Maintenance Contract	-	14	120	120	120	120
Rent-Office	1,350	3,000	6,850	9,984	9,984	9,984
Non-capital Equipment-Equipment	7,813	2,174	30,000	10,000	10,000	10,000
Non-capital Equipment-Software	339	2,128	10,000	5,000	5,000	5,000
<b>Total Materials &amp; Services</b>	<b>517,531</b>	<b>632,874</b>	<b>1,150,410</b>	<b>1,227,452</b>	<b>1,227,452</b>	<b>1,227,452</b>



**ECONOMIC DEVELOPMENT COUNCIL - VISIT TILLAMOOK COAST FUND**  
**FUND TRANSFERS, CONTINGENCY & UNAPPROPRIATED ENDING BALANCE**

ACCOUNT	2014-2015 ACTUAL	2015-2016 ACTUAL	2016-2017 ADOPTED	2017-2018 PROPOSED	2017-2018 APPROVED	2017-2018 ADOPTED
<b>CONTINGENCY</b>						
Contingency	-	-	100,000	100,000	100,000	100,000
<b>Total Contingency</b>	<b>-</b>	<b>-</b>	<b>100,000</b>	<b>100,000</b>	<b>100,000</b>	<b>100,000</b>
<b>FUND TRANSFERS</b>						
Transfer to Visit Tillamook Coast Non-TLT Fund	-	-	9,095	-	-	-
<b>Total Transfer Out</b>	<b>-</b>	<b>-</b>	<b>9,095</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>UNAPPROPRIATED ENDING BALANCE</b>						
Unappropriated Ending Balance	760,056	1,318,799	704,460	266,026	266,026	266,026
<b>Total Unappropriated Ending Balance</b>	<b>760,056</b>	<b>1,318,799</b>	<b>704,460</b>	<b>266,026</b>	<b>266,026</b>	<b>266,026</b>



**ECONOMIC DEVELOPMENT COUNCIL - VISIT TILLAMOOK COAST NON-TLT FUND**  
**RESOURCES & REQUIREMENTS**

	2014-2015 ACTUAL	2015-2016 ACTUAL	2016-2017 ADOPTED	2017-2018 PROPOSED	2017-2018 APPROVED	2017-2018 ADOPTED
Beginning Fund Balance	-	-	9,095	6,000	6,000	6,000
<b>RESOURCES</b>						
Contracts - Marketing	-	-	64,000	74,400	74,400	74,400
Interest Income	-	-	35	30	30	30
Miscellaneous Income	-	-	3,500	-	-	-
Annual Dinner Income	-	-	-	3,000	3,000	3,000
Advertising Revenue	-	10,595	12,000	12,000	12,000	12,000
<b>Total Resources</b>	<b>-</b>	<b>10,595</b>	<b>88,630</b>	<b>95,430</b>	<b>95,430</b>	<b>95,430</b>
<b>REQUIREMENTS</b>						
Materials & Services	-	1,500	71,550	76,600	76,600	76,600
Contingency	-	-	-	2,000	2,000	-
Unappropriated Ending Fund Balance	-	9,095	17,080	16,830	16,830	18,830
<b>Total Requirements</b>	<b>-</b>	<b>10,595</b>	<b>88,630</b>	<b>95,430</b>	<b>95,430</b>	<b>95,430</b>



**ECONOMIC DEVELOPMENT COUNCIL - VISIT TILLAMOOK COAST NON-TLT FUND**  
**MATERIALS & SERVICES**

ACCOUNT	2014-2015 ACTUAL	2015-2016 ACTUAL	2016-2017 ADOPTED	2017-2018 PROPOSED	2017-2018 APPROVED	2017-2018 ADOPTED
<b>MATERIALS &amp; SERVICES</b>						
Supplies	-	-	500	1,000	1,000	1,000
Travel and Meetings	-	-	3,000	1,000	1,000	1,000
Annual Dinner	-	-	2,200	6,000	6,000	6,000
Postage & Shipping	-	-	100	100	100	100
Membership Dues	-	-	-	500	500	500
Print Advertising	-	-	18,000	16,000	16,000	16,000
Radio, TV, & Video Advertising	-	-	18,000	20,000	20,000	20,000
Website & Digital Advertising	-	-	8,000	10,000	10,000	10,000
Marketing-Promotions	-	-	5,000	5,000	5,000	5,000
Other Contracted Services	-	-	16,000	15,000	15,000	15,000
Event Sponsorships	-	1,500	750	2,000	2,000	2,000
<b>Total Materials &amp; Services</b>	<b>-</b>	<b>1,500</b>	<b>71,550</b>	<b>76,600</b>	<b>76,600</b>	<b>76,600</b>