

ARIZONA

OFFICE OF TOURISM

September 2, 2025

Dear Governor Katie Hobbs:

The Arizona Office of Tourism (AOT) respectfully submits its estimated operating budget in accordance with the guidelines for Fiscal Year 2027. Tourism remains one of the state's strongest economic drivers, generating more than \$29 billion in direct travel spending throughout all 15 counties in Arizona, and more than \$4 billion in local, state and federal tax revenues in 2024.

FY2026 - \$8,825,000 (est) lump sum appropriation from the General Fund deposited to the Tourism Fund for operations and statewide tourism promotion and **\$12,954,148** (est) (**\$1,295,414.80** to AOT and **\$11,658,733.20** to DMO distribution) from the Tourism Fund for Proposition 302/Maricopa County promotions; and **\$11,843,745** (est) from the Tourism Fund for Propositions 202/Gaming for statewide tourism promotion.

FY2027 - \$14,100,000 (est) lump sum appropriation from the General Fund deposited to the Tourism Fund for operations and statewide tourism promotion and **\$14,222,690.75** (est) (**\$1,422,200** to AOT and **\$12,800,490** to Maricopa County DMO distribution) from the Tourism Fund for Proposition 302/Maricopa County promotions; and **\$12,337,895.28** (est) from the Tourism Fund for Propositions 202/Gaming for statewide tourism promotion.

Pursuant to **A.R.S. § 41-2305**, AOT serves as the only state public agency responsible for leading Arizona's destination marketing and tourism development efforts. Tourism is a highly competitive global industry with competition for visitor dollars increasing daily. For FY2027, allocated funds will provide AOT the opportunity to further generate vital tourism-related revenue for the state through both domestic and expanded international efforts. In FY25, AOT's domestic advertising investment of \$6.5 million returned \$579 in visitor spending for each \$1 invested. In terms of total tax revenue, the ROI is \$45 for each \$1 invested. (See *AOT's Annual Report and Ad Effectiveness Survey*)

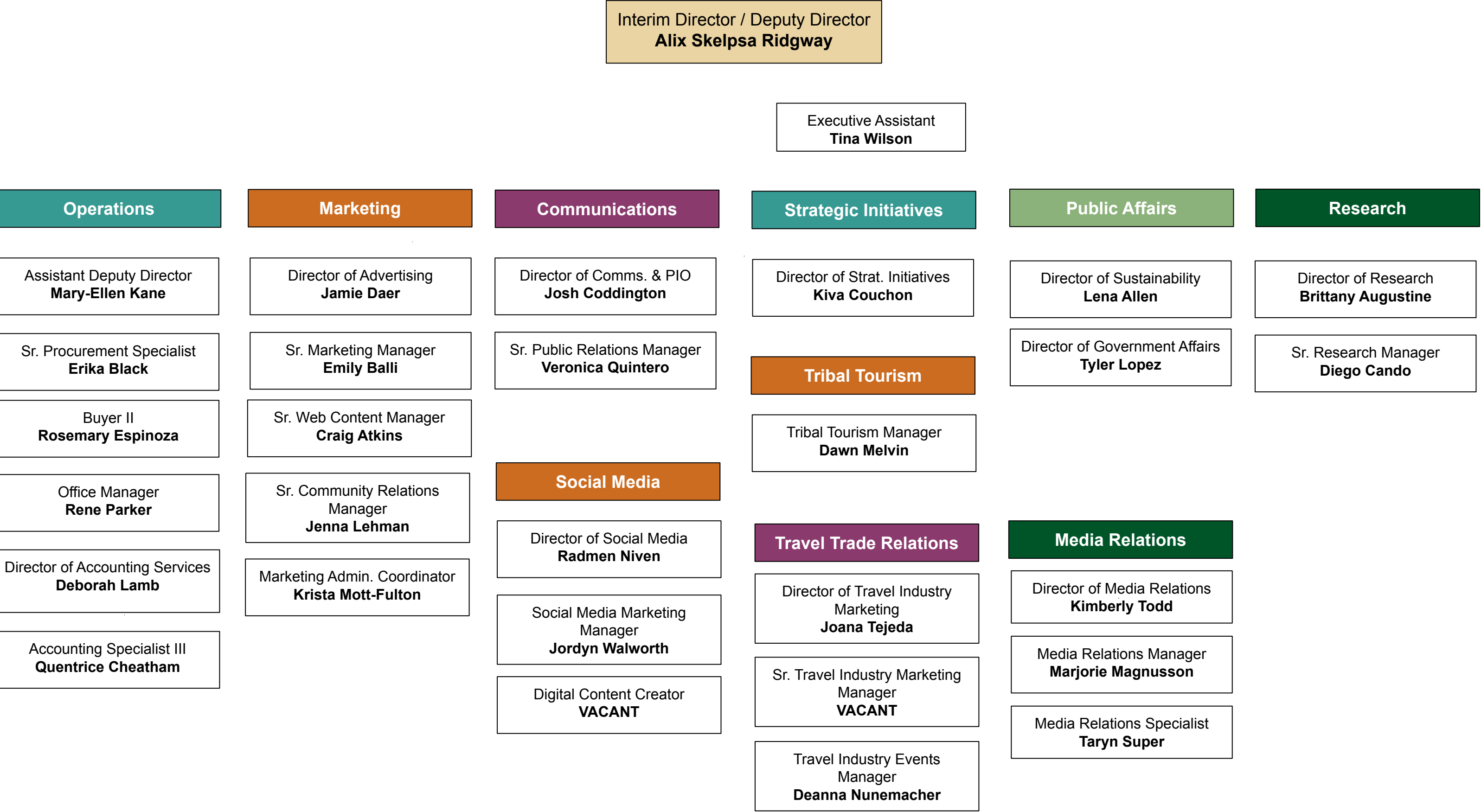
Additionally, nearly 7% of the Arizona general fund is derived from tourism generated tax revenue and more than 196,000 jobs are directly attributable to travel spending. Furthermore, the Arizona tourism industry is deeply embedded in the economic development of communities across the state where it financially contributes to essential public services. AOT's year-round domestic and international marketing initiatives generate a positive economic impact that brings travelers to Arizona, encouraging direct travel spending to further support Arizona's communities as well as the state's overall economic vitality. (See *AOT's Economic Impact Data Sheet*).

Sincerely,



Alix Skelpsa Ridgway
Interim Director

Arizona Office of Tourism Organizational Chart





State of Arizona Budget Request

State Agency

Office of Tourism

A.R.S. Citation: A.R.S. § 41-2305

Appropriated Funds

Governor Hobbs:

This and the accompanying budget schedules, statements and explanatory information constitute the operating budget request for this agency for Fiscal Year 2027.

To the best of my knowledge all statements and explanations contained in the estimates submitted are true and correct.

Total Amount Requested:

General Fund

FY 2026
Expenditure
Plan

FY 2027
Funding
Issue

FY 2027
Total
Request

8,702.7

5,302.5

14,005.2

8,702.7

5,302.5

14,005.2

Non-Appropriated Funds

FY 2026
Expenditure
Plan

FY 2027
Funding
Issue

FY 2027
Total
Request

Total Amount Planned:

Federal Grants Fund

Tourism Fund

EDA Cares Act Recovery
Assistance Fund

Coronavirus State and Local
Fiscal Recovery Fund

39,414.0

-

39,414.0

1,683.6

-

1,683.6

37,730.4

-

37,730.4

-

-

-

-

-

-

Agency Head: **Alix Skelpsa Ridgway**

Title: **Interim Director**

Office of Tourism Total:

48,116.7

5,302.5

53,419.2

Alix Skelpsa Ridgway 9/5/2025

(signature)

Phone: 6023643717

Prepared by: Kiva Couchon

Email Address: kcouchon@tourism.az.gov

Date Prepared: September 5, 2025

Revenue Schedule

Agency:	Office of Tourism
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Fund:	TO2000 Federal Grants Fund
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AFIS Code	Category of Receipt and Description	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
4231	State, Local, & Tribal Government Grants – Operating	60.0	2,135.6	711.9
4901	Operating Transfers In	1,649.5	621.3	-
Federal Grants Fund Total:		1,709.5	2,756.9	711.9

Forecast Methodology

Fund:	TO2236 Tourism Fund
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AFIS Code	Category of Receipt and Description	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
4616	Private Grants	12,337.3	12,940.3	14,222.7
4631	Treasurer's Interest Income	34.5	300.0	300.0
4901	Operating Transfers In	21,471.1	22,239.7	27,843.1
Tourism Fund Total:		33,842.9	35,480.0	42,365.8

Forecast Methodology

Fund:	TO2977 EDA Cares Act Recovery Assistance Fund
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AFIS Code	Category of Receipt and Description	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
4211	Federal Grants – Operating	1,897.4	621.3	-
4901	Operating Transfers In	368.0	-	-
EDA Cares Act Recovery Assistance Fund Total:		2,265.4	621.3	-

Forecast Methodology

Revenue Schedule

Agency: Office of Tourism

Fund: TO2985 Coronavirus State and Local Fiscal Recovery Fund

AFIS Code	Category of Receipt and Description	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
4901	Operating Transfers In	1,143.9	-	-
4915	Federal ARPA COVID Stimulus Transfers In	3,893.6	860.0	-
	Coronavirus State and Local Fiscal Recovery Fund Total:	5,037.5	860.0	-

Forecast Methodology



Fund: TO2000 Federal Grants Fund

Grant funding is not the same each fiscal year.

- FY2026 estimate is \$2,135,597.23
- FY2027 estimate is \$711,865.74
- This grant will end on 11/30/2026. No projections/estimates for FY28 or FY29.



Fund: TO2236 Tourism Fund

Prop 302 - Maricopa County Tourism Promotion - we received a forecast model from the Arizona Sports & Tourism Authority forecasting the revenue stream each year.

Prop 202 - Statewide Tourism Promotion (Gaming) - we estimate the increase is 3% each year. Any over and /or shortages are figured into the next year's budget to keep the revenue stream even.

Sporting 41-2308 - Phoenix Raceway - we get \$1.5 million yearly and no change in the receiving.

- FY27 estimate - \$40,660,586.03
- FY28 estimate - \$41,680,167.95
- FY29 estimate - \$42,743,017.77
- FY30 estimate - \$45,351,106.13



Fund: TO2977 EDA Cares ACT Recovery Assistance Fund

Grant funding is not the same each fiscal year.

- FY2026 estimate is \$621,338.49
- This grant ended 09/30/2026. No projections/estimates for FY27, FY28 or FY29.



Fund: TO2985 Coronavirus State and Local Fiscal Recovery Fund

Grant funding is not the same each fiscal year.

- FY2026 estimate is \$865,824.53.
- This grant ended 06/30/2025. No projections/estimates for FY27, FY28 or FY29.

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2000 Federal Grants Fund
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Revenues are from federal grants and are used as specified in the grant.

