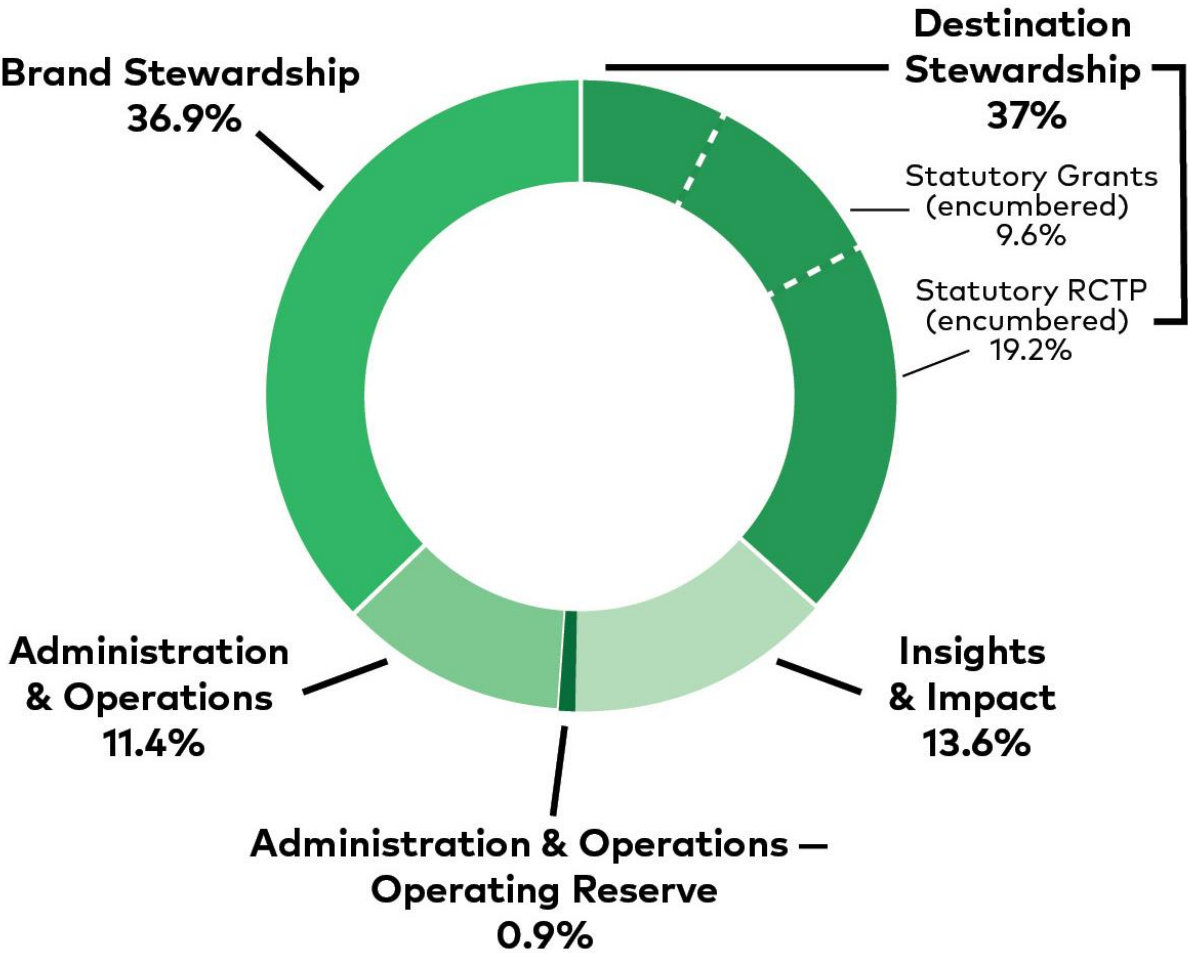


2023-25 STRATEGIC PLAN

ADOPTED BUDGET



* Percents shown are of all sources of revenue and income.

Transient Lodging Tax	91,400,000
Transient Lodging Tax from FY2023	1,750,000
Other Income	2,246,500
Total	95,396,500

Program budgets:	
Brand Stewardship	35,243,600
Destination Stewardship	35,298,200
Competitive Grants** (10% encumbered - 9,140,000)	
RCTP** (20% encumbered - 18,280,000)	
Insights and Impact	13,019,200
Administration & Operations	10,922,300
Administration & Operations – Operating Reserve	913,200
Total	95,396,500

** Percents shown are statutory requirements applied to TLT forecasted for 23-25 biennium

2023-25 STRATEGIC PLAN

ADOPTED BUDGET

Wine Country License Plates Program

ORS 805.274

2023-25 Budget

Transfers from ODOT	\$820,000
Special Payments:	
Matching Grants	\$410,000
Tourism Promotion Distributions	\$410,000
Total	\$820,000

