

DEPARTMENT OF TOURISM

GOVERNOR'S BUDGET RECOMMENDATIONS

Source of Funds	FY13 Adjusted Base	FY14 Recommended	% Change Over FY13	FY15 Recommended	% Change Over FY14
GPR	4,674,200	5,322,400	13.9	5,325,800	0.1
PR-F	755,500	758,700	0.4	758,700	0.0
PR-O	286,800	287,000	0.1	287,200	0.1
PR-S	9,612,900	9,218,400	-4.1	9,218,400	0.0
SEG-O	2,384,300	2,374,000	-0.4	2,374,000	0.0
TOTAL	17,713,700	17,960,500	1.4	17,964,100	0.0

FULL-TIME EQUIVALENT POSITION SUMMARY

Source of Funds	FY13 Adjusted Base	FY14 Recommended	FTE Change Over FY13	FY15 Recommended	FTE Change Over FY14
GPR	30.00	30.00	0.00	30.00	0.00
PR-F	1.00	1.00	0.00	1.00	0.00
PR-O	1.00	1.00	0.00	1.00	0.00
PR-S	0.00	0.25	0.25	0.25	0.00
SEG-O	3.00	2.75	-0.25	2.75	0.00
TOTAL	35.00	35.00	0.00	35.00	0.00

AGENCY DESCRIPTION

The department is charged by statute to market the State of Wisconsin as a travel destination to both in-state residents and its out-of-state neighbors. The department is led by a secretary who is appointed by the Governor with the advice and consent of the Senate. The secretary then appoints a deputy secretary. In addition to the Office of the Secretary, the department's programs are administered by the following three agency bureaus: Marketing and Communications, Industry Relations and Services, and Technology and Customer Services. Bureau directors are classified civil servants. The Governor's Council on Tourism advises the secretary on matters related to tourism and assists the agency in formulating a statewide marketing strategy.

The Kickapoo Valley Reserve is managed by the Kickapoo Valley Reserve Management Board. The executive director is appointed by the board and is supported by three additional classified civil servants. The board promotes the reserve as a tourism destination and preserves the unique environmental, scenic and cultural features of the reserve.

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The Wisconsin Arts Board is composed of 15 citizens appointed by the Governor. The executive secretary is appointed by the board and is supported by three classified full-time civil servants. The board promotes and supports artistic and cultural activities throughout the state. The board also sets policy and approves funding recommendations for grant awards made by peer review panels.

The Lower Wisconsin State Riverway Board and State Fair Park Board are attached to the department for administrative purposes.

MISSION

The department's mission is to market the state as the Midwest's premier travel destination for fun. By executing industry-leading marketing programs, providing reliable travel information and establishing strategic partnerships, the department will play a significant role in delivering exceptional customer service and generating greater economic impact and jobs for Wisconsin.

PROGRAMS, GOALS, OBJECTIVES AND ACTIVITIES

Note: Goals, objectives and activities have been modified.

Program 1: Tourism Development and Promotion

Goal: Increase the amount of travel-related expenditures in Wisconsin on a calendar year basis.

Objective/Activity: Continue marketing to encourage travel to Wisconsin during all seasons and measure seasonal economic impact by areas of the state.

Goal: Generate a positive return on investment by increasing the amount of tax revenues generated by traveler spending in Wisconsin.

Objective/Activity: Continue to use marketing to encourage first-time visits and maintain high levels of customer loyalty.

Goal: Provide excellent customer service to all travelers and potential travelers.

Objective/Activity: Continue to serve travelers by providing up-to-date, accurate travel information via a variety of sources including E-communications, Web and mobile tools, publications, and personal travel consultants.

Program 2: Kickapoo Valley Reserve

Goal: Increase the volume of visitors at the Kickapoo Valley Reserve Visitor Center.

Objective/Activity: Expand education and special events to year-round activities.

Goal: Continue to manage the Kickapoo Valley Reserve infrastructure improvements, including trail conditions for hike, horse, bike, snowshoe, cross-country ski and snowmobile trail enthusiasts.