Cash Flow Summary	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Beginning Balance	-	8.0	1,081.3
Revenue (from Revenue Schedule)	1,709.5	2,756.9	711.9
Total Available	1,709.5	2,764.9	1,793.2
Total Appropriated Disbursements	-	-	-
Total Non-Appropriated Disbursements	1,701.5	1,683.6	1,683.6
Balance Forward to Next Year	8.0	1,081.3	109.6

Appropriated Expenditure	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Expenditure Categories			
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	-	-	-
Other Operating Expenditures	-	-	-
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Appropriated Expenditure Sub-Total:	-	-	-
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-
Residual Equity Transfer	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2000 Federal Grants Fund
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Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-
Appropriated Expenditure Total:	-	-	-
Appropriated FTE	-	-	-

Non-Appropriated Expenditure			
Expenditure Categories	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	157.1	168.4	168.4
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	-	-	-
Other Operating Expenditures	1,544.4	1,515.2	1,515.2
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Non-Appropriated Expenditure Sub-Total:	1,701.5	1,683.6	1,683.6
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-
Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-
Non-Appropriated Expenditure Total:	1,701.5	1,683.6	1,683.6

Sources and Uses

Agency: Office of Tourism

Fund: TO2236 Tourism Fund

Revenues are from the General Fund, a portion of hotel taxes, car rental surcharges, and contributions paid to the State by Indian Tribes who have tribal-state gaming compacts. Funds are used to support the statewide promotion of the tourism industry and tourism efforts in the county where the hotel tax and car rental surcharge is collected.

Cash Flow Summary

	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Beginning Balance	12,328.8	8,736.4	6,486.0
Revenue (from Revenue Schedule)	33,842.9	35,480.0	42,365.8
Total Available	46,171.7	44,216.4	48,851.8
Total Appropriated Disbursements	1.4	-	-
Total Non-Appropriated Disbursements	37,433.9	37,730.4	37,730.4
Balance Forward to Next Year	8,736.4	6,486.0	11,121.4

Appropriated Expenditure

Expenditure Categories	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	-	-	-
Other Operating Expenditures	-	-	-
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Appropriated Expenditure Sub-Total:	-	-	-
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	1.4	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2236 Tourism Fund
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Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-
Appropriated Expenditure Total:	1.4	-	-
Appropriated FTE	-	-	-

Non-Appropriated Expenditure

Expenditure Categories	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Personal Services	2,398.4	2,700.0	2,700.0
Employee Related Expenditures	928.7	930.0	930.0
Professional & Outside Services	7,685.6	7,675.5	7,675.5
Travel In-State	21.3	21.7	21.7
Travel Out-Of-State	118.9	121.2	121.2
Food	-	-	-
Aid To Organizations & Individuals	11,374.0	11,372.5	11,372.5
Other Operating Expenditures	11,613.1	11,612.5	11,612.5
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	182.0	185.0	185.0
Non-Capital Equipment	76.4	76.5	76.5
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	3,035.5	3,035.5	3,035.5
Non-Appropriated Expenditure Sub-Total:	37,433.9	37,730.4	37,730.4
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-
Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2236	Tourism Fund
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Non-Appropriated Expenditure Total:	37,433.9	37,730.4	37,730.4
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Non-Appropriated FTE	31.0	31.0	31.0
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Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2500 Interagency Service Agreement Fund
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This fund was established for state agencies as a clearing account to properly account for, control, and report receipts and disbursements associated with intergovernmental and interagency service agreements, which are not reported in other funds.

Cash Flow Summary	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Beginning Balance	-	-	-
Revenue (from Revenue Schedule)	-	-	-
Total Available	-	-	-
Total Appropriated Disbursements	-	-	-
Total Non-Appropriated Disbursements	-	-	-
Balance Forward to Next Year	-	-	-

Appropriated Expenditure	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Expenditure Categories			
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	-	-	-
Other Operating Expenditures	-	-	-
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Appropriated Expenditure Sub-Total:	-	-	-
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2500 Interagency Service Agreement Fund
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Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-
Appropriated Expenditure Total:	-	-	-
Appropriated FTE	-	-	-

Non-Appropriated Expenditure			
Expenditure Categories	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	-	-	-
Other Operating Expenditures	-	-	-
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Non-Appropriated Expenditure Sub-Total:	-	-	-
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-
Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2975 Title VI - Coronavirus Relief Fund
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Revenue is received from the Federal Coronavirus Aid, Relief, and Economic Security Act (CARES Act) and is used for expenses related to the Coronavirus Disease 2019 (COVID-19) public health emergency.

Cash Flow Summary	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Beginning Balance	-	-	-
Revenue (from Revenue Schedule)	-	-	-
Total Available	-	-	-
Total Appropriated Disbursements	-	-	-
Total Non-Appropriated Disbursements	-	-	-
Balance Forward to Next Year	-	-	-

Appropriated Expenditure	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Expenditure Categories			
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	-	-	-
Other Operating Expenditures	-	-	-
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Appropriated Expenditure Sub-Total:	-	-	-
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2975 Title VI - Coronavirus Relief Fund
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Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-
Appropriated Expenditure Total:	-	-	-
Appropriated FTE	-	-	-

Non-Appropriated Expenditure			
Expenditure Categories	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	-	-	-
Other Operating Expenditures	-	-	-
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Non-Appropriated Expenditure Sub-Total:	-	-	-
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-
Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-

Sources and Uses

Agency: Office of Tourism

Fund: TO2977 EDA Cares Act Recovery Assistance Fund

Revenues are received from the Federal Coronavirus Aid, Relief, and Economic Security Act (CARES Act) and used for economic development assistance response to the COVID-19 pandemic.

Cash Flow Summary

	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Beginning Balance	-	1,230.5	1,851.8
Revenue (from Revenue Schedule)	2,265.4	621.3	-
Total Available	2,265.4	1,851.8	1,851.8
Total Appropriated Disbursements	-	-	-
Total Non-Appropriated Disbursements	1,034.9	-	-
Balance Forward to Next Year	1,230.5	1,851.8	1,851.8

Appropriated Expenditure

Expenditure Categories

	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	-	-	-
Other Operating Expenditures	-	-	-
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Appropriated Expenditure Sub-Total:	-	-	-
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2977 EDA Cares Act Recovery Assistance Fund
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Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-
Appropriated Expenditure Total:	-	-	-
Appropriated FTE	-	-	-

Non-Appropriated Expenditure			
Expenditure Categories	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	891.2	-	-
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	57.5	-	-
Other Operating Expenditures	86.2	-	-
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Non-Appropriated Expenditure Sub-Total:	1,034.9	-	-
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-
Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2977	EDA Cares Act Recovery Assistance Fund
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Non-Appropriated Expenditure Total:	1,034.9	-	-
Non-Appropriated FTE	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2985 Coronavirus State and Local Fiscal Recovery Fund
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Revenues are received from the American Rescue Plan Act (ARPA) of 2021 and used for expenses related to addressing, mitigating, and recovering from the ongoing COVID-19 public health crisis.

Cash Flow Summary	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Beginning Balance	-	21.4	881.4
Revenue (from Revenue Schedule)	5,037.5	860.0	-
Total Available	5,037.5	881.4	881.4
Total Appropriated Disbursements	-	-	-
Total Non-Appropriated Disbursements	5,016.1	-	-
Balance Forward to Next Year	21.4	881.4	881.4

Appropriated Expenditure	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Expenditure Categories			
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	-	-	-
Other Operating Expenditures	-	-	-
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Appropriated Expenditure Sub-Total:	-	-	-
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2985 Coronavirus State and Local Fiscal Recovery Fund
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Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-
Appropriated Expenditure Total:	-	-	-
Appropriated FTE	-	-	-

Non-Appropriated Expenditure			
Expenditure Categories	FY 2025 Actuals	FY 2026 Estimate	FY 2027 Request
Personal Services	-	-	-
Employee Related Expenditures	-	-	-
Professional & Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-Of-State	-	-	-
Food	-	-	-
Aid To Organizations & Individuals	2,727.0	-	-
Other Operating Expenditures	2,289.1	-	-
Equipment	-	-	-
Capital Outlay	-	-	-
Capital Equipment	-	-	-
Non-Capital Equipment	-	-	-
Debt Service	-	-	-
Cost Allocation & Indirect Costs	-	-	-
Transfers-Out	-	-	-
Non-Appropriated Expenditure Sub-Total:	5,016.1	-	-
Non-Lapsing Authority from Prior Years	-	-	-
Administrative Adjustments	-	-	-
Capital Projects (Land, Bldgs, Improv)	-	-	-
Appropriated 27th Pay Roll	-	-	-
Legislative Fund Transfers	-	-	-
IT Project Transfers	-	-	-
Proposed Fund Transfer	-	-	-
Residual Equity Transfer	-	-	-
Transfer Due to Fund Balance Cap	-	-	-
Prior Committed or Obligated Expenditures (no entry for AY)	-	-	-
Non-Appropriated 27th Pay Roll	-	-	-

Sources and Uses

Agency:	Office of Tourism
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Fund:	TO2985	Coronavirus State and Local Fiscal Recovery Fund
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Non-Appropriated Expenditure Total:	5,016.1	-	-
Non-Appropriated FTE	-	-	-

Funding Issue List

Agency:	Office of Tourism
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FY 2021

Priority	Funding Issue Title	Total FTE	Total Amount	General Fund	Other Appropriated Funds	Non-Appropriated Funds
1	International Tourism Marketing Funds	3.0	5,302.5	5,302.5	-	-
Total:		3.0	5,302.5	5,302.5	-	-

Funding Issue Detail

Agency: Office of Tourism

Issue: 1 International Tourism Marketing Funds

Calculated ERE: 78.49
Uniform Allowance:

Program: Administration
Fund: AA1000 General Fund (Appropriated)

Expenditure Categories		FY 2027
FTE	FTE	3.0
6000	Personal Services	224.0
6100	Employee Related Expenditures	78.5
Subtotal Personal Services and ERE		302.5
7000	Other Operating Expenditures	5,000.0
Program/Fund Total:		5,302.5

Funding Issue Narrative

Agency: Office of Tourism

Issue: 1 International Tourism Marketing Funds

Description of Issue: Arizona now ranks 12th out of the 50 states in overseas visitation, down two spots in two years, while competitors like Florida and California surge ahead. Federal cuts to Brand USA (the national tourism marketing organization) support have reduced our advertising buying power, limiting our ability to compete and position Arizona as a travel destination. With new opportunities in India and Taiwan and direct flights to support, additional ongoing funding is essential to expand Arizona's international growth and economic impact.

The Arizona Office of Tourism's (TOA) General Fund appropriation is now (\$8.8M) lower than it was in 2009 (\$16.6M), despite inflation, rising operational costs and growing global competition. While other non-appropriated revenue sources have increased, they have not kept pace with the true cost of doing business and meeting TOA's statutory obligation to promote tourism in Arizona. At the same time, geopolitical challenges have reduced international visitation, and Brand USA has seen its budget slashed by 80%. This means fewer cooperative programs and diminished matching funds for Arizona.

