

Oregon Tourism Commission Profit & Loss Budget vs. Actual by Class

July 2015 through June 2017

	Jul '15 - Jun 17	Budget	\$ Over Budget	% of Budget
(0) ADMINISTRATION				
(45) STRATEGY / INDUSTRY				
450 - Industry Strat & Dev	-441,489.76	-447,883.18	6,393.42	98.6%
4590 - IPA Admin	-23,996.81	-139,583.23	115,586.42	17.2%
4591 - IPA Media Tools & Res.	-67,461.46	-84,000.00	16,538.54	80.3%
4592 - IPA Contract Fees	-132,852.82	-176,000.00	43,147.18	75.5%
4593 - IPA Outreach	-93,601.93	-60,000.00	-33,601.93	156.0%
(45) STRATEGY / INDUSTRY - Other	335,685.00	562,118.41	-226,433.41	59.7%
Total (45) STRATEGY / INDUSTRY	-423,717.78	-345,348.00	-78,369.78	122.7%
00-Administration	0.00	-118,800.00	118,800.00	0.0%
01-Gen Administration	-1,388,700.58	-1,643,004.57	254,303.99	84.5%
02-Commissioners/Comm Mtgs	-160,818.10	-100,000.00	-60,818.10	160.8%
03-Employee wages	-3,083,316.67	-2,954,000.00	-129,316.67	104.4%
04 - Portland Office	-381,558.38	-250,000.00	-131,558.38	152.6%
05 - Salem Office	-206,464.62	-110,000.00	-96,464.62	187.7%
07 - IOF	-853,388.61	-700,000.00	-153,388.61	121.9%
08 - Contingency	-3,118.11	-198,240.49	195,122.38	1.6%
09 - Operating Reserve	-1,571,438.95	-1,619,908.13	48,469.18	97.0%
(0) ADMINISTRATION - Other	7,844,275.50	8,039,301.19	-195,025.69	97.6%
Total (0) ADMINISTRATION	-228,246.30	0.00	-228,246.30	100.0%
(1) RCMP	500,000.00	500,000.00	0.00	100.0%
(11) REGIONAL PROGRAM				
(11) RCTP Admin Costs				
1101 -Reg. Planning/Outreach	-76,121.14	-133,500.00	57,378.86	57.0%
Total (11) RCTP Admin Costs	-76,121.14	-133,500.00	57,378.86	57.0%
1102 -Eastern Oregon	-361,394.36	-361,394.36	0.00	100.0%
1103 -Southern Oregon	-369,972.14	-369,972.14	0.00	100.0%
1104 -Central Oregon	-350,000.00	-350,000.00	0.00	100.0%
1105 -Mt Hood / Gorge	-350,000.00	-350,000.00	0.00	100.0%
1106 -Coast	-657,085.82	-650,000.00	-7,085.82	101.1%
1107 - Willamette Valley	-546,660.00	-546,660.00	0.00	100.0%
1108 -Portland Metro	-850,000.00	-850,000.00	0.00	100.0%
11999 RCTP Future	6,285,755.29	0.00	6,285,755.29	100.0%
(11) REGIONAL PROGRAM - Other	2,850,000.00	2,850,000.00	0.00	100.0%
Total (11) REGIONAL PROGRAM	5,574,521.83	-761,526.50	6,336,048.33	-732.0%
(15) Wine Country Lic. Plates				
1501 Wine Plate Revenue	629,081.64	0.00	629,081.64	100.0%
1502 Wine Plate Disbursement				
15021 Wine Plate Grants	-203,683.79	-128,026.50	-75,657.29	159.1%
15022 Wine Plates Grants-Region	-239,838.72	0.00	-239,838.72	100.0%
1502 Wine Plate Disbursement - Other	0.00	256,053.00	-256,053.00	0.0%
Total 1502 Wine Plate Disbursement	-443,522.51	128,026.50	-571,549.01	-346.4%
Total (15) Wine Country Lic. Plates	185,559.13	128,026.50	57,532.63	144.9%
(2) Global Marketing				
200-Employee Wages	-3,185,713.37	-3,229,143.00	43,429.63	98.7%
201- Advertising				
2011 - Agency Fee	-1,272,636.00	-1,275,272.00	2,636.00	99.8%
2012 - Media Budget				
20121 Fall Campaign	-60,370.80	-60,000.00	-370.80	100.6%
20122 Winter Campaign	-900,537.67	-891,206.00	-9,331.67	101.0%
20123 Spring Campaign	-3,376,270.91	-3,493,000.00	116,729.09	96.7%
20124 Sponsorships	-17,768.04	-15,886.00	-1,882.04	111.8%