Objective/Activity: Monitor and maintain approximately 10 miles of recreation trail design, layout and construction per year and an additional 20 miles of trail (weather permitting).

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Program 3: Support of Arts Projects

Goal: Reduce the applicant, staff, peer review and board time necessary to process Creation and Presentation grants.

Objective/Activity: Develop a process that balances the work necessary to receive a grant with the amount an applicant might expect to receive.

Objective/Activity: Reduce paperwork and required supplemental materials. Obtain technological solutions, where appropriate and available.

PERFORMANCE MEASURES

2011 AND 2012 GOALS AND ACTUALS

Prog. No.	Performance Measure	Goal 2011	Actual 2011	Goal 2012	Actual 2012 ¹
1.	Annual travel expenditures. ²	\$13 billion	\$16 billion	\$13.1 billion	N/A
1.	State tax revenues generated. ²	\$1.4 billion	\$1.3 billion	\$1.42 billion	N/A
1.	Customers served.	2.42 million	2.76 million ³	2.42 million	N/A

Note: Based on calendar year.

¹Actual 2012 data will not be available until May 2013.

²Expenditure and revenue data came from a variety of industry reports: visitor spending, industry employment and wages from the Bureau of Economic Analysis and Bureau of Labor Statistics; lodging performance data from Smith Travel Research; tax receipts data from the Wisconsin Department of Revenue; and U.S. Census data on seasonal second homes for recreational use.

³Customer interaction totals for 2011 include visits to the mobile site, smartphone application visits, Facebook page "Likes" and Twitter followers.

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2013, 2014 AND 2015 GOALS

Prog. No.	Performance Measure	Goal 2013 ¹	Goal 2014	Goal 2015
1.	Annual travel expenditures.	\$17 billion	\$17.5 billion	\$18 billion
1.	State tax revenues generated.	\$1.38 billion	\$1.42 billion	\$1.46 billion
1.	Customer interactions. ²	2.8 million	2.8 million	2.8 million
2.	Visitors at Kickapoo Valley Reserve Visitor Center.	22,000	22,000	22,000
2.	Trail infrastructure development.	10 miles	10 miles	10 miles
3.	Develop a process that balances the work necessary to receive a grant with the amount an applicant might expect to receive.	Gather input from industry, past peer review panelists and board members	Develop draft application and guidelines Educate constituents as to the changes made through Web site, social media and public meetings Implement the recommended changes	Monitor changes Implement guideline adjustments as warranted
3.	Reduce paperwork and required materials. Obtain technological solutions, where appropriate and available.	Work with a process designer to create a streamlined process that maintains the board's outstanding stewardship of taxpayer dollars	Develop draft application and guidelines Educate constituents as to the changes made through Web site, social media and public meetings Implement the recommended changes	Monitor changes Implement guideline adjustments as warranted

Note: Based on calendar year.

¹Goals for 2013 have been modified.

²Customer interaction goals are projected as flat from 2012 to reflect that while the total scope of customer service may grow, interaction levels will vary by medium.

DEPARTMENT OF TOURISM

GOVERNOR'S BUDGET RECOMMENDATIONS

RECOMMENDATIONS

1. Marketing Initiatives
2. Kickapoo Valley Reserve
3. Permanent GPR Reductions
4. Standard Budget Adjustments

ITEMS NOT APPROVED

5. Nonfiscal Statutory Language Changes
6. Annual PR Lapse

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**Table 1
Department Budget Summary by Funding Source (in thousands of dollars)**

