

Agency 091 - NEBRASKA TOURISM COMMISSION

STATUTORY AUTHORITY:

On May 4, 2012, LB 1053 was signed into law by the Governor. LB 1053 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:

"With Leadership support of the State and our industry partners, guidance from our governance board and through innovative performance from staff and increased stakeholder relationships, **we will** continue to emulate and exceed the industry's highest professional standards and industry best business practices in the spirit of leadership, candor and effective communications. By delivering enhanced productivity and service excellence for our clients, citizens and the traveler and with a competitive marketing budget and collaborative resources, **we will** strive to achieve the greatest performance success with results for which the State of Nebraska and all its citizens will be proud of." (Nebraska Statewide Strategic Tourism Plan,pg.iii)

MISSION AND PRINCIPLES:

The Mission of the Nebraska Tourism Commission is to serve as the State's official tourism marketing organization, charged with expanding Nebraska's travel economy by generating increased visitors, resulting in visitor expenditures, increased tax revenue and stronger employment.

GOALS:

The Tourism Commission should deliver performance of economic development benefits by fulfilling its core mission. The performance results, or economic impacts, are based on the attraction of incremental visitors through various market segments deployed by staff. These results are :

- Quantifiable and including return-on-investment (ROI) in program costs
- Forecast whenever feasible in advance as a series of goals, predicting traveler trends and emerging markets.
- Be accountable to tourism organizations, business industry, elected officials, stakeholders, government agencies and community constituents.

In essence, the Tourism Commission forecasts its future successful achievements and provides them in advance to its constituent community.

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Financial Data

	FY12 Actual	FY13 Approp	FY14 Request	FY14 Recomm	FY15 Request	FY15 Recomm
Operations Funding						
General Fund	0	250,000	250,000	250,000	250,000	250,000
Cash Fund	0	3,877,177	4,172,662	4,434,583	4,172,662	4,446,771
Federal Fund	0	959,815	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Operations	0	5,086,992	4,422,662	4,684,583	4,422,662	4,696,771
Aid Funding						
General Fund	0	0	750,000	0	750,000	0
Cash Fund	0	102,600	102,600	102,600	102,600	102,600
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	0	102,600	852,600	102,600	852,600	102,600
Total Funding						
General Fund	0	250,000	1,000,000	250,000	1,000,000	250,000
Cash Fund	0	3,979,777	4,275,262	4,537,183	4,275,262	4,549,371
Federal Fund	0	959,815	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Agency	0	5,189,592	5,275,262	4,787,183	5,275,262	4,799,371

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Program 618 - TOURISM PROMOTION

PROGRAM DESCRIPTION:

Like other successful tourism marketing programs of competing states, Nebraska produces incremental tourism business for its stakeholders through what is known as "consolidated marketing process", acting as an umbrella cooperative, representing all components of the visitor industry including hotels, attractions, restaurants, convention facilities, tour operators, attractions, transportation carriers, retail and other who are vitally important to the visitor.

PROGRAM OBJECTIVES:

The Tourism Commission, provides a variety of programs and services that help communities develop their tourism potential. These programs and services include the tourism marketing grants, tourism advertising partnerships, marketing at national and international trade shows, group tour markets, media tour markets, and inter-agency support by providing travel writer assistance for writers representing the Field and Stream markets, support for the travel counselor program, market research and data collection, increased website functionality and national events.

PERFORMANCE MEASURES:

The Tourism Commissars currently produces a wide range of marketing initiatives including advertising, Internet programs, website development and social media, public relations, and media publicity, trade and consumers shows, research, management training material development, visitor welcome centers, stakeholder support and consultancy, collateral development, etc. In addition to modifications to these efforts, what is now important to support these efforts is a comprehensive management reporting system that monitors and communicates the performance effectiveness of its ongoing work.

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Program 618 - TOURISM PROMOTION

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