Our international marketing, travel trade, and media teams are already operating at or beyond full capacity. The addition of new priority markets—Taiwan and India—in FY26 is critical to Arizona's growth, but it will be a significant strain without additional resources. For years, we've shifted more dollars to international marketing, reassigned staff from other areas, and stretched our team, but these efforts have not been enough to meet demand. TOA's staff are dedicated professionals able to make efficient use of the office's resources, but TOA has maintained a consistent FTE count the past 3 years and had a greater FTE authorization as recently as FY 2011.

Meanwhile, Phoenix Sky Harbor has secured two new direct international flights to Taipei—a major win for Arizona's global connectivity. However, both the airport and airlines expect strong in-market support to ensure these routes succeed. Currently, TOA has almost no funding available for this work, putting these investments, Arizona's reputation and further loss of marketing share—at risk.

Proposal: AOT is requesting 5million for international marketing. and \$302,485 for 3 additional FTE's to support this work.

To remain competitive, protect these critical air service gains, and fully leverage Arizona's global tourism potential, increased resources and staffing flexibility for TOA are essential. Investing in international marketing directly translates to increased revenue for Arizona's economy. International travelers are the highest-value visitors, staying longer and spending over \$4,000 per trip—far more than domestic travelers. By funding these efforts, TOA can maximize the return on Phoenix Sky Harbor's new international routes, strengthen partnerships with airlines and industry stakeholders, capture market share in key visitor growth regions like Taiwan and India, and bolster Arizona's reputation as a premier global destination.

Without increased funding, Arizona risks losing these opportunities to competing destinations, jeopardizing new and existing air service, and reducing the state's overall economic impact from tourism. This is not just an investment in marketing—it is an investment in Arizona's competitiveness, workforce and long-term prosperity.

Alternatives Considered: We have used federal dollars to invest in international marketing for the last few years, but those funds are no longer available.

Impact of Not Funding This Year: If funding is not provided, TOA loses the opportunity to expand and support international efforts conducted by Phoenix Sky Harbor International Airport.

Statutory Reference: Pursuant to A.R.S. § 41-2305, TOA serves as the only state public agency responsible for leading Arizona's destination marketing and tourism development efforts. Tourism is a highly competitive global industry with competition for visitor dollars increasing daily. TOA is responsible for promoting Arizona as the travel destination of choice for consumers against direct competitors to generate vital tourism-related revenue for the state.

Equipment to be Purchased (if applicable):

Classification of New Positions: 3 Additional FTEs for international support
1 sr. manager / 2 manager positions

Annualization(s): \$5,302,485 total

Funding Issue Narrative

Agency: Office of Tourism

Issue: 1 International Tourism Marketing Funds

Alignment with Agency's Strategic Plan or Statutory Responsibilities: This request aligns with the agency's FY26 strategic plan and statutory responsibilities. One of the agency's five 5-year strategic outcomes is directly tied to this request. Our goal is to increase international visitation by 2% by June 2026.

Impact on Historically Underserved, Marginalized, or Adversely Affected Groups: In 2024, Arizona's tourism industry generated \$4.3 billion in tax revenues, including \$1.2 billion in state tax revenue alone (which represents 7% of the total state budget). The total tax revenue generated in 2024 is a 3.8% increase over 2023. These funds directly supported essential public services such as education, safety and healthcare. Supporting public services ensures equity for Arizona residents regardless of background or income level.

How has feedback been incorporated from groups directly impacted by proposal?: Office of Tourism engages in regular communications with stakeholders impacted by our program of work. These relationships are imperative to maintain as AOT promotes and represents these local destinations in national and international visitor markets. Additionally, AOT has embarked on an industry-wide strategic planning effort to develop and increase collaborative opportunities that impact all stakeholders within the Arizona tourism industry. We will receive feedback regarding our program of work and how local destinations can work in alignment with our program of work. This will ensure accuracy and responsiveness to local needs in how Arizona is represented as a visitor destination.

Description of how this furthers the Governor's priorities: This issue further supports the Governor's goal of an affordable and thriving economy by investing in local communities. Tax revenue generated by the tourism industry lessens the annual tax burden by \$901 for every Arizona household, which is a 1.35% increase over 2024.

Funding Issues

Title in Detail Budget Book*: International Tourism Marketing Funds

Description of issue*: Arizona now ranks 12th out of the 50 states in overseas visitation, down two spots in two years, while competitors like Florida and California surge ahead. Federal cuts to Brand USA (the national tourism marketing organization) support have reduced our advertising buying power, limiting our ability to compete and position Arizona as a travel destination. With new opportunities in India and Taiwan and direct flights to support, additional ongoing funding is essential to expand Arizona's international growth and economic impact.

The Arizona Office of Tourism's (TOA) General Fund appropriation is now (\$8.8M) lower than it was in 2009 (\$16.6M), despite inflation, rising operational costs and growing global competition. While other non-appropriated revenue sources have increased, they have not kept pace with the true cost of doing business and meeting TOA's statutory obligation to promote tourism in Arizona. At the same time, geopolitical challenges have reduced international visitation, and Brand USA has seen its budget slashed by 80%. This means fewer cooperative programs and diminished matching funds for Arizona.

Our international marketing, travel trade, and media teams are already operating at or beyond full capacity. The addition of new priority markets—Taiwan and India—in FY26 is critical to Arizona's growth, but it will be a significant strain without additional resources. For years, we've shifted more dollars to international marketing, reassigned staff from other areas, and stretched our team, but these efforts have not been enough to meet demand. TOA's staff are dedicated professionals able to make efficient use of the office's resources, but TOA has maintained a consistent FTE count the past 3 years and had a greater FTE authorization as recently as FY 2011.

Meanwhile, Phoenix Sky Harbor has secured two new direct international flights to Taipei—a major win for Arizona's global connectivity. However, both the airport and airlines expect strong in-market support to ensure these routes succeed. Currently, TOA has almost no funding available for this work, putting these investments, Arizona's reputation and further loss of marketing share—at risk.

Proposal*: AOT is requesting 5million for international marketing. and \$302,485 for 3 additional FTE's to support this work. To remain competitive, protect these critical air service gains, and fully leverage Arizona's global tourism potential, increased resources and staffing flexibility for TOA are essential. Investing in international marketing directly translates to increased revenue for Arizona's economy. International travelers are the highest-value visitors, staying longer and spending over \$4,000 per trip—far more than domestic travelers. By funding these efforts, TOA can maximize the return on Phoenix Sky Harbor's new international routes, strengthen partnerships with airlines and industry stakeholders, capture market share in key visitor growth regions like Taiwan and India, and bolster Arizona's reputation as a premier global destination.

Without increased funding, Arizona risks losing these opportunities to competing destinations, jeopardizing new and existing air service, and reducing the state's overall economic impact from tourism. This is not just an investment in marketing—it is an investment in Arizona's competitiveness, workforce and long-term prosperity.

Alternatives considered*: We have used federal dollars to invest in international marketing for the last few years, but those funds are no longer available.

Impact of not funding this year*: If funding is not provided, TOA loses the opportunity to expand and support international efforts conducted by Phoenix Sky Harbor International Airport.

Statutory reference: Pursuant to A.R.S. § 41-2305, TOA serves as the only state public agency responsible for leading Arizona's destination marketing and tourism development efforts. Tourism is a highly competitive global industry with competition for visitor dollars increasing daily. TOA is responsible for promoting Arizona as the travel destination of choice for consumers against direct competitors to generate vital tourism-related revenue for the state.

Equipment to be purchased (if applicable): 3 Additional FTEs for international support

Classification of new positions:

1 sr. manager (Salary at \$88,000 / ERE at \$30,800)

2 manager positions (2 Salaries at \$68,000 each / 2 EREs at \$23,800 each)

Annualization(s): \$5,302,485 total

Alignment with agency's strategic plan or statutory responsibilities: This request aligns with the agency's FY26 strategic plan and statutory responsibilities. One of the agency's five 5-year strategic outcomes is directly tied to this request. Our goal is to increase international visitation by 2% by June 2026.

Impact on historically underserved, marginalized, or adversely affected groups*: In 2024, Arizona's tourism industry generated \$4.3 billion in tax revenues, including \$1.2 billion in state tax revenue alone (which represents 7% of the total state budget). The total tax revenue generated in 2024 is a 3.8% increase over 2023. These funds directly supported essential public services such as education, safety and healthcare. Supporting public services ensures equity for Arizona residents regardless of background or income level.

How has feedback been incorporated from groups directly impacted by proposal*: The Office of Tourism engages in regular communications with stakeholders impacted by our program of work. These relationships are imperative to maintain as AOT promotes and represents these local destinations in national and international visitor markets. Additionally, AOT has embarked on an industry-wide strategic planning effort to develop and increase collaborative opportunities that impact all stakeholders within the Arizona tourism industry. We will receive feedback regarding our program of work and how local destinations can work in alignment with our program of work. This will ensure accuracy and responsiveness to local needs in how Arizona is represented as a visitor destination.

Description of how this furthers the Governor's priorities: This issue further supports the Governor's goal of an affordable and thriving economy by investing in local communities. Tax

revenue generated by the tourism industry lessens the annual tax burden by \$901 for every Arizona household, which is a 1.35% increase over 2024.

If requesting GF, why is it critical to continued operations?* TOA's staff is operating at or beyond capacity, and no further reallocations or reprioritizations of existing agency resources are possible. Current resources can only be used to support existing programs of work. Without additional resources, the Office of Tourism will not be able to support additional marketing campaigns that drive revenue-generating international and domestic visitation.

If requesting GF, why can't existing funding fully or partially meet the need?* If we were to use existing funds to fully or partially meet the need to support entering new markets, those funds and staff resources would necessarily be withdrawn from existing programs. If TOA was to shift funds from one promotional program to another, the total visitation would decline in the short term as the new programs ramp up, and remain flat in the long term as the number of programs would remain unchanged.

If requesting GF, why can't other funds fully or partially meet the need?* Other sources of funding, such as Propositions 202 and 302, have voter-protected statutory formulae for disbursing funds to beneficiaries. Even in the extremely unlikely scenario of the other beneficiaries of those funds agreeing to provide the Office of Tourism with a greater share of total funds, the state constitution explicitly prohibits any alteration to voter-approved laws, meaning TOA is constitutionally prohibited from increasing its share of other funding sources.