	ACTUAL FY12	ADJUSTED BASE FY13	AGENCY REQUEST FY14	AGENCY REQUEST FY15	GOVERNOR'S RECOMMENDATION FY14	GOVERNOR'S RECOMMENDATION FY15
GENERAL PURPOSE REVENUE	\$3,796.6	\$4,674.2	\$4,125.4	\$4,128.8	\$5,322.4	\$5,325.8
State Operations	3,251.7	4,198.2	3,649.4	3,652.8	4,846.4	4,849.8
Aids to Ind. & Org.	544.9	476.0	476.0	476.0	476.0	476.0
FEDERAL REVENUE (1)	\$808.1	\$755.5	\$758.7	\$758.7	\$758.7	\$758.7
State Operations	222.8	231.0	234.2	234.2	234.2	234.2
Aids to Ind. & Org.	585.2	524.5	524.5	524.5	524.5	524.5
PROGRAM REVENUE (2)	\$9,211.2	\$9,899.7	\$9,910.4	\$9,910.6	\$9,505.4	\$9,505.6
State Operations	9,016.8	9,714.8	9,725.5	9,725.7	9,320.5	9,320.7
Aids to Ind. & Org.	194.4	184.9	184.9	184.9	184.9	184.9
SEGREGATED REVENUE (3)	\$2,218.0	\$2,384.3	\$2,374.0	\$2,374.0	\$2,374.0	\$2,374.0
State Operations	1,907.2	2,028.3	2,018.0	2,018.0	2,018.0	2,018.0
Local Assistance	310.8	356.0	356.0	356.0	356.0	356.0
TOTALS - ANNUAL	\$16,033.9	\$17,713.7	\$17,168.5	\$17,172.1	\$17,960.5	\$17,964.1
State Operations	14,398.5	16,172.3	15,627.1	15,630.7	16,419.1	16,422.7
Local Assistance	310.8	356.0	356.0	356.0	356.0	356.0
Aids to Ind. & Org.	1,324.6	1,185.4	1,185.4	1,185.4	1,185.4	1,185.4

(1) Includes Program Revenue-Federal and Segregated Revenue-Federal

(2) Includes Program Revenue-Service and Program Revenue-Other

(3) Includes Segregated Revenue-Service, Segregated Revenue-Other and Segregated Revenue-Local

**Table 2
Department Position Summary by Funding Source (in FTE positions) (4)**

	ADJUSTED BASE FY13	AGENCY REQUEST FY14	AGENCY REQUEST FY15	GOVERNOR'S RECOMMENDATION FY14	GOVERNOR'S RECOMMENDATION FY15
GENERAL PURPOSE REVENUE	30.00	30.00	30.00	30.00	30.00
FEDERAL REVENUE (1)	1.00	1.00	1.00	1.00	1.00
PROGRAM REVENUE (2)	1.00	1.25	1.25	1.25	1.25
SEGREGATED REVENUE (3)	3.00	2.75	2.75	2.75	2.75
TOTALS - ANNUAL	35.00	35.00	35.00	35.00	35.00

(1) Includes Program Revenue-Federal and Segregated Revenue-Federal

(2) Includes Program Revenue-Service and Program Revenue-Other

(3) Includes Segregated Revenue-Service, Segregated Revenue-Other and Segregated Revenue-Local

(4) All positions are State Operations unless otherwise specified

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**Table 3
Department Budget Summary by Program (in thousands of dollars)**

	ACTUAL FY12	ADJUSTED BASE FY13	AGENCY REQUEST FY14	AGENCY REQUEST FY15	GOVERNOR'S RECOMMENDATION FY14	GOVERNOR'S RECOMMENDATION FY15
1. Tourism development and promotion	\$13,361.0	\$15,200.4	\$14,582.4	\$14,586.0	\$15,374.4	\$15,378.0
2. Kickapoo valley reserve	\$989.0	\$966.9	\$993.9	\$993.9	\$993.9	\$993.9
3. Support of arts projects	\$1,683.9	\$1,546.4	\$1,592.2	\$1,592.2	\$1,592.2	\$1,592.2
TOTALS	\$16,033.9	\$17,713.7	\$17,168.5	\$17,172.1	\$17,960.5	\$17,964.1

**Table 4
Department Position Summary by Program (in FTE positions) (4)**

	ADJUSTED BASE FY13	AGENCY REQUEST FY14	AGENCY REQUEST FY15	GOVERNOR'S RECOMMENDATION FY14	GOVERNOR'S RECOMMENDATION FY15
1. Tourism development and promotion	27.00	27.00	27.00	27.00	27.00
2. Kickapoo valley reserve	4.00	4.00	4.00	4.00	4.00
3. Support of arts projects	4.00	4.00	4.00	4.00	4.00
TOTALS	35.00	35.00	35.00	35.00	35.00

