

Agency 091 - NEBRASKA TOURISM COMMISSION

STATUTORY AUTHORITY:

The Nebraska Tourism Commission was created by LB 1053 in 2012 by the Nebraska Legislature. Nebraska Revised Statute 81-3702 created the Nebraska Tourism Commission, and transferred powers and duties from the Travel and Tourism Division of the Department of Economic Development. The purpose of the commission is to administer general promotional activity, solicitation, and operating programs to attract visitors to Nebraska and further the use of the travel and tourism facilities in Nebraska.

VISION:

The Nebraska Tourism Commission will engage in diverse, assertive and creative marketing and promotional strategies that celebrate and increase awareness of the unique opportunities Nebraska has to offer to the visitor, accomplishing this through education and special events, partnerships, collateral content along with promotional efforts at the state, national and international levels, working in tandem with stakeholders with mutual Nebraska values.

MISSION AND PRINCIPLES:

"The mission of the Nebraska Tourism Commission is to expand Nebraska's dynamic and diverse travel industry making it more viable by creating awareness, attracting increased visitors which results in greater tourism revenue and economic gain throughout the state."

GOALS:

The Commission is currently in a transitional stage, seeking a new Executive Director. The overall goal is to continue to move the industry forward in a positive light, while improving processes and repairing perceptions. Commissioners and staff are dedicated to making every effort to closely monitor revenues and expenditures, and to pave the way for a reasonable budget history to serve as the Commission's planning tool for future budget requests. The Commission's strategic plan was previously reviewed and updated during an intense two day Strategic Planning Session with the full board of Commissioners. A number of key recommendations, or goals, of the Commission resulted from that two day session.

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Financial Data

	FY16 Actual	FY17 Approp	FY18 Request	FY18 Recomm	FY19 Request	FY19 Recomm
Operations Funding						
General Fund	0	0	0	0	0	0
Cash Fund	5,287,844	5,159,407	5,294,871	5,009,891	5,439,302	5,021,284
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Operations	5,287,844	5,159,407	5,294,871	5,009,891	5,439,302	5,021,284
Aid Funding						
General Fund	518,810	250,000	250,000	0	250,000	0
Cash Fund	0	602,600	602,600	852,600	602,600	852,600
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Aid Funding	518,810	852,600	852,600	852,600	852,600	852,600
Total Funding						
General Fund	518,810	250,000	250,000	0	250,000	0
Cash Fund	5,287,844	5,762,007	5,897,471	5,862,491	6,041,902	5,873,884
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Agency	5,806,654	6,012,007	6,147,471	5,862,491	6,291,902	5,873,884

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Program 618 - TOURISM PROMOTION

PROGRAM DESCRIPTION:

Since 2012, the Nebraska Tourism Commission has operated as an independent state agency marketing and promoting the various sectors of the Nebraska travel industry. These include lodging properties, dining establishments, attraction destinations, conference and convention facilities, chambers of commerce, convention and visitor bureaus, tour operators, retail services and other businesses effecting the tourism economy. The purpose of the program is to attract visitors to Nebraska and further the use of travel and tourism facilities in Nebraska.

PROGRAM OBJECTIVES:

The primary objectives of the Tourism Promotions program are to expand positive awareness of Nebraska as a tourist destination, market and promote the state as a vacation destination, and provide planning assistance and support to communities, individuals, and tourism businesses throughout the state. The Commission strives to achieve these objectives by employing aggressive and innovative marketing and promotional projects to the national and international travel markets, with the end result being an increase in the amount of travel-related revenue being spent in the state.

PERFORMANCE MEASURES:

Revenue from visiting tourists has steadily increased and is expected to continue to increase over the next biennium. According to the U.S. Travel Association, travelers to Nebraska spent \$4.8 billion in 2014 and generated \$667.6 million to federal, state and local governments, dollars that help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers. The 46,200 jobs created by travelers to Nebraska in 2014 represent 5.9% of the state's total private industry employment. Without these jobs generated by domestic and international travel, Nebraska's 2014 unemployment rate of 3.3% would have been 7.8% of the labor force. For every \$1 million spent in Nebraska by domestic and international travelers, 9.7 jobs are created.

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Program 618 - TOURISM PROMOTION

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Other Fund	0	0	0	0	0	0
Total Program	5,806,654	6,012,007	6,147,471	5,862,491	6,291,902	5,873,884