Summary of Expenditure and Budget Request for All Funds

Agency: Office of Tourism

Appropriated Funds		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program:					
TOA-1-0	Administration	7,406.0	7,283.7	5,302.5	12,586.2
TOA-2-0	Tourism Promotion	919.0	1,419.0	-	1,419.0
Appropriated Funds Total:		8,325.0	8,702.7	5,302.5	14,005.2
Expenditure Categories					
	FTE	-	-	3.0	3.0
	Personal Services	-	-	224.0	224.0
	Employee Related Expenditures	-	-	78.5	78.5
	Subtotal Personal Services and ERE	-	-	302.5	302.5
	Professional & Outside Services	-	-	-	-
	Travel In-State	-	-	-	-
	Travel Out-Of-State	-	-	-	-
	Aid To Organizations & Individuals	-	-	-	-
	Other Operating Expenditures	-	-	5,000.0	5,000.0
	Capital Equipment	-	-	-	-
	Non-Capital Equipment	-	-	-	-
	Transfers-Out	8,325.0	8,702.7	-	8,702.7
Expenditure Categories Total:		8,325.0	8,702.7	5,302.5	14,005.2

Summary of Expenditure and Budget Request for All Funds

Agency:		Office of Tourism			
Non-Appropriated		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program:					
TOA-1-0	Administration	10,523.1	10,820.7	-	10,820.7
TOA-2-0	Tourism Promotion	34,663.3	28,593.3	-	28,593.3
Non-Appropriated Total:		45,186.4	39,414.0	-	39,414.0
Expenditure Categories					
FTE		31.0	31.0	-	31.0
Personal Services		2,398.4	2,700.0	-	2,700.0
Employee Related Expenditures		928.7	930.0	-	930.0
Subtotal Personal Services and ERE		3,327.1	3,630.0	-	3,630.0
Professional & Outside Services		8,734.0	7,843.9	-	7,843.9
Travel In-State		21.3	21.7	-	21.7
Travel Out-Of-State		118.9	121.2	-	121.2
Aid To Organizations & Individuals		14,158.5	11,372.5	-	11,372.5
Other Operating Expenditures		15,532.7	13,127.7	-	13,127.7
Capital Equipment		182.0	185.0	-	185.0
Non-Capital Equipment		76.4	76.5	-	76.5
Transfers-Out		3,035.5	3,035.5	-	3,035.5
Expenditure Categories Total:		45,186.4	39,414.0	-	39,414.0
Office of Tourism Total for All Funds:		53,511.4	48,116.7	5,302.5	53,419.2
Appropriated and Non-Appropriated		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2026 Funding Issue	FY 2027 Total Request
TOA-1-0	Administration	17,929.1	18,104.4	5,302.5	23,406.9
TOA-2-0	Tourism Promotion	35,582.3	30,012.3	-	30,012.3
Office of Tourism Total for All Funds:		53,511.4	48,116.7	5,302.5	53,419.2

Summary of Expenditure and Budget Request for Selected Funds

Agency:	Office of Tourism
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Fund:	AA1000 General Fund (Appropriated)
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		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program:					
TOA-1-0	Administration	7,406.0	7,283.7	5,302.5	12,586.2
TOA-2-0	Tourism Promotion	919.0	1,419.0	-	1,419.0
General Fund (Appropriated) Summary Total:		8,325.0	8,702.7	5,302.5	14,005.2
Expenditure Categories					
	FTE	-	-	3.0	3.0
	Personal Services	-	-	224.0	224.0
	Employee Related Expenditures	-	-	78.5	78.5
	Subtotal Personal Services and ERE	-	-	302.5	302.5
	Professional & Outside Services	-	-	-	-
	Travel In-State	-	-	-	-
	Travel Out-Of-State	-	-	-	-
	Aid To Organizations & Individuals	-	-	-	-
	Other Operating Expenditures	-	-	5,000.0	5,000.0
	Capital Equipment	-	-	-	-
	Non-Capital Equipment	-	-	-	-
	Transfers-Out	8,325.0	8,702.7	-	8,702.7
Expenditure Categories Total:		8,325.0	8,702.7	5,302.5	14,005.2

Summary of Expenditure and Budget Request for Selected Funds

Agency:		Office of Tourism			
Fund:		TO2000 Federal Grants Fund (Non-Appropriated)			
		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program:					
TOA-2-0	Tourism Promotion	1,701.5	1,683.6	-	1,683.6
	Federal Grants Fund (Non-Appropriated)	1,701.5	1,683.6	-	1,683.6
	Summary Total:				
Expenditure Categories					
	FTE	-	-	-	-
	Personal Services	-	-	-	-
	Employee Related Expenditures	-	-	-	-
	Subtotal Personal Services and ERE	-	-	-	-
	Professional & Outside Services	157.1	168.4	-	168.4
	Travel In-State	-	-	-	-
	Travel Out-Of-State	-	-	-	-
	Aid To Organizations & Individuals	-	-	-	-
	Other Operating Expenditures	1,544.4	1,515.2	-	1,515.2
	Capital Equipment	-	-	-	-
	Non-Capital Equipment	-	-	-	-
	Transfers-Out	-	-	-	-
	Expenditure Categories Total:	1,701.5	1,683.6	-	1,683.6

Summary of Expenditure and Budget Request for Selected Funds

Agency:		Office of Tourism			
Fund:		TO2236 Tourism Fund (Non-Appropriated)			
		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program:					
TOA-1-0	Administration	10,523.1	10,820.7	-	10,820.7
TOA-2-0	Tourism Promotion	26,910.8	26,909.7	-	26,909.7
Tourism Fund (Non-Appropriated) Summary Total:		37,433.9	37,730.4	-	37,730.4
Expenditure Categories					
	FTE	31.0	31.0	-	31.0
	Personal Services	2,398.4	2,700.0	-	2,700.0
	Employee Related Expenditures	928.7	930.0	-	930.0
	Subtotal Personal Services and ERE	3,327.1	3,630.0	-	3,630.0
	Professional & Outside Services	7,685.6	7,675.5	-	7,675.5
	Travel In-State	21.3	21.7	-	21.7
	Travel Out-Of-State	118.9	121.2	-	121.2
	Aid To Organizations & Individuals	11,374.0	11,372.5	-	11,372.5
	Other Operating Expenditures	11,613.1	11,612.5	-	11,612.5
	Capital Equipment	182.0	185.0	-	185.0
	Non-Capital Equipment	76.4	76.5	-	76.5
	Transfers-Out	3,035.5	3,035.5	-	3,035.5
Expenditure Categories Total:		37,433.9	37,730.4	-	37,730.4

Summary of Expenditure and Budget Request for Selected Funds

Agency:	Office of Tourism		
Fund:	TO2977	EDA Cares Act Recovery Assistance Fund (Non-Appropriated)	

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program:				
TOA-2-0 Tourism Promotion	1,034.9	-	-	-
EDA Cares Act Recovery Assistance Fund (Non-Appropriated) Summary Total:	1,034.9	-	-	-
Expenditure Categories				
FTE	-	-	-	-
Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	891.2	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	57.5	-	-	-
Other Operating Expenditures	86.2	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-
Expenditure Categories Total:	1,034.9	-	-	-

Summary of Expenditure and Budget Request for Selected Funds

Agency:	Office of Tourism
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Fund:	TO2985 Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated)
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program:				
TOA-2-0 Tourism Promotion	5,016.1	-	-	-
Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated) Summary Total:	5,016.1	-	-	-
Expenditure Categories				
FTE	-	-	-	-
Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	-	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	2,727.0	-	-	-
Other Operating Expenditures	2,289.1	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-
Expenditure Categories Total:	5,016.1	-	-	-

Program Budget Unit Summary of Expenditure and Budget Request for All Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				
Expenditure Categories				
FTE	31.0	31.0	3.0	34.0
Personal Services	2,398.4	2,700.0	224.0	2,924.0
Employee Related Expenditures	927.8	930.0	78.5	1,008.5
Subtotal Personal Services and ERE	3,326.3	3,630.0	302.5	3,932.5
Professional & Outside Services	1,806.7	1,800.0	-	1,800.0
Travel In-State	13.7	14.0	-	14.0
Travel Out-Of-State	41.2	41.2	-	41.2
Aid To Organizations & Individuals	172.5	172.5	-	172.5
Other Operating Expenditures	2,052.4	2,052.5	5,000.0	7,052.5
Capital Equipment	-	-	-	-
Non-Capital Equipment	74.9	75.0	-	75.0
Transfers-Out	10,441.5	10,319.2	-	10,319.2
Expenditure Categories Total:	17,929.1	18,104.4	5,302.5	23,406.9

Fund Source				
Appropriated Funds				
General Fund (Appropriated)	7,406.0	7,283.7	5,302.5	12,586.2
Appropriated Funds Total:	7,406.0	7,283.7	5,302.5	12,586.2
Non-Appropriated Funds				
Tourism Fund (Non-Appropriated)	10,523.1	10,820.7	-	10,820.7
Non-Appropriated Funds Total:	10,523.1	10,820.7	-	10,820.7
Administration Total:	17,929.1	18,104.4	5,302.5	23,406.9

Sub Program: TOA-1-1 Administration

Expenditure Categories				
FTE	31.0	31.0	3.0	34.0
Personal Services	2,398.4	2,700.0	224.0	2,924.0
Employee Related Expenditures	927.8	930.0	78.5	1,008.5
Subtotal Personal Services and ERE	3,326.3	3,630.0	302.5	3,932.5
Professional & Outside Services	1,806.7	1,800.0	-	1,800.0

Program Budget Unit Summary of Expenditure and Budget Request for All Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				
Sub Program: TOA-1-1 Administration				
Travel In-State	13.7	14.0	-	14.0
Travel Out-Of-State	41.2	41.2	-	41.2
Aid To Organizations & Individuals	172.5	172.5	-	172.5
Other Operating Expenditures	2,052.4	2,052.5	5,000.0	7,052.5
Capital Equipment	-	-	-	-
Non-Capital Equipment	74.9	75.0	-	75.0
Transfers-Out	10,441.5	10,319.2	-	10,319.2
Expenditure Categories Total:	17,929.1	18,104.4	5,302.5	23,406.9
Fund Source				
Appropriated Funds				
General Fund (Appropriated)	7,406.0	7,283.7	5,302.5	12,586.2
Appropriated Funds Total:	7,406.0	7,283.7	5,302.5	12,586.2
Non-Appropriated Funds				
Tourism Fund (Non-Appropriated)	10,523.1	10,820.7	-	10,820.7
Non-Appropriated Funds Total:	10,523.1	10,820.7	-	10,820.7
Administration Total:	17,929.1	18,104.4	5,302.5	23,406.9

Program Budget Unit Summary of Expenditure and Budget Request for All Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Expenditure Categories				
FTE	-	-	-	-
Personal Services	-	-	-	-
Employee Related Expenditures	0.8	-	-	-
Subtotal Personal Services and ERE	0.8	-	-	-
Professional & Outside Services	6,927.2	6,043.9	-	6,043.9
Travel In-State	7.7	7.7	-	7.7
Travel Out-Of-State	77.8	80.0	-	80.0
Aid To Organizations & Individuals	13,986.0	11,200.0	-	11,200.0
Other Operating Expenditures	13,480.3	11,075.2	-	11,075.2
Capital Equipment	182.0	185.0	-	185.0
Non-Capital Equipment	1.5	1.5	-	1.5
Transfers-Out	919.0	1,419.0	-	1,419.0
Expenditure Categories Total:	35,582.3	30,012.3	-	30,012.3
Fund Source				
Appropriated Funds				
General Fund (Appropriated)	919.0	1,419.0	-	1,419.0
Appropriated Funds Total:	919.0	1,419.0	-	1,419.0
Non-Appropriated Funds				
Federal Grants Fund (Non-Appropriated)	1,701.5	1,683.6	-	1,683.6
Tourism Fund (Non-Appropriated)	26,910.8	26,909.7	-	26,909.7
EDA Cares Act Recovery Assistance Fund (Non-Appropriated)	1,034.9	-	-	-
Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated)	5,016.1	-	-	-
Non-Appropriated Funds Total:	34,663.3	28,593.3	-	28,593.3
Tourism Promotion Total:	35,582.3	30,012.3	-	30,012.3

