



Economic Development Council
Tillamook County

2017-2018

Approved 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.

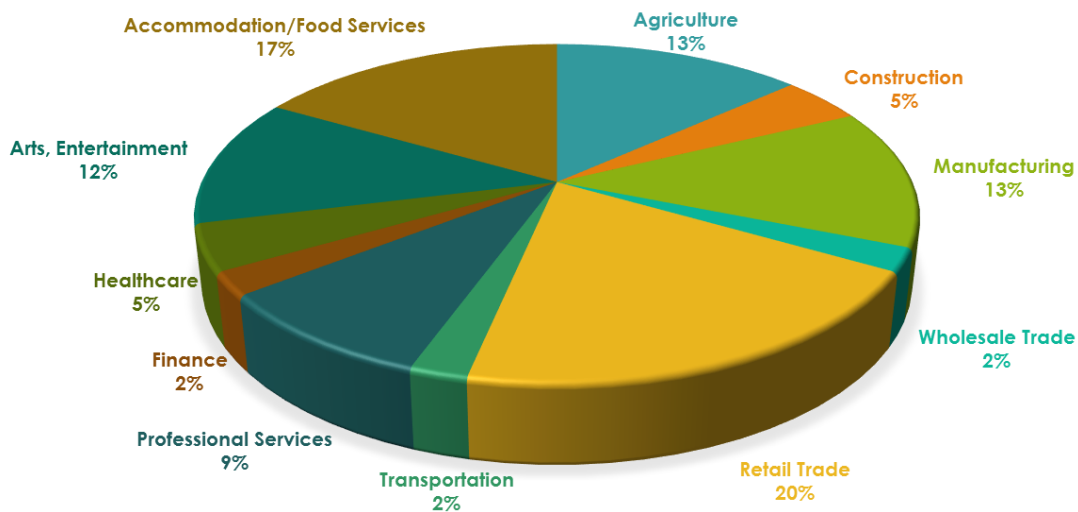
The EDC and VTC budgets are currently administered by their respective staffs with TBCC acting as the fiscal agent since July 1, 2015.

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 24th 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% up \$201,177 |
| | | | | | | | 2015-2016 YOY | |
| | | | | | 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 - 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 | |
| RESOURCES | | | | | | |
| Contracts - Local | 100,798 | 73,400 | 85,000 | 57,450 | 65,000 | |
| Interest Income | 182 | 378 | - | 650 | 650 | |
| Other Income | 852 | 727 | - | 250 | 250 | |
| Administrative Fees | - | 2,080 | 1,000 | 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 | |
| Membership Dues-Private Partners | 2,202 | 6,617 | 5,000 | 7,000 | 7,000 | |
| Membership Dues-Other Public Entities | 138 | 1,322 | 1,000 | 3,000 | 3,000 | |
| Total Resources | 617,688 | 161,022 | 173,500 | 158,350 | 165,900 | - |
| REQUIREMENTS | | | | | | |
| Personnel Services | 103,250 | 82,287 | 85,239 | 83,107 | 83,107 | - |
| Materials & Services | 38,295 | 17,592 | 24,261 | 19,900 | 19,900 | - |
| Fund Transfers | - | - | - | - | - | - |
| Capital Outlay | - | - | - | - | - | - |
| Contingency | - | - | - | 18,000 | 18,000 | - |
| Unappropriated Ending Fund Balance | 476,143 | 61,143 | 64,000 | 37,343 | 44,893 | - |
| Total Requirements | 617,688 | 161,022 | 173,500 | 158,350 | 165,900 | - |



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



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 |
| MATERIALS & SERVICES | | | | | | |
| 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 | |
| Membership Dues | 625 | 125 | 200 | 200 | 200 | |
| Postage & Shipping | - | 87 | 100 | 200 | 200 | |
| Supplies | 991 | 216 | 250 | 250 | 250 | |
| Telephone | 1,600 | 650 | 300 | 300 | 300 | |
| Legal Fees | - | 114 | 400 | 400 | 400 | |
| Advertising | 3,211 | 490 | 500 | 1,000 | 1,000 | |
| Miscellaneous | 1,293 | 63 | 1,061 | 1,000 | 1,000 | |
| Other Professional Fees | 10,616 | 1,075 | 1,000 | 1,100 | 1,100 | |
| Meetings | 1,286 | 1,138 | 1,250 | 1,250 | 1,250 | |
| Insurance | 1,671 | 1,441 | 1,500 | 1,500 | 1,500 | |
| Travel | 2,763 | 949 | 3,000 | 3,500 | 3,500 | |
| Audit Fees | - | 3,598 | 4,000 | 4,000 | 4,000 | |
| Rent-Office | 4,500 | 3,000 | 6,000 | 5,000 | 5,000 | |
| Total Materials & Services | 38,295 | 17,592 | 24,261 | 19,900 | 19,900 | - |



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 |
|--|---------------------|---------------------|----------------------|-----------------------|-----------------------|----------------------|
| FUND TRANSFERS | | | | | | |
| Transfer to Revolving Loan Fund | - | - | - | - | - | - |
| Total Fund Transfers | - | - | - | - | - | - |
| CONTINGENCY | | | | | | |
| Contingency | - | - | - | 18,000 | 18,000 | - |
| Total Contingency | - | - | - | 18,000 | 18,000 | - |
| UNAPPROPRIATED ENDING BALANCE | | | | | | |
| Unappropriated Ending Balance | 475,723 | 61,143 | 64,000 | 37,343 | 44,893 | - |
| Total Unappropriated Ending Balance | 475,723 | 61,143 | 64,000 | 37,343 | 44,893 | - |