(4) All positions are State Operations unless otherwise specified

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1. Marketing Initiatives

Source of Funds	Agency Request				Governor's Recommendations			
	FY14		FY15		FY14		FY15	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
GPR	0	0.00	0	0.00	655,000	0.00	655,000	0.00
PR-S	0	0.00	0	0.00	-405,000	0.00	-405,000	0.00
TOTAL	0	0.00	0	0.00	250,000	0.00	250,000	0.00

The Governor recommends increasing funding to develop international tourism marketing, increase earned media through public relations, and advance grant programs to attract national meetings, conventions and sporting events to Wisconsin. The Governor also recommends reducing the program revenue funding from tribal gaming revenues to support the Tribal Colleges initiative (see Department of Administration, Item #29, and Department of Veterans Affairs, Item #5), and offsetting the reduction with GPR to retain funding for marketing initiatives that promote Wisconsin's tourism destinations and increase jobs in the state.

2. Kickapoo Valley Reserve

Source of Funds	Agency Request				Governor's Recommendations			
	FY14		FY15		FY14		FY15	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
PR-S	38,700	0.25	38,700	0.25	38,700	0.25	38,700	0.25
SEG-O	-3,500	-0.25	-3,500	-0.25	-3,500	-0.25	-3,500	-0.25
TOTAL	35,200	0.00	35,200	0.00	35,200	0.00	35,200	0.00

The Governor recommends adjusting the base budget for the Kickapoo Valley Reserve for: (a) LTE increases to improve customer service at the visitor center (\$25,600 in each year); (b) night and weekend differential and overtime pay (\$3,600 in each year); (c) hardware and software upgrades for law enforcement compatibility (\$6,000 in each year); and (d) position transfer across appropriations (0.25 FTE position in each year).

3. Permanent GPR Reductions

Source of Funds	Agency Request				Governor's Recommendations			
	FY14		FY15		FY14		FY15	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
GPR	-542,000	0.00	-542,000	0.00	0	0.00	0	0.00
TOTAL	-542,000	0.00	-542,000	0.00	0	0.00	0	0.00

The Governor recommends retaining base funding for tourism marketing to expand the promotion of Wisconsin's tourism destinations and increase jobs in the state.

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4. Standard Budget Adjustments

Source of Funds	Agency Request				Governor's Recommendations			
	FY14		FY15		FY14		FY15	
	Dollars	Positions	Dollars	Positions	Dollars	Positions	Dollars	Positions
GPR	-6,800	0.00	-3,400	0.00	-6,800	0.00	-3,400	0.00
PR-F	3,200	0.00	3,200	0.00	3,200	0.00	3,200	0.00
PR-O	200	0.00	400	0.00	200	0.00	400	0.00
PR-S	-28,200	0.00	-28,200	0.00	-28,200	0.00	-28,200	0.00
SEG-O	-6,800	0.00	-6,800	0.00	-6,800	0.00	-6,800	0.00
TOTAL	-38,400	0.00	-34,800	0.00	-38,400	0.00	-34,800	0.00

The Governor recommends adjusting the department's base budget for: (a) full funding of continuing position salaries and fringe benefits (-\$42,400 in each year); (b) reclassifications and semiautomatic pay progression (\$8,000 in each year); and (c) full funding of lease and directed moves costs (-\$4,000 in FY14 and -\$400 in FY15).

ITEMS NOT APPROVED

The following requests are not included in the Governor's budget recommendations for the Department of Tourism.

Decision Item	Source of Funds	FY14		FY15	
		Dollars	Positions	Dollars	Positions
5. Nonfiscal Statutory Language Changes	GPR	0	0.00	0	0.00
6. Annual PR Lapse	PR-O	0	0.00	0	0.00
TOTAL OF ITEMS NOT APPROVED	GPR	0	0.00	0	0.00
	PR-O	0	0.00	0	0.00

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