Sub Program: TOA-2-1 Statewide Tourism Promotion

Expenditure Categories

FTE	-	-	-	-
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Program Budget Unit Summary of Expenditure and Budget Request for All Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-1 Statewide Tourism Promotion				
Personal Services	-	-	-	-
Employee Related Expenditures	0.8	-	-	-
Subtotal Personal Services and ERE	0.8	-	-	-
Professional & Outside Services	6,758.7	5,878.9	-	5,878.9
Travel In-State	7.7	7.7	-	7.7
Travel Out-Of-State	77.8	80.0	-	80.0
Aid To Organizations & Individuals	2,784.5	-	-	-
Other Operating Expenditures	12,924.1	10,515.2	-	10,515.2
Capital Equipment	182.0	185.0	-	185.0
Non-Capital Equipment	1.5	1.5	-	1.5
Transfers-Out	819.0	819.0	-	819.0
Expenditure Categories Total:	23,556.1	17,487.3	-	17,487.3
Fund Source				
Appropriated Funds				
General Fund (Appropriated)	819.0	819.0	-	819.0
Appropriated Funds Total:	819.0	819.0	-	819.0
Non-Appropriated Funds				
Federal Grants Fund (Non-Appropriated)	1,701.5	1,683.6	-	1,683.6
Tourism Fund (Non-Appropriated)	14,984.5	14,984.7	-	14,984.7
EDA Cares Act Recovery Assistance Fund (Non-Appropriated)	1,034.9	-	-	-
Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated)	5,016.1	-	-	-
Non-Appropriated Funds Total:	22,737.1	16,668.3	-	16,668.3
Tourism Promotion Total:	23,556.1	17,487.3	-	17,487.3

Sub Program: TOA-2-2 Maricopa County Tourism Promotion

Expenditure Categories				
FTE	-	-	-	-
Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-

Program Budget Unit Summary of Expenditure and Budget Request for All Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-2 Maricopa County Tourism Promotion				
Professional & Outside Services	162.1	165.0	-	165.0
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	11,201.5	11,200.0	-	11,200.0
Other Operating Expenditures	509.7	510.0	-	510.0
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-
Expenditure Categories Total:	11,873.3	11,875.0	-	11,875.0

Fund Source

Non-Appropriated Funds

Tourism Fund (Non-Appropriated)	11,873.3	11,875.0	-	11,875.0
Non-Appropriated Funds Total:	11,873.3	11,875.0	-	11,875.0
Tourism Promotion Total:	11,873.3	11,875.0	-	11,875.0

Sub Program: TOA-2-4 SLI Wine Promotion

Expenditure Categories

FTE	-	-	-	-
Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	6.4	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	46.5	50.0	-	50.0
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	100.0	100.0	-	100.0
Expenditure Categories Total:	152.9	150.0	-	150.0

Program Budget Unit Summary of Expenditure and Budget Request for All Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-4 SLI Wine Promotion				

Fund Source

Appropriated Funds

General Fund (Appropriated)	100.0	100.0	-	100.0
Appropriated Funds Total:	100.0	100.0	-	100.0

Non-Appropriated Funds

Tourism Fund (Non-Appropriated)	52.9	50.0	-	50.0
Non-Appropriated Funds Total:	52.9	50.0	-	50.0
Tourism Promotion Total:	152.9	150.0	-	150.0

Sub Program: TOA-2-6 SLI Southern Arizona Sports, Tourism, and Film Authority

Expenditure Categories

FTE	-	-	-	-
Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	-	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	-	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	500.0	-	500.0
Expenditure Categories Total:	-	500.0	-	500.0

Fund Source

Appropriated Funds

General Fund (Appropriated)	-	500.0	-	500.0
Appropriated Funds Total:	-	500.0	-	500.0
Tourism Promotion Total:	-	500.0	-	500.0

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				
Fund: AA1000 General Fund				
Appropriated				
Personal Services	-	-	224.0	224.0
Employee Related Expenditures	-	-	78.5	78.5
Subtotal Personal Services and ERE	-	-	302.5	302.5
Professional & Outside Services	-	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	-	-	5,000.0	5,000.0
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	7,406.0	7,283.7	-	7,283.7
Expenditure Categories Total:	7,406.0	7,283.7	5,302.5	12,586.2
General Fund Total:	7,406.0	7,283.7	5,302.5	12,586.2

Fund: TO2236 Tourism Fund

Non-Appropriated				
Personal Services	2,398.4	2,700.0	-	2,700.0
Employee Related Expenditures	927.8	930.0	-	930.0
Subtotal Personal Services and ERE	3,326.3	3,630.0	-	3,630.0
Professional & Outside Services	1,806.7	1,800.0	-	1,800.0
Travel In-State	13.7	14.0	-	14.0
Travel Out-Of-State	41.2	41.2	-	41.2
Aid To Organizations & Individuals	172.5	172.5	-	172.5
Other Operating Expenditures	2,052.4	2,052.5	-	2,052.5
Capital Equipment	-	-	-	-
Non-Capital Equipment	74.9	75.0	-	75.0
Transfers-Out	3,035.5	3,035.5	-	3,035.5
Expenditure Categories Total:	10,523.1	10,820.7	-	10,820.7

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program:	TOA-1-0 Administration				
Fund:	TO2236 Tourism Fund				
	Tourism Fund Total:	10,523.1	10,820.7	-	10,820.7
	Program Total for Select Funds:	17,929.1	18,104.4	5,302.5	23,406.9

Sub Program: TOA-1-1 Administration

Fund: AA1000 General Fund

Appropriated

Personal Services	-	-	224.0	224.0
Employee Related Expenditures	-	-	78.5	78.5
Subtotal Personal Services and ERE	-	-	302.5	302.5
Professional & Outside Services	-	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	-	-	5,000.0	5,000.0
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	7,406.0	7,283.7	-	7,283.7
Expenditure Categories Total:	7,406.0	7,283.7	5,302.5	12,586.2
General Fund Total:	7,406.0	7,283.7	5,302.5	12,586.2

Fund: TO2236 Tourism Fund

Non-Appropriated

Personal Services	2,398.4	2,700.0	-	2,700.0
Employee Related Expenditures	927.8	930.0	-	930.0
Subtotal Personal Services and ERE	3,326.3	3,630.0	-	3,630.0
Professional & Outside Services	1,806.7	1,800.0	-	1,800.0
Travel In-State	13.7	14.0	-	14.0
Travel Out-Of-State	41.2	41.2	-	41.2
Aid To Organizations & Individuals	172.5	172.5	-	172.5

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				
Sub Program: TOA-1-1 Administration				
Fund: TO2236 Tourism Fund				
Other Operating Expenditures	2,052.4	2,052.5	-	2,052.5
Capital Equipment	-	-	-	-
Non-Capital Equipment	74.9	75.0	-	75.0
Transfers-Out	3,035.5	3,035.5	-	3,035.5
Expenditure Categories Total:	10,523.1	10,820.7	-	10,820.7
Tourism Fund Total:	10,523.1	10,820.7	-	10,820.7
Sub Program Total for Select Funds:	17,929.1	18,104.4	5,302.5	23,406.9

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Fund: AA1000 General Fund				
Appropriated				
Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	-	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	-	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	919.0	1,419.0	-	1,419.0
Expenditure Categories Total:	919.0	1,419.0	-	1,419.0
General Fund Total:	919.0	1,419.0	-	1,419.0

Fund: TO2000 Federal Grants Fund

Non-Appropriated				
Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	157.1	168.4	-	168.4
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	1,544.4	1,515.2	-	1,515.2
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-
Expenditure Categories Total:	1,701.5	1,683.6	-	1,683.6

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program:	TOA-2-0 Tourism Promotion				
Fund:	TO2000 Federal Grants Fund				
	Federal Grants Fund Total:	1,701.5	1,683.6	-	1,683.6

Fund: TO2236 Tourism Fund

Non-Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	0.8	-	-	-
Subtotal Personal Services and ERE	0.8	-	-	-
Professional & Outside Services	5,878.9	5,875.5	-	5,875.5
Travel In-State	7.7	7.7	-	7.7
Travel Out-Of-State	77.8	80.0	-	80.0
Aid To Organizations & Individuals	11,201.5	11,200.0	-	11,200.0
Other Operating Expenditures	9,560.7	9,560.0	-	9,560.0
Capital Equipment	182.0	185.0	-	185.0
Non-Capital Equipment	1.5	1.5	-	1.5
Transfers-Out	-	-	-	-
Expenditure Categories Total:	26,910.8	26,909.7	-	26,909.7
Tourism Fund Total:	26,910.8	26,909.7	-	26,909.7

Fund: TO2977 EDA Cares Act Recovery Assistance Fund

Non-Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	891.2	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	57.5	-	-	-
Other Operating Expenditures	86.2	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Fund: TO2977 EDA Cares Act Recovery Assistance Fund				
Expenditure Categories Total:	1,034.9	-	-	-
EDA Cares Act Recovery Assistance Fund Total:	1,034.9	-	-	-

Fund: TO2985 Coronavirus State and Local Fiscal Recovery Fund

Non-Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	-	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	2,727.0	-	-	-
Other Operating Expenditures	2,289.1	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-
Expenditure Categories Total:	5,016.1	-	-	-
Coronavirus State and Local Fiscal Recovery Fund Total:	5,016.1	-	-	-
Program Total for Select Funds:	35,582.3	30,012.3	-	30,012.3

Sub Program: TOA-2-1 Statewide Tourism Promotion

Fund: AA1000 General Fund

Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	-	-	-	-

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-1 Statewide Tourism Promotion				
Fund: AA1000 General Fund				
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	-	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	819.0	819.0	-	819.0
Expenditure Categories Total:	819.0	819.0	-	819.0
General Fund Total:	819.0	819.0	-	819.0

Fund: TO2000 Federal Grants Fund

Non-Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	157.1	168.4	-	168.4
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	1,544.4	1,515.2	-	1,515.2
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-
Expenditure Categories Total:	1,701.5	1,683.6	-	1,683.6
Federal Grants Fund Total:	1,701.5	1,683.6	-	1,683.6

Fund: TO2236 Tourism Fund

Non-Appropriated

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-1 Statewide Tourism Promotion				
Fund: TO2236 Tourism Fund				
Personal Services	-	-	-	-
Employee Related Expenditures	0.8	-	-	-
Subtotal Personal Services and ERE	0.8	-	-	-
Professional & Outside Services	5,710.4	5,710.5	-	5,710.5
Travel In-State	7.7	7.7	-	7.7
Travel Out-Of-State	77.8	80.0	-	80.0
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	9,004.5	9,000.0	-	9,000.0
Capital Equipment	182.0	185.0	-	185.0
Non-Capital Equipment	1.5	1.5	-	1.5
Transfers-Out	-	-	-	-
Expenditure Categories Total:	14,984.5	14,984.7	-	14,984.7
Tourism Fund Total:	14,984.5	14,984.7	-	14,984.7