2023-2025

CURRENT & PROPOSED BUDGETS

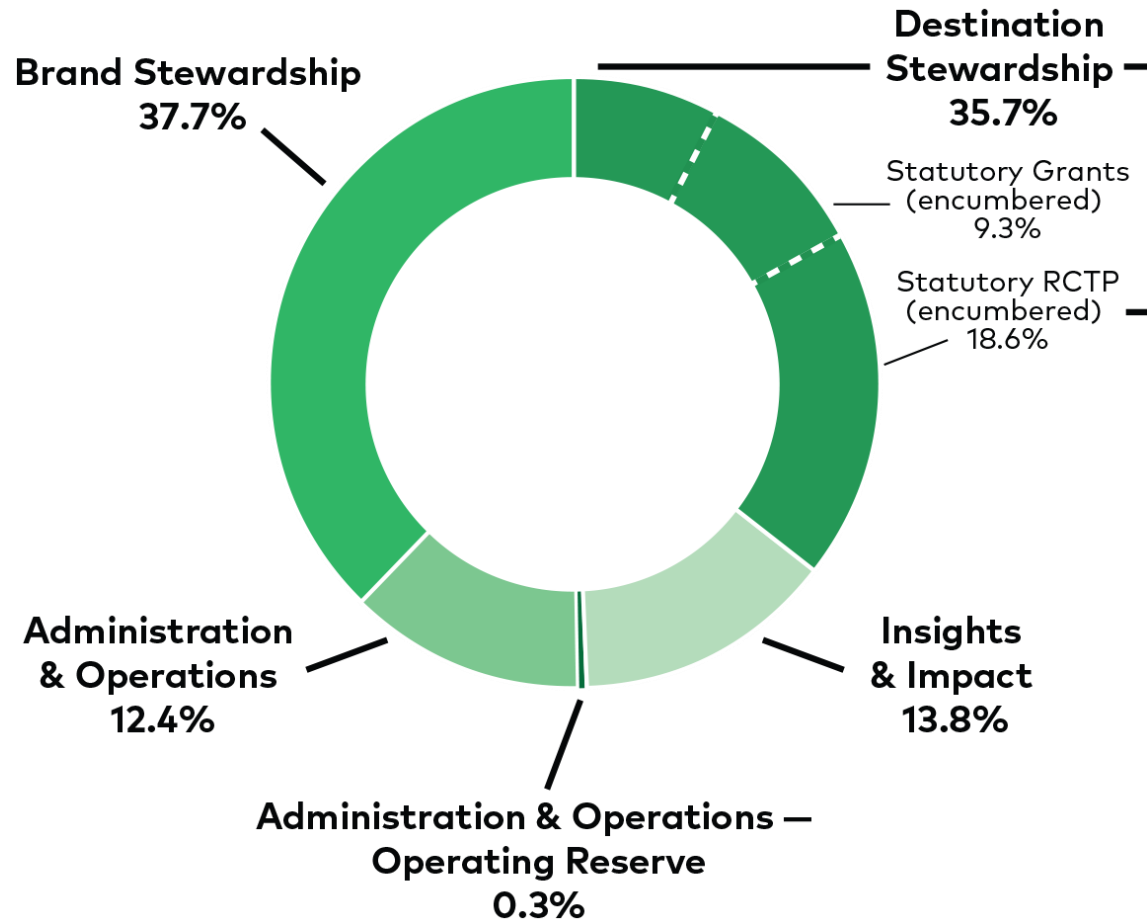
CURRENT BUDGET

Total of TLT 2023–25	\$91,400,000
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PROPOSED BUDGET MODIFICATION

Total of TLT 2023–25	\$84,540,000	(-7.5%)
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2023-25 STRATEGIC PLAN PROPOSED BUDGET



* Percents shown are all sources of revenue and income.

Transient Lodging Tax	84,540,000
Transient Lodging Tax from FY2023	1,952,200
Other Income	2,831,500
From IOF	1,450,000
Total	90,773,700

Program budgets:	
Brand Stewardship	34,259,800
Destination Stewardship	32,448,800
Statutory: Competitive Grants**	
(10% encumbered, \$8,454,000)	
Statutory: RCTP**	
(20% encumbered, \$16,908,000)	
Insights and Impact	12,539,200
Administration & Operations	11,256,100
Administration & Operations - Operating Reserve	269,800
Total	90,773,700

** Percents shown are statutory requirements applied to TLT forecasted for the 23-25 biennium

OUTCOME BASED BUDGETING - UPDATED

10-YEAR STRATEGIC VISION OBJECTIVES

Oregon’s tourism economy is flourishing.	\$8,703,000
Oregon is striving to be a place of equity.	\$9,215,000
Oregon delivers remarkable experiences.	\$9,525,000
Oregon respects its natural environments.	\$7,743,300
Total:	\$35,686,300

2023-25 BIENNIAL BUDGET

(LFO) ORS 284.126

Income:	
Transient Lodging Tax	84,540,000
Other	2,831,500
Total	87,371,500
Expenses:	
Personnel	22,440,900
Services, Supplies and Equipment	43,526,200
Special Payments	24,536,800
Total	90,503,900
To Fund Operating Reserve	269,800

Notes:

- “Special payments” are Grants and RCTP, net of Administrative expenses; the Administrative expenses are split between Personnel and SSE.
- Budget deficit will be funded from unanticipated revenue from FY2023, \$1,952,200, and Immediate Opportunity Fund, \$1,450,000