20125 LFY Media Adj	24,581.63	-19,416.00	43,997.63	-126.6%
20126 - Misc. Media	-70,000.00	-70,000.00	0.00	100.0%
2012 - Media Budget - Other	-35,000.00	0.00	-35,000.00	100.0%
Total 2012 - Media Budget	-4,435,365.79	-4,549,508.00	114,142.21	97.5%
2013 - Production				
20131 Fall Campaign	-54,168.10	-55,150.00	981.90	98.2%
20132 Winter Campaign	-332,647.80	-349,828.00	17,180.20	95.1%
20133 Spring Campaign	-1,211,927.65	-1,320,032.00	108,104.35	91.8%
20134 Brand ID	-85,301.56	-130,000.00	44,698.44	65.6%
20135 LFY Production Adj	15,275.13			
20136 Misc. Production	-6,355.10	-10,365.00	4,009.90	61.3%
Total 2013 - Production	-1,675,125.08	-1,865,375.00	190,249.92	89.8%
2014 - GM Admin	-63,251.69	-50,000.00	-13,251.69	126.5%

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2015 - Contingency	-96,350.00	-173,183.15	76,833.15	55.6%
2016 - Creative Studio	-100,668.90	-154,450.00	53,781.10	65.2%
2017 - Analytics	-132,627.68	-243,000.00	110,372.32	54.6%
2018 - Photography	-51,602.96	-73,000.00	21,397.04	70.7%
2019 - Research	-471,043.50	-684,418.00	213,374.50	68.8%
Total 201- Advertising	-8,298,671.60	-9,068,206.15	769,534.55	91.5%
202- Promotions / Sponsorship				
2501 - Bounty Current	-122,973.40	-123,249.00	275.60	99.8%
2502 - Oregon Bounty - Future	-46,000.00	-90,000.00	44,000.00	51.1%
2503 - Promotions	-790,099.31	-896,600.00	106,500.69	88.1%
2504 - Strategic Partnerships	-95,566.61	-100,000.00	4,433.39	95.6%
Total 202- Promotions / Sponsorship	-1,054,639.32	-1,209,849.00	155,209.68	87.2%
700 - Fulfillment				
7001 - UPS	-82,801.42	-83,232.00	430.58	99.5%
7002 - Postage Advances - USPS	-25,505.23	-26,315.00	809.77	96.9%
7003 - Bulk	-136,471.01	-201,811.00	65,339.99	67.6%
7004 - Inquiry	-656,114.77	-704,260.00	48,145.23	93.2%
7005 - TOOL	3,441.35	-2,500.00	5,941.35	-137.7%
7006 - Add'l Distribution	-36,392.98	-30,113.00	-6,279.98	120.9%
7007 - Contingency	-73,426.99	-11,000.00	-62,426.99	667.5%
Total 700 - Fulfillment	-1,007,271.05	-1,059,231.00	51,959.95	95.1%
800 - Publications				
8001 - Content Plan	-492,497.20	-575,500.00	83,002.80	85.6%
8002 - Oregon State Maps	-52,350.00	-90,000.00	37,650.00	58.2%
8003 - Special Publications	-383,872.80	-348,000.00	-35,872.80	110.3%
Total 800 - Publications	-928,720.00	-1,013,500.00	84,780.00	91.6%
808-Website				
8501 - Development	-981,245.71	-1,254,593.00	273,347.29	78.2%
8502 - Hosting/Analytics	-40,681.84	-50,000.00	9,318.16	81.4%
8503 - Marketing	-333,076.90	-239,875.00	-93,201.90	138.9%
8504 - Connectivity Initiative	-546,851.45	-546,720.00	-131.45	100.0%
8505 - Admin	-45,884.89	-30,000.00	-15,884.89	152.9%
Total 808-Website	-1,947,740.79	-2,121,188.00	173,447.21	91.8%
900 - Communications				
900- Consumer				
9001 - Consumer PR Admin	-10,468.92	-20,000.00	9,531.08	52.3%
9002 - Consumer Media Rel.	-129,733.89	-186,648.00	56,914.11	69.5%
9003 - Media Tools/Resources				
90031 RDMO Tours	-16,671.58	-10,000.00	-6,671.58	166.7%
9003 - Media Tools/Resources - Other	-24,885.32	-13,000.00	-11,885.32	191.4%
Total 9003 - Media Tools/Resources	-41,556.90	-23,000.00	-18,556.90	180.7%