Fund: TO2977 EDA Cares Act Recovery Assistance Fund

Non-Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	891.2	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	57.5	-	-	-
Other Operating Expenditures	86.2	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-
Expenditure Categories Total:	1,034.9	-	-	-

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-1 Statewide Tourism Promotion				
Fund: TO2977 EDA Cares Act Recovery Assistance Fund				
EDA Cares Act Recovery Assistance Fund Total:	1,034.9	-	-	-

Fund: TO2985 Coronavirus State and Local Fiscal Recovery Fund

Non-Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	-	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	2,727.0	-	-	-
Other Operating Expenditures	2,289.1	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-
Expenditure Categories Total:	5,016.1	-	-	-
Coronavirus State and Local Fiscal Recovery Fund Total:	5,016.1	-	-	-
Sub Program Total for Select Funds:	23,556.1	17,487.3	-	17,487.3

Sub Program: TOA-2-2 Maricopa County Tourism Promotion

Fund: TO2236 Tourism Fund

Non-Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	162.1	165.0	-	165.0

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-2 Maricopa County Tourism Promotion				
Fund: TO2236 Tourism Fund				
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	11,201.5	11,200.0	-	11,200.0
Other Operating Expenditures	509.7	510.0	-	510.0
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-
Expenditure Categories Total:	11,873.3	11,875.0	-	11,875.0
Tourism Fund Total:	11,873.3	11,875.0	-	11,875.0
Sub Program Total for Select Funds:	11,873.3	11,875.0	-	11,875.0

Sub Program: TOA-2-4 SLI Wine Promotion

Fund: AA1000 General Fund

Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	-	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	-	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	100.0	100.0	-	100.0
Expenditure Categories Total:	100.0	100.0	-	100.0
General Fund Total:	100.0	100.0	-	100.0

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program:	TOA-2-0 Tourism Promotion				
Sub Program:	TOA-2-4 SLI Wine Promotion				
Fund:	AA1000 General Fund				
Fund:	TO2236 Tourism Fund				

Non-Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	6.4	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-
Other Operating Expenditures	46.5	50.0	-	50.0
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	-	-	-
Expenditure Categories Total:	52.9	50.0	-	50.0
Tourism Fund Total:	52.9	50.0	-	50.0
Sub Program Total for Select Funds:	152.9	150.0	-	150.0

Sub Program: TOA-2-6 SLI Southern Arizona Sports, Tourism, and Film Authority

Fund: AA1000 General Fund

Appropriated

Personal Services	-	-	-	-
Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE	-	-	-	-
Professional & Outside Services	-	-	-	-
Travel In-State	-	-	-	-
Travel Out-Of-State	-	-	-	-
Aid To Organizations & Individuals	-	-	-	-

Program Budget Unit Summary of Expenditure and Budget Request for Selected Funds

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-6 SLI Southern Arizona Sports, Tourism, and Film Authority				
Fund: AA1000 General Fund				
Other Operating Expenditures	-	-	-	-
Capital Equipment	-	-	-	-
Non-Capital Equipment	-	-	-	-
Transfers-Out	-	500.0	-	500.0
Expenditure Categories Total:	-	500.0	-	500.0
General Fund Total:	-	500.0	-	500.0
Sub Program Total for Select Funds:	-	500.0	-	500.0

Program Summary of Expenditure and Budget Request

Agency:	Office of Tourism
Program:	Administration

Program Summary		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
TOA-1-1	Administration	17,929.1	18,104.4	5,302.5	23,406.9
Administration Summary Total:		17,929.1	18,104.4	5,302.5	23,406.9

Expenditure Categories		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
FTE	FTE	31.0	31.0	3.0	34.0
6000	Personal Services	2,398.4	2,700.0	224.0	2,924.0
6100	Employee Related Expenditures	927.8	930.0	78.5	1,008.5
Subtotal Personal Services and ERE		3,326.3	3,630.0	302.5	3,932.5
6200	Professional & Outside Services	1,806.7	1,800.0	-	1,800.0
6500	Travel In-State	13.7	14.0	-	14.0
6600	Travel Out-Of-State	41.2	41.2	-	41.2
6800	Aid To Organizations & Individuals	172.5	172.5	-	172.5
7000	Other Operating Expenditures	2,052.4	2,052.5	5,000.0	7,052.5
8400	Capital Equipment	-	-	-	-
8500	Non-Capital Equipment	74.9	75.0	-	75.0
9100	Transfers-Out	10,441.5	10,319.2	-	10,319.2
Expenditure Categories Total:		17,929.1	18,104.4	5,302.5	23,406.9

Fund Source		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Appropriated Funds					
AA1000	General Fund (Appropriated)	7,406.0	7,283.7	5,302.5	12,586.2
Appropriated Funds Total:		7,406.0	7,283.7	5,302.5	12,586.2
Non-Appropriated Funds					
TO2236	Tourism Fund (Non-Appropriated)	10,523.1	10,820.7	-	10,820.7
Non-Appropriated Funds Total:		10,523.1	10,820.7	-	10,820.7
Administration Summary Total:		17,929.1	18,104.4	5,302.5	23,406.9

Program Summary of Expenditure and Budget Request

Agency: Office of Tourism

Program: Tourism Promotion

Program Summary		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
TOA-2-1	Statewide Tourism Promotion	23,556.1	17,487.3	-	17,487.3
TOA-2-2	Maricopa County Tourism Promotion	11,873.3	11,875.0	-	11,875.0
TOA-2-4	SLI Wine Promotion	152.9	150.0	-	150.0
TOA-2-6	SLI Southern Arizona Sports, Tourism, and Film Authority	-	500.0	-	500.0
Tourism Promotion Summary Total:		35,582.3	30,012.3	-	30,012.3

Expenditure Categories		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
FTE	FTE	-	-	-	-
6000	Personal Services	-	-	-	-
6100	Employee Related Expenditures	0.8	-	-	-
Subtotal Personal Services and ERE		0.8	-	-	-
6200	Professional & Outside Services	6,927.2	6,043.9	-	6,043.9
6500	Travel In-State	7.7	7.7	-	7.7
6600	Travel Out-Of-State	77.8	80.0	-	80.0
6800	Aid To Organizations & Individuals	13,986.0	11,200.0	-	11,200.0
7000	Other Operating Expenditures	13,480.3	11,075.2	-	11,075.2
8400	Capital Equipment	182.0	185.0	-	185.0
8500	Non-Capital Equipment	1.5	1.5	-	1.5
9100	Transfers-Out	919.0	1,419.0	-	1,419.0
Expenditure Categories Total:		35,582.3	30,012.3	-	30,012.3

Fund Source		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Appropriated Funds					
AA1000	General Fund (Appropriated)	919.0	1,419.0	-	1,419.0
Appropriated Funds Total:		919.0	1,419.0	-	1,419.0
Non-Appropriated Funds					
TO2000	Federal Grants Fund (Non-Appropriated)	1,701.5	1,683.6	-	1,683.6
TO2236	Tourism Fund (Non-Appropriated)	26,910.8	26,909.7	-	26,909.7
TO2977	EDA Cares Act Recovery Assistance Fund (Non-Appropriated)	1,034.9	-	-	-
TO2985	Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated)	5,016.1	-	-	-
Non-Appropriated Funds Total:		34,663.3	28,593.3	-	28,593.3
Tourism Promotion Summary Total:		35,582.3	30,012.3	-	30,012.3

Program Summary of Expenditure and Budget Request for Selected Funds

Agency:	Office of Tourism
Program:	Administration
Fund:	AA1000 General Fund (Appropriated)

Program Expenditures		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
TOA-1-1	Administration	7,406.0	7,283.7	5,302.5	12,586.2
General Fund (Appropriated) Summary Total:		7,406.0	7,283.7	5,302.5	12,586.2
Appropriated Funding					
6000	Personal Services	-	-	224.0	224.0
6100	Employee Related Expenditures	-	-	78.5	78.5
Subtotal Personal Services and ERE		-	-	302.5	302.5
6200	Professional & Outside Services	-	-	-	-
6500	Travel In-State	-	-	-	-
6600	Travel Out-Of-State	-	-	-	-
6800	Aid To Organizations & Individuals	-	-	-	-
7000	Other Operating Expenditures	-	-	5,000.0	5,000.0
8400	Capital Equipment	-	-	-	-
8500	Non-Capital Equipment	-	-	-	-
9100	Transfers-Out	7,406.0	7,283.7	-	7,283.7
Expenditure Categories Total:		7,406.0	7,283.7	5,302.5	12,586.2
Fund AA1000 - A Total:		7,406.0	7,283.7	5,302.5	12,586.2

Program Summary of Expenditure and Budget Request for Selected Funds

Agency:	Office of Tourism
Program:	Administration
Fund:	TO2236 Tourism Fund (Non-Appropriated)

Program Expenditures		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
TOA-1-1	Administration	10,523.1	10,820.7	-	10,820.7
Tourism Fund (Non-Appropriated) Summary Total:		10,523.1	10,820.7	-	10,820.7
Non-Appropriated Funding					
6000	Personal Services	2,398.4	2,700.0	-	2,700.0
6100	Employee Related Expenditures	927.8	930.0	-	930.0
Subtotal Personal Services and ERE		3,326.3	3,630.0	-	3,630.0
6200	Professional & Outside Services	1,806.7	1,800.0	-	1,800.0
6500	Travel In-State	13.7	14.0	-	14.0
6600	Travel Out-Of-State	41.2	41.2	-	41.2
6800	Aid To Organizations & Individuals	172.5	172.5	-	172.5
7000	Other Operating Expenditures	2,052.4	2,052.5	-	2,052.5
8400	Capital Equipment	-	-	-	-
8500	Non-Capital Equipment	74.9	75.0	-	75.0
9100	Transfers-Out	3,035.5	3,035.5	-	3,035.5
Expenditure Categories Total:		10,523.1	10,820.7	-	10,820.7
Fund TO2236 - N Total:		10,523.1	10,820.7	-	10,820.7
Administration Total:		17,929.1	18,104.4	5,302.5	23,406.9

Program Summary of Expenditure and Budget Request for Selected Funds

Agency:	Office of Tourism
Program:	Tourism Promotion
Fund:	AA1000 General Fund (Appropriated)

Program Expenditures		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
TOA-2-1	Statewide Tourism Promotion	819.0	819.0	-	819.0
TOA-2-4	SLI Wine Promotion	100.0	100.0	-	100.0
TOA-2-6	SLI Southern Arizona Sports, Tourism, and Film Authority	-	500.0	-	500.0
General Fund (Appropriated) Summary Total:		919.0	1,419.0	-	1,419.0
Appropriated Funding					
6000	Personal Services	-	-	-	-
6100	Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE		-	-	-	-
6200	Professional & Outside Services	-	-	-	-
6500	Travel In-State	-	-	-	-
6600	Travel Out-Of-State	-	-	-	-
6800	Aid To Organizations & Individuals	-	-	-	-
7000	Other Operating Expenditures	-	-	-	-
8400	Capital Equipment	-	-	-	-
8500	Non-Capital Equipment	-	-	-	-
9100	Transfers-Out	919.0	1,419.0	-	1,419.0
Expenditure Categories Total:		919.0	1,419.0	-	1,419.0
Fund AA1000 - A Total:		919.0	1,419.0	-	1,419.0

