



Hamilton County Tourism 2021 Budget Overview



2021-2022 Recovery Goals



VISION 2025

Hamilton County will be nationally known as an innovative, diverse, vibrant and attractive tourism destination.

VISION FOR RECOVERY 2023

Hamilton County Tourism will create pathways to recovery to reclaim a thriving tourism economy by 2023

GOALS FOR RECOVERY

1. Increase confidence and resiliency among consumers and industry partners
2. Increase visitation to Hamilton County
3. Revitalize HCT operations and culture



2021-2022 HGT Priorities



- Sport Tourism
- Leisure Travel
- Intelligence & Education
- Efficient Operations
- Staff Retention
- Equity & Environment



2021 Tax Revenue Overview

- **Anticipated reduced revenue November-February (January-April deposits):**
 - January - 60% reduction (November collections)
 - February - 39% reduction (December collections)
 - March - 36% reduction (January collections)
 - April - 43% reduction (February collections)
 - \$820,000 in 2021 vs. \$1,489,123 in 2020 or a 45% reduction in revenue
- **Anticipated reduced revenue March-October collections (May-December deposits) for a 26% reduction in overall revenue for the period or \$1 million**
- **2020 = 42% less than 2019 total revenue**
- **2021 = 25% more revenue than 2020, but 30% less revenue than 2019**

Note: Likely \$200,000 carryover from 2020 to 2021 to support reduced use of reserves.

2021 Tax Revenue Overview

Assumptions

- ✓ Grand Park begins hosting tournaments late March and continues through July which includes some weekday play
- ✓ Some Indy overflow for key events in 2021 August-October
- ✓ Weekend leisure travel is possible, even if it's still "nearcation" travel (e.g. no lockdowns)
- ✓ Weekday business travel gradually creeps up from its current 34%

2021 Expenses Overview

- Overall tourism budget is about \$3,704,585 with grants but without economic development partnership
- About \$2 million of this is “fixed” (e.g. remaining salaries, etc.) or about \$500,000 per quarter
- Another \$700,000 or so is discretionary committed (e.g. contracts, CRM/CMS, etc.) or another \$175,000 per quarter
- The remaining \$1 million is mission-focused and can be spent as the revenues allow – primarily in late spring/summer/early fall, although without marketing/sales spending, it’s likely we wouldn’t make goal

2021 Expenses Overview

STAFF

- 11 full-time and 2 part-time funded through tourism (13 total)
- 2 full-time funded through economic development contract
- Health Savings Account deposit moves from \$750 to \$1500
- No wage increase budgeted; would like to consider a COLA if some recovery is noted

MARKETING

- Keeps Turner PR on retainer
- Keeps 360 Group on retainer
- Keeps a nimble marketing effort to see how the year is going

2021 Expenses Overview

SALES/SPORTS

- Keeps sports incentive programs in place
- Begins to slowly launch “new” Hamilton County Sports Authority
- Keeps active sales initiative and visitor services programs in place

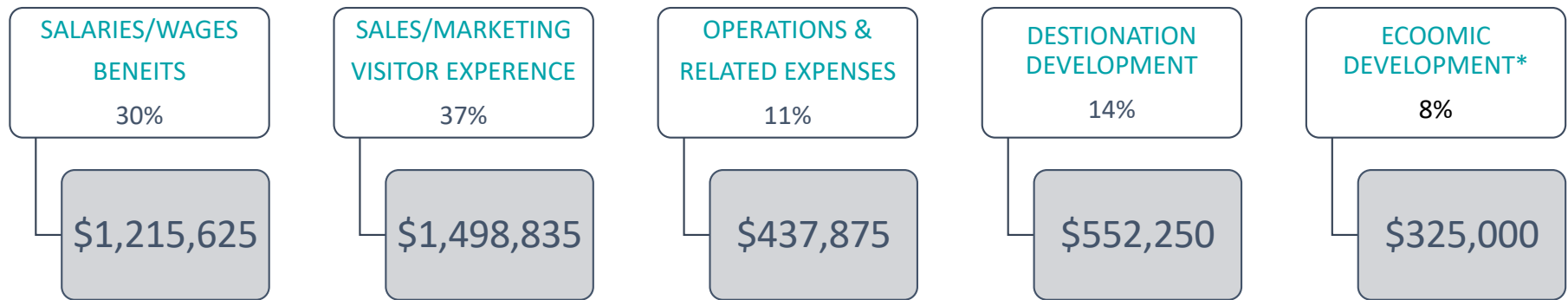
DESTINATION DEVELOPMENT

- Earmarks \$150,000 for Grand Park capital investments
- Funds Nickel Plate Arts at \$100,000
- Funds debt service on the Hoosier Heritage Port Authority Line
- Completes the White River District (116th to 146th)
- Restores some grant funding to key players

2021 Expenses Overview



2021 PROPOSED BUDGET = \$4,029,585



**Economic Development Includes Wages/Benefits for 2 FTEs & Operations Contributions*