9004 - Agency Fee	-279,496.91	-327,510.00	48,013.09	85.3%
Total 900- Consumer	-461,256.62	-557,158.00	95,901.38	82.8%
Total 900 - Communications	-461,256.62	-557,158.00	95,901.38	82.8%
(2) Global Marketing - Other	16,974,443.18	18,258,275.15	-1,283,831.97	93.0%
Total (2) Global Marketing	90,430.43	0.00	90,430.43	100.0%
(3) Global Sales				
300-Employee Wages	-1,753,017.03	-1,780,821.00	27,803.97	98.4%
301 - Europe				
3011 Germany	-339,374.82			
3013 UK	-313,878.37			
3014 France	-163,088.84			
3016 Benelux	-141,467.82			
3017 Other	-16,427.88			
3018 Scandinavia	-112,778.29			
301 - Europe - Other	-354,087.87	-1,394,000.00	1,039,912.13	25.4%
Total 301 - Europe	-1,441,103.89	-1,394,000.00	-47,103.89	103.4%
302 - Asia				
3021 Japan	-151,425.13			
3022 South Korea	-1,000.00			
3023 China	-253,829.30			

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3024 Taiwan	-2,230.32			
302 - Asia - Other	-210,137.28	-683,000.00	472,862.72	30.8%
Total 302 - Asia	-618,622.03	-683,000.00	64,377.97	90.6%
304 - Americas				
3041 Canada	-756.64	0.00	-756.64	100.0%
3042 USA	-932.06			
304 - Americas - Other	-463,815.90	-428,200.00	-35,615.90	108.3%
Total 304 - Americas	-465,504.60	-428,200.00	-37,304.60	108.7%
308 - Administration				
3087 Japan	-34.41			
308 - Administration - Other	-574,039.65	-1,080,392.96	506,353.31	53.1%
Total 308 - Administration	-574,074.06	-1,080,392.96	506,318.90	53.1%
309 - Australia	-517,919.49	-427,500.00	-90,419.49	121.2%
310 - Multi-market				
3101 Road Rally	-69,728.79	0.00	-69,728.79	100.0%
3102 IPW	-87,174.45	-62,000.00	-25,174.45	140.6%
Total 310 - Multi-market	-156,903.24	-62,000.00	-94,903.24	253.1%
(3) Global Sales - Other	5,362,844.22	5,855,913.96	-493,069.74	91.6%
Total (3) Global Sales	-164,300.12	0.00	-164,300.12	100.0%
(5, 65, 66) DDEV				
500 - Product & Biz Dev				
5001 -Agritourism				
50011 -Program Management	-11,494.11			
50012 -Network Meetings	-6,398.90			
50013 -Policy Action Team	-35,862.19			
50014 -Product / Economic Dev	-15,688.25			
50015 -Marketing & Standards	-21.40			
5001 -Agritourism - Other	-2,445.32	-165,000.00	162,554.68	1.5%
Total 5001 -Agritourism	-71,910.17	-165,000.00	93,089.83	43.6%
5002 -Bicycle Tourism				
50021 -Bike Friendly Bus. Progr	-2,975.34			
500210-BT Scholarships	-7,960.00			
50022 - Product Marketing	-19,898.43			
50023 -Ride Oregon (website)	-4,813.70			
50024 -OR BT Partnership	-3,286.22			
50025 -OBTP Priority Projects	-2,345.89			
50026 -OR Scenic Bikeways Progr	-9,445.72			
50027 -Statewide BT Summit	-23,850.26			
50028 Event Attendance - BT	-8,556.98			
50029-BT Sponsorships	-12,815.45			
5002 -Bicycle Tourism - Other	-39,963.61	-260,000.00	220,036.39	15.4%
Total 5002 -Bicycle Tourism	-135,911.60	-260,000.00	124,088.40	52.3%
5003 -Outdoor Recreation				
50031-Leadership Network	-46,152.49			
50032-Priority Proj Inv. (Lead)	-52,123.70			
50033-Priority Proj Inv. (Supp)	-17,515.80			
50034-TOGO & Tourism Business	-1,579.10			
5003 -Outdoor Recreation - Other	-54,831.70	-265,000.00	210,168.30	20.7%
Total 5003 -Outdoor Recreation	-172,202.79	-265,000.00	92,797.21	65.0%