Program Summary of Expenditure and Budget Request for Selected Funds

Agency:	Office of Tourism
Program:	Tourism Promotion
Fund:	TO2000 Federal Grants Fund (Non-Appropriated)

Program Expenditures		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
TOA-2-1	Statewide Tourism Promotion	1,701.5	1,683.6	-	1,683.6
	Federal Grants Fund (Non-Appropriated) Summary Total:	1,701.5	1,683.6	-	1,683.6
Non-Appropriated Funding					
6000	Personal Services	-	-	-	-
6100	Employee Related Expenditures	-	-	-	-
	Subtotal Personal Services and ERE	-	-	-	-
6200	Professional & Outside Services	157.1	168.4	-	168.4
6500	Travel In-State	-	-	-	-
6600	Travel Out-Of-State	-	-	-	-
6800	Aid To Organizations & Individuals	-	-	-	-
7000	Other Operating Expenditures	1,544.4	1,515.2	-	1,515.2
8400	Capital Equipment	-	-	-	-
8500	Non-Capital Equipment	-	-	-	-
9100	Transfers-Out	-	-	-	-
	Expenditure Categories Total:	1,701.5	1,683.6	-	1,683.6
	Fund TO2000 - N Total:	1,701.5	1,683.6	-	1,683.6

Program Summary of Expenditure and Budget Request for Selected Funds

Agency:	Office of Tourism
Program:	Tourism Promotion
Fund:	TO2236 Tourism Fund (Non-Appropriated)

Program Expenditures		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
TOA-2-1	Statewide Tourism Promotion	14,984.5	14,984.7	-	14,984.7
TOA-2-2	Maricopa County Tourism Promotion	11,873.3	11,875.0	-	11,875.0
TOA-2-4	SLI Wine Promotion	52.9	50.0	-	50.0
Tourism Fund (Non-Appropriated) Summary Total:		26,910.8	26,909.7	-	26,909.7
Non-Appropriated Funding					
6000	Personal Services	-	-	-	-
6100	Employee Related Expenditures	0.8	-	-	-
Subtotal Personal Services and ERE		0.8	-	-	-
6200	Professional & Outside Services	5,878.9	5,875.5	-	5,875.5
6500	Travel In-State	7.7	7.7	-	7.7
6600	Travel Out-Of-State	77.8	80.0	-	80.0
6800	Aid To Organizations & Individuals	11,201.5	11,200.0	-	11,200.0
7000	Other Operating Expenditures	9,560.7	9,560.0	-	9,560.0
8400	Capital Equipment	182.0	185.0	-	185.0
8500	Non-Capital Equipment	1.5	1.5	-	1.5
9100	Transfers-Out	-	-	-	-
Expenditure Categories Total:		26,910.8	26,909.7	-	26,909.7
Fund TO2236 - N Total:		26,910.8	26,909.7	-	26,909.7

Program Summary of Expenditure and Budget Request for Selected Funds

Agency:	Office of Tourism
Program:	Tourism Promotion
Fund:	TO2977 EDA Cares Act Recovery Assistance Fund (Non-Appropriated)

Program Expenditures		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
TOA-2-1	Statewide Tourism Promotion	1,034.9	-	-	-
EDA Cares Act Recovery Assistance Fund (Non-Appropriated) Summary Total:		1,034.9	-	-	-
Non-Appropriated Funding					
6000	Personal Services	-	-	-	-
6100	Employee Related Expenditures	-	-	-	-
Subtotal Personal Services and ERE		-	-	-	-
6200	Professional & Outside Services	891.2	-	-	-
6500	Travel In-State	-	-	-	-
6600	Travel Out-Of-State	-	-	-	-
6800	Aid To Organizations & Individuals	57.5	-	-	-
7000	Other Operating Expenditures	86.2	-	-	-
8400	Capital Equipment	-	-	-	-
8500	Non-Capital Equipment	-	-	-	-
9100	Transfers-Out	-	-	-	-
Expenditure Categories Total:		1,034.9	-	-	-
Fund TO2977 - N Total:		1,034.9	-	-	-

Program Summary of Expenditure and Budget Request for Selected Funds

Agency:	Office of Tourism
Program:	Tourism Promotion
Fund:	TO2985 Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated)

Program Expenditures		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
TOA-2-1	Statewide Tourism Promotion	5,016.1	-	-	-
	Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated) Summary Total:	5,016.1	-	-	-
Non-Appropriated Funding					
6000	Personal Services	-	-	-	-
6100	Employee Related Expenditures	-	-	-	-
	Subtotal Personal Services and ERE	-	-	-	-
6200	Professional & Outside Services	-	-	-	-
6500	Travel In-State	-	-	-	-
6600	Travel Out-Of-State	-	-	-	-
6800	Aid To Organizations & Individuals	2,727.0	-	-	-
7000	Other Operating Expenditures	2,289.1	-	-	-
8400	Capital Equipment	-	-	-	-
8500	Non-Capital Equipment	-	-	-	-
9100	Transfers-Out	-	-	-	-
	Expenditure Categories Total:	5,016.1	-	-	-
	Fund TO2985 - N Total:	5,016.1	-	-	-
	Tourism Promotion Total:	35,582.3	30,012.3	-	30,012.3

Program Expenditure Schedule

Agency: Office of Tourism

		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration					
FTE					
FTE		31.0	31.0	3.0	34.0
Expenditure Category Total:		-	-	-	-
Fund Source					
Appropriated Funds					
AA1000	General Fund (Appropriated)	-	-	3.0	3.0
Appropriated Funds Total:		-	-	3.0	3.0
Non-Appropriated Funds					
TO2236	Tourism Fund (Non-Appropriated)	31.0	31.0	-	31.0
Non-Appropriated Funds Total:		31.0	31.0	-	31.0
Fund Source Total:		31.0	31.0	3.0	34.0
Personal Services					
Personal Services		2,398.4	2,700.0	224.0	2,924.0
Expenditure Category Total:		2,398.4	2,700.0	224.0	2,924.0
Fund Source					
Appropriated Funds					
AA1000	General Fund (Appropriated)	-	-	224.0	224.0
Appropriated Funds Total:		-	-	224.0	224.0
Non-Appropriated Funds					
TO2236	Tourism Fund (Non-Appropriated)	2,398.4	2,700.0	-	2,700.0
Non-Appropriated Funds Total:		2,398.4	2,700.0	-	2,700.0
Fund Source Total:		2,398.4	2,700.0	224.0	2,924.0
Employee Related Expenditures					
Employee Related Expenses		-	930.0	78.5	1,008.5
FICA Taxes		174.5	-	-	-
Medical Insurance		379.5	-	-	-
Basic Life		0.2	-	-	-
Long-Term Disability (ASRS)		3.5	-	-	-
Dental Insurance		2.9	-	-	-
Workers' Compensation		37.2	-	-	-
Arizona State Retirement System		285.2	-	-	-

Program Expenditure Schedule

Agency: Office of Tourism

		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration					
	Personnel Board Pro-Rata Charges	20.6	-	-	-
	Information Technology Pro Rata Charge	14.6	-	-	-
	Accumulated Sick Leave Fund Charge	9.6	-	-	-
	Expenditure Category Total:	927.8	930.0	78.5	1,008.5
Fund Source					
Appropriated Funds					
AA1000	General Fund (Appropriated)	-	-	78.5	78.5
	Appropriated Funds Total:	-	-	78.5	78.5
Non-Appropriated Funds					
TO2236	Tourism Fund (Non-Appropriated)	927.8	930.0	-	930.0
	Non-Appropriated Funds Total:	927.8	930.0	-	930.0
	Fund Source Total:	927.8	930.0	78.5	1,008.5
Professional & Outside Services					
	Professional and Outside Services	-	1,800.0	-	1,800.0
	Attorney General Legal Services	22.5	-	-	-
	Education & Training	4.8	-	-	-
	Other Professional & Outside Services	1,779.4	-	-	-
	Expenditure Category Total:	1,806.7	1,800.0	-	1,800.0
Fund Source					
Non-Appropriated Funds					
TO2236	Tourism Fund (Non-Appropriated)	1,806.7	1,800.0	-	1,800.0
	Non-Appropriated Funds Total:	1,806.7	1,800.0	-	1,800.0
	Fund Source Total:	1,806.7	1,800.0	-	1,800.0
Travel In-State					
	Travel In-State	-	14.0	-	14.0
	Airfare and Other Common Carrier Charges	0.5	-	-	-
	Mileage - Private Vehicle	1.4	-	-	-
	Motor Pool Charges	8.0	-	-	-
	Lodging	2.9	-	-	-
	Meals with Overnight Stay	0.5	-	-	-
	Meals without Overnight Stay	0.2	-	-	-

Program Expenditure Schedule

Agency: Office of Tourism

		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration					
Other Miscellaneous In- State Travel		0.2	-	-	-
Expenditure Category Total:		13.7	14.0	-	14.0
Fund Source					
Non-Appropriated Funds					
TO2236 Tourism Fund (Non-Appropriated)		13.7	14.0	-	14.0
Non-Appropriated Funds Total:		13.7	14.0	-	14.0
Fund Source Total:		13.7	14.0	-	14.0
Travel Out-Of-State					
Travel Out of State		-	41.2	-	41.2
Airfare and Other Common Carrier Charges		8.0	-	-	-
Airfare Out-of-Country		8.3	-	-	-
Lodging Out-of-State		11.7	-	-	-
Lodging Out-of-Country		6.2	-	-	-
Meals with Overnight Stay		1.9	-	-	-
Meals with Overnight Stay Out-of-Country		1.9	-	-	-
Other Miscellaneous Out-of- State Travel		3.2	-	-	-
Expenditure Category Total:		41.2	41.2	-	41.2
Fund Source					
Non-Appropriated Funds					
TO2236 Tourism Fund (Non-Appropriated)		41.2	41.2	-	41.2
Non-Appropriated Funds Total:		41.2	41.2	-	41.2
Fund Source Total:		41.2	41.2	-	41.2
Aid To Organizations & Individuals					
Aid to Organizations and Individuals		-	172.5	-	172.5
Aid to Other Organizations		172.5	-	-	-
Expenditure Category Total:		172.5	172.5	-	172.5
Fund Source					
Non-Appropriated Funds					
TO2236 Tourism Fund (Non-Appropriated)		172.5	172.5	-	172.5
Non-Appropriated Funds Total:		172.5	172.5	-	172.5
Fund Source Total:		172.5	172.5	-	172.5