**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 | |
| RESOURCES | | | | | | |
| Grants-Federal | | | | - | - | |
| Interest Income | | | | - | - | |
| Total Resources | - | - | - | 30,964 | 30,964 | - |
| REQUIREMENTS | | | | | | |
| Personnel Services | | | | 5,783 | 5,783 | - |
| Materials & Services | | | | 17,300 | 17,300 | |
| Contingency | | | | 2,000 | 2,000 | - |
| Unappropriated Ending Fund Balance | | | | 5,881 | 5,881 | - |
| Total Requirements | - | - | - | 30,964 | 30,964 | - |



**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 |
|---------------------------------|---------------------|---------------------|----------------------|-----------------------|-----------------------|----------------------|
| PERSONNEL | | | | | | |
| Administrative Salaries | - | - | - | - | - | |
| Support Staff Salaries | - | - | - | 3,135 | 3,135 | |
| Other Payroll Expenses | - | - | - | 3 | 3 | |
| Insurance Benefits | - | - | - | 1,438 | 1,438 | |
| Workers' Comp Insurance | - | - | - | 10 | 10 | |
| FICA | - | - | - | 240 | 240 | |
| PERS Contributions | - | - | - | 600 | 600 | |
| Unemployment Insurance | - | - | - | 85 | 85 | |
| PERS Debt Service Transfer | - | - | - | 272 | 272 | |
| Total Personnel Services | - | - | - | 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 |
| MATERIALS & SERVICES | | | | | | |
| Advertising | - | - | - | 500 | 500 | |
| Meetings | - | - | - | 1,000 | 1,000 | |
| Other Contracted Services | - | - | - | 10,000 | 10,000 | |
| Professional Development | - | - | - | 5,000 | 5,000 | |
| Supplies | - | - | - | 300 | 300 | |
| Travel | - | - | - | 500 | 500 | |
| | - | - | - | 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 |
|--|---------------------|---------------------|----------------------|-----------------------|-----------------------|----------------------|
| FUND TRANSFERS | | | | | | |
| Transfer to Revolving Loan Fund | - | - | - | - | - | - |
| Total Fund Transfers | - | - | - | - | - | - |
| CONTINGENCY | | | | | | |
| Contingency | - | - | - | 2,000 | 2,000 | - |
| Total Contingency | - | - | - | 2,000 | 2,000 | - |
| UNAPPROPRIATED ENDING BALANCE | | | | | | |
| Unappropriated Ending Balance | - | - | - | 5,881 | 5,881 | - |
| Total Unappropriated Ending Balance | - | - | - | 5,881 | 5,881 | - |



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



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



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



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



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 |
|--|---------------------|---------------------|----------------------|-----------------------|-----------------------|----------------------|
| CONTINGENCY | | | | | | |
| Contingency | - | - | 100,000 | 100,000 | 100,000 | - |
| Total Contingency | - | - | 100,000 | 100,000 | 100,000 | - |
| FUND TRANSFERS | | | | | | |
| Transfer to Visit Tillamook Coast Non-TLT Fund | - | - | 9,095 | - | - | - |
| Total Transfer Out | - | - | 9,095 | - | - | - |
| UNAPPROPRIATED ENDING BALANCE | | | | | | |
| Unappropriated Ending Balance | 760,056 | 1,318,799 | 704,460 | 266,026 | 266,026 | - |
| Total Unappropriated Ending Balance | 760,056 | 1,318,799 | 704,460 | 266,026 | 266,026 | - |



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 | |
| RESOURCES | | | | | | |
| Contracts - Marketing | - | - | 64,000 | 74,400 | 74,400 | |
| Interest Income | - | - | 35 | 30 | 30 | |
| Miscellaneous Income | - | - | 3,500 | - | - | |
| Annual Dinner Income | - | - | - | 3,000 | 3,000 | |
| Advertising Revenue | - | 10,595 | 12,000 | 12,000 | 12,000 | |
| Total Resources | - | 10,595 | 88,630 | 95,430 | 95,430 | - |
| REQUIREMENTS | | | | | | |
| Materials & Services | - | 1,500 | 71,550 | 76,600 | 76,600 | - |
| Contingency | - | - | - | 2,000 | 2,000 | |
| Unappropriated Ending Fund Balance | - | 9,095 | 17,080 | 16,830 | 16,830 | - |
| Total Requirements | - | 10,595 | 88,630 | 95,430 | 95,430 | - |



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 |
|---------------------------------------|---------------------|---------------------|----------------------|-----------------------|-----------------------|----------------------|
| MATERIALS & SERVICES | | | | | | |
| Supplies | - | - | 500 | 1,000 | 1,000 | |
| Travel and Meetings | - | - | 3,000 | 1,000 | 1,000 | |
| Annual Dinner | - | - | 2,200 | 6,000 | 6,000 | |
| Postage & Shipping | - | - | 100 | 100 | 100 | |
| Membership Dues | - | - | - | 500 | 500 | |
| Print Advertising | - | - | 18,000 | 16,000 | 16,000 | |
| Radio, TV, & Video Advertising | - | - | 18,000 | 20,000 | 20,000 | |
| Website & Digital Advertising | - | - | 8,000 | 10,000 | 10,000 | |
| Marketing-Promotions | - | - | 5,000 | 5,000 | 5,000 | |
| Other Contracted Services | - | - | 16,000 | 15,000 | 15,000 | |
| Event Sponsorships | - | 1,500 | 750 | 2,000 | 2,000 | |
| Total Materials & Services | - | 1,500 | 71,550 | 76,600 | 76,600 | - |