5004 -Sustainable Tourism				
50041 -Industry Outreach & Comm	-10,598.16			
50042 -Consumer Mktg Initiative	-2,828.00			
50043 -Travel OR Forever Fund	-27,083.66			
50044 -ST Advisory Committee	-54.85			
50045 -EV projects	-36,610.64			
50046 ST Initiatives	-139.40			
50047 Event Attendance - ST	-3,447.47			
5004 -Sustainable Tourism - Other	-18,357.52	-165,000.00	146,642.48	11.1%
Total 5004 -Sustainable Tourism	-99,119.70	-165,000.00	65,880.30	60.1%
5005 -Business Development	-5,095.41	-40,000.00	34,904.59	12.7%
5006 -Visitor Trans. Options				
50061- Strategy Development	-36,499.58			

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50062- VT Consumer Marketing	-7,800.00			
50063- Strategy Implementation	-54.88			
5006 -Visitor Trans. Options - Other	-39.23	-60,000.00	59,960.77	0.1%
Total 5006 -Visitor Trans. Options	-44,393.69	-60,000.00	15,606.31	74.0%
Total 500 - Product & Biz Dev	-528,633.36	-955,000.00	426,366.64	55.4%
650 - Destination Dev				
6501 -Rural Tourism Studio				
65011-RTS 1	-24,450.60	-40,000.00	15,549.40	61.1%
65012-RTS 2	-58,909.50	-110,000.00	51,090.50	53.6%
6501 -Rural Tourism Studio - Other	-129,551.76	-124,999.73	-4,552.03	103.6%
Total 6501 -Rural Tourism Studio	-212,911.86	-274,999.73	62,087.87	77.4%
6502 -Rural Tourism Studio-Past	-105,697.58	-120,000.00	14,302.42	88.1%
6503 -RTS Design & Evaluation				
65031 -Annual Trainer Rev Mtg	-10,163.96			
65032 -Statewide RTS Gathering	-18,254.91			
65033 - DDev Summit	-11,675.09			
65034-TS Brand Refresh & Comms	-472.00			
6503 -RTS Design & Evaluation - Other	-17,007.46	-95,000.00	77,992.54	17.9%
Total 6503 -RTS Design & Evaluation	-57,573.42	-95,000.00	37,426.58	60.6%
6504 -Outdoor Rec Studios				
65041 - Outdoor Rec Studio 1	-5,819.28			
65042 -Outdoor Rec Studio 2	-6,653.36			
65043 - BTS East Lane County	-21,512.04			
6504 -Outdoor Rec Studios - Other	-76.15	-55,000.00	54,923.85	0.1%
Total 6504 -Outdoor Rec Studios	-34,060.83	-55,000.00	20,939.17	61.9%
6505-Culinary & Agritourism				
65051-CATS 1	-14,355.92			
65052- CATS 2	-9,169.58			
6505-Culinary & Agritourism - Other	-9,071.65	-75,000.00	65,928.35	12.1%
Total 6505-Culinary & Agritourism	-32,597.15	-75,000.00	42,402.85	43.5%
6506 - TOGO Training				
65061 -TOGO	-20,130.60			
65062 -RTS Lite	-34,009.82			
65063 -TOGO I - Gorge	-9,744.68			
6506 - TOGO Training - Other	0.00	-80,000.00	80,000.00	0.0%
Total 6506 - TOGO Training	-63,885.10	-80,000.00	16,114.90	79.9%
6507 -Development Grants				
65071-RTS Initial Grants	-30,000.00			
65074-Competitive RTS FUTAG	-2,657.00			
6507 -Development Grants - Other	-43,000.00	-190,000.00	147,000.00	22.6%
Total 6507 -Development Grants	-75,657.00	-190,000.00	114,343.00	39.8%
6508 -Strategic Investment	-30,565.65	-70,624.98	40,059.33	43.3%
6509 -Team Communications				
65091-RTS Success Stories	-3,000.00			
65092-Comm. Pwrd by Travel Vids	-10,287.00			
65093-Comm. Toolkits (O&D)	-762.59			
65094-Consumer Content Dev	-6,096.80			
65095-Industry Content Dev.	-11,762.94			
6509 -Team Communications - Other	-45,217.35	-145,000.00	99,782.65	31.2%
Total 6509 -Team Communications	-77,126.68	-145,000.00	67,873.32	53.2%
6510 -Team Admin	-32,661.08	-25,000.00	-7,661.08	130.6%
6511 - DDev- Gov. Conference	-6,424.65	-7,000.00	575.35	91.8%
6599 - Dest Dev Payroll	-1,174,728.71	-1,202,000.00	27,271.29	97.7%
Total 650 - Destination Dev	-1,903,889.71	-2,339,624.71	435,735.00	81.4%
(5, 65, 66) DDEV - Other	2,666,745.86	3,428,124.71	-761,378.85	77.8%
Total (5, 65, 66) DDEV	234,222.79	133,500.00	100,722.79	175.4%
(6) IS				
550 - Governor's Conference				
5501 Gov Con - Exhibitors	144,261.86			
5503 Gov Con - Registration	176,019.66			

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5504 Gov Con - Reg.- Misc	-2,547.70			
550 - Governor's Conference - Other	-291,138.97	0.00	-291,138.97	100.0%
Total 550 - Governor's Conference	26,594.85	0.00	26,594.85	100.0%
600 - Industry Services				
6001 -Travel Oregon 101	-17,557.80	-20,000.00	2,442.20	87.8%
6002 -Q Care	-23,547.98	-37,500.00	13,952.02	62.8%
6003 - Strategic Investment	-1,301.26	0.00	-1,301.26	100.0%
6004 - IVS Administration	-121,124.54	0.00	-121,124.54	100.0%
600 - Industry Services - Other	18,643.02	-96,310.13	114,953.15	-19.4%
Total 600 - Industry Services	-144,888.56	-153,810.13	8,921.57	94.2%
6099 - IVS Employee Wages	-944,364.00	-978,000.00	33,636.00	96.6%
(6) IS - Other	2,765,464.38	3,120,922.55	-355,458.17	88.6%
Total (6) IS	1,702,806.67	1,989,112.42	-286,305.75	85.6%
099-GENERAL BUDGET INFO	894,110.67	894,110.67	0.00	100.0%
360 - Grants				
(36) Grants Admin Costs				
3699 - Grants - Payroll	241,275.30	0.00	241,275.30	100.0%
Total (36) Grants Admin Costs	241,275.30	0.00	241,275.30	100.0%
36999 Grants - Future	2,901,602.33	0.00	2,901,602.33	100.0%
6005 - Matching Grants	-333,137.92	-780,090.42	446,952.50	42.7%
Total 360 - Grants	2,809,739.71	-780,090.42	3,589,830.13	-360.2%
580 - Marketing & Sales Dev				
5800 - Marketing & Sales Dev	-1,000,000.00	-1,000,000.00	0.00	100.0%
580 - Marketing & Sales Dev - Other	1,000,000.00	1,000,000.00	0.00	100.0%
Total 580 - Marketing & Sales Dev	0.00	0.00	0.00	0.0%
610 - Welcome Centers				
6100 - WC - General	-13,575.72	0.00	-13,575.72	100.0%
6101 -PDX Welcome Center	-178,092.22	0.00	-178,092.22	100.0%
6102 -Umatilla Welcome Center	-31,644.31	0.00	-31,644.31	100.0%
6103 -Klamath Falls WC	-86,023.64	0.00	-86,023.64	100.0%
6104 -Ontario Welcome Center	-116,224.21	0.00	-116,224.21	100.0%
6105 - Siskiyou Welcome Center	-17,377.14	-536,756.00	519,378.86	3.2%
6106 -Brookings Welcome Center	-145,927.60	0.00	-145,927.60	100.0%
6107 -Lakeview Welcome Center	-22,940.35	0.00	-22,940.35	100.0%
6108 -Seaside Welcome Center	-23,122.75	0.00	-23,122.75	100.0%
6109 -Oregon City WC	-540.87	0.00	-540.87	100.0%
6110 - Sage Center	-4,400.00	0.00	-4,400.00	100.0%
6120 -Welcome Center Conference	-42,147.47	0.00	-42,147.47	100.0%
6121 - W C Brochure Program	57,230.95	50,000.00	7,230.95	114.5%
610 - Welcome Centers - Other	0.00	-722,266.00	722,266.00	0.0%
Total 610 - Welcome Centers	-624,785.33	-1,209,022.00	584,236.67	51.7%
Unclassified	-10,322,743.59	0.00	-10,322,743.59	100.0%
TOTAL	651,315.89	894,110.67	-242,794.78	72.8%