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				

Other Operating Expenditures

Other Operating Expenses	-	2,052.5	5,000.0	7,052.5
Risk Management Charges to State Agencies	8.7	-	-	-
Internal Service Computer Processing, Hosting, Maintenance and Support Costs	20.6	-	-	-
Charges Imposed Related to AFIS.	6.0	-	-	-
External Telecommunications Charges	39.0	-	-	-
Certificate of Participation (COP) Building Rent Charges to State Agencies	196.2	-	-	-
Miscellaneous Rent	3.9	-	-	-
Internal Accounting, Budgeting & Financial Services	11.3	-	-	-
Office Supplies	2.3	-	-	-
Other Operating Supplies	0.2	-	-	-
Employee Tuition Reimbursement	6.2	-	-	-
Conference Registration / Attendance Fees	6.3	-	-	-
Advertising	1,550.3	-	-	-
Sponsorships	54.0	-	-	-
External Printing	(59.3)	-	-	-
Photography	11.0	-	-	-
Postage & Delivery	2.7	-	-	-
Awards	0.2	-	-	-
Entertainment & Promotional Items	95.2	-	-	-
Dues	87.0	-	-	-
Books, Subscriptions & Publications	9.2	-	-	-
Other Miscellaneous Operating	1.3	-	-	-
Expenditure Category Total:	2,052.4	2,052.5	5,000.0	7,052.5

Fund Source

Appropriated Funds

AA1000 General Fund (Appropriated)	-	-	5,000.0	5,000.0
Appropriated Funds Total:	-	-	5,000.0	5,000.0

Non-Appropriated Funds

TO2236 Tourism Fund (Non-Appropriated)	2,052.4	2,052.5	-	2,052.5
Non-Appropriated Funds Total:	2,052.4	2,052.5	-	2,052.5

Program Expenditure Schedule

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				
Fund Source Total:	2,052.4	2,052.5	5,000.0	7,052.5

Non-Capital Equipment

Non-Capital Resources	-	75.0	-	75.0
Furniture - Non-Capital Purchase	2.4	-	-	-
Computer Equipment – Non- Capitalized Purchases	45.6	-	-	-
Purchased or licensed software / website	26.9	-	-	-
Expenditure Category Total:	74.9	75.0	-	75.0

Fund Source

Non-Appropriated Funds

TO2236 Tourism Fund (Non-Appropriated)	74.9	75.0	-	75.0
Non-Appropriated Funds Total:	74.9	75.0	-	75.0
Fund Source Total:	74.9	75.0	-	75.0

Transfers-Out

Transfers	-	10,319.2	-	10,319.2
Transfers Out – Not Subject to Cost Allocation	10,441.5	-	-	-
Expenditure Category Total:	10,441.5	10,319.2	-	10,319.2

Fund Source

Appropriated Funds

AA1000 General Fund (Appropriated)	7,406.0	7,283.7	-	7,283.7
Appropriated Funds Total:	7,406.0	7,283.7	-	7,283.7

Non-Appropriated Funds

TO2236 Tourism Fund (Non-Appropriated)	3,035.5	3,035.5	-	3,035.5
Non-Appropriated Funds Total:	3,035.5	3,035.5	-	3,035.5
Fund Source Total:	10,441.5	10,319.2	-	10,319.2

Employee Retirement Coverage

Retirement System	FTE	Personal Services	Fund#
Arizona State Retirement System	-	-	AA1000-A
Arizona State Retirement System	31.0	2,700.0	TO2236-N

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
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Program:	TOA-1-0 Administration
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Sub Program:	TOA-1-1 Administration
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FTE

FTE	31.0	31.0	3.0	34.0
Expenditure Category Total:	-	-	-	-

Fund Source

Appropriated Funds

AA1000 General Fund (Appropriated)	-	-	3.0	3.0
Appropriated Funds Total:	-	-	3.0	3.0

Non-Appropriated Funds

TO2236 Tourism Fund (Non-Appropriated)	31.0	31.0	-	31.0
Non-Appropriated Funds Total:	31.0	31.0	-	31.0
Fund Source Total:	31.0	31.0	3.0	34.0

Personal Services

Personal Services	2,398.4	2,700.0	224.0	2,924.0
Expenditure Category Total:	2,398.4	2,700.0	224.0	2,924.0

Fund Source

Appropriated Funds

AA1000 General Fund (Appropriated)	-	-	224.0	224.0
Appropriated Funds Total:	-	-	224.0	224.0

Non-Appropriated Funds

TO2236 Tourism Fund (Non-Appropriated)	2,398.4	2,700.0	-	2,700.0
Non-Appropriated Funds Total:	2,398.4	2,700.0	-	2,700.0
Fund Source Total:	2,398.4	2,700.0	224.0	2,924.0

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				
Sub Program: TOA-1-1 Administration				
Employee Related Expenditures				
Employee Related Expenses	-	930.0	78.5	1,008.5
FICA Taxes	174.5	-	-	-
Medical Insurance	379.5	-	-	-
Basic Life	0.2	-	-	-
Long-Term Disability (ASRS)	3.5	-	-	-
Dental Insurance	2.9	-	-	-
Workers' Compensation	37.2	-	-	-
Arizona State Retirement System	285.2	-	-	-
Personnel Board Pro-Rata Charges	20.6	-	-	-
Information Technology Pro Rata Charge	14.6	-	-	-
Accumulated Sick Leave Fund Charge	9.6	-	-	-
Expenditure Category Total:	927.8	930.0	78.5	1,008.5
Fund Source				
Appropriated Funds				
AA1000 General Fund (Appropriated)	-	-	78.5	78.5
Appropriated Funds Total:	-	-	78.5	78.5
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	927.8	930.0	-	930.0
Non-Appropriated Funds Total:	927.8	930.0	-	930.0
Fund Source Total:	927.8	930.0	78.5	1,008.5

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				
Sub Program: TOA-1-1 Administration				
Professional & Outside Services				
Professional and Outside Services	-	1,800.0	-	1,800.0
Attorney General Legal Services	22.5	-	-	-
Education & Training	4.8	-	-	-
Other Professional & Outside Services	1,779.4	-	-	-
Expenditure Category Total:	1,806.7	1,800.0	-	1,800.0
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	1,806.7	1,800.0	-	1,800.0
Non-Appropriated Funds Total:	1,806.7	1,800.0	-	1,800.0
Fund Source Total:	1,806.7	1,800.0	-	1,800.0
Travel In-State				
Travel In-State	-	14.0	-	14.0
Airfare and Other Common Carrier Charges	0.5	-	-	-
Mileage - Private Vehicle	1.4	-	-	-
Motor Pool Charges	8.0	-	-	-
Lodging	2.9	-	-	-
Meals with Overnight Stay	0.5	-	-	-
Meals without Overnight Stay	0.2	-	-	-
Other Miscellaneous In- State Travel	0.2	-	-	-
Expenditure Category Total:	13.7	14.0	-	14.0
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	13.7	14.0	-	14.0
Non-Appropriated Funds Total:	13.7	14.0	-	14.0
Fund Source Total:	13.7	14.0	-	14.0

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				
Sub Program: TOA-1-1 Administration				
Travel Out-Of-State				
Travel Out of State	-	41.2	-	41.2
Airfare and Other Common Carrier Charges	8.0	-	-	-
Airfare Out-of-Country	8.3	-	-	-
Lodging Out-of-State	11.7	-	-	-
Lodging Out-of-Country	6.2	-	-	-
Meals with Overnight Stay	1.9	-	-	-
Meals with Overnight Stay Out-of-Country	1.9	-	-	-
Other Miscellaneous Out-of- State Travel	3.2	-	-	-
Expenditure Category Total:	41.2	41.2	-	41.2
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	41.2	41.2	-	41.2
Non-Appropriated Funds Total:	41.2	41.2	-	41.2
Fund Source Total:	41.2	41.2	-	41.2
Aid To Organizations & Individuals				
Aid to Organizations and Individuals	-	172.5	-	172.5
Aid to Other Organizations	172.5	-	-	-
Expenditure Category Total:	172.5	172.5	-	172.5
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	172.5	172.5	-	172.5
Non-Appropriated Funds Total:	172.5	172.5	-	172.5
Fund Source Total:	172.5	172.5	-	172.5
Other Operating Expenditures				
Other Operating Expenses	-	2,052.5	5,000.0	7,052.5
Risk Management Charges to State Agencies	8.7	-	-	-
Internal Service Computer Processing, Hosting, Maintenance and Support Costs	20.6	-	-	-

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				
Sub Program: TOA-1-1 Administration				
Charges Imposed Related to AFIS.	6.0	-	-	-
External Telecommunications Charges	39.0	-	-	-
Certificate of Participation (COP) Building Rent Charges to State Agencies	196.2	-	-	-
Miscellaneous Rent	3.9	-	-	-
Internal Accounting, Budgeting & Financial Services	11.3	-	-	-
Office Supplies	2.3	-	-	-
Other Operating Supplies	0.2	-	-	-
Employee Tuition Reimbursement	6.2	-	-	-
Conference Registration / Attendance Fees	6.3	-	-	-
Advertising	1,550.3	-	-	-
Sponsorships	54.0	-	-	-
External Printing	(59.3)	-	-	-
Photography	11.0	-	-	-
Postage & Delivery	2.7	-	-	-
Awards	0.2	-	-	-
Entertainment & Promotional Items	95.2	-	-	-
Dues	87.0	-	-	-
Books, Subscriptions & Publications	9.2	-	-	-
Other Miscellaneous Operating	1.3	-	-	-
Expenditure Category Total:	2,052.4	2,052.5	5,000.0	7,052.5
Fund Source				
Appropriated Funds				
AA1000 General Fund (Appropriated)	-	-	5,000.0	5,000.0
Appropriated Funds Total:	-	-	5,000.0	5,000.0
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	2,052.4	2,052.5	-	2,052.5
Non-Appropriated Funds Total:	2,052.4	2,052.5	-	2,052.5
Fund Source Total:	2,052.4	2,052.5	5,000.0	7,052.5

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-1-0 Administration				
Sub Program: TOA-1-1 Administration				
Non-Capital Equipment				
Non-Capital Resources	-	75.0	-	75.0
Furniture - Non-Capital Purchase	2.4	-	-	-
Computer Equipment – Non- Capitalized Purchases	45.6	-	-	-
Purchased or licensed software / website	26.9	-	-	-
Expenditure Category Total:	74.9	75.0	-	75.0

Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	74.9	75.0	-	75.0
Non-Appropriated Funds Total:	74.9	75.0	-	75.0
Fund Source Total:	74.9	75.0	-	75.0

Transfers-Out				
Transfers	-	10,319.2	-	10,319.2
Transfers Out – Not Subject to Cost Allocation	10,441.5	-	-	-
Expenditure Category Total:	10,441.5	10,319.2	-	10,319.2

Fund Source				
Appropriated Funds				
AA1000 General Fund (Appropriated)	7,406.0	7,283.7	-	7,283.7
Appropriated Funds Total:	7,406.0	7,283.7	-	7,283.7
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	3,035.5	3,035.5	-	3,035.5
Non-Appropriated Funds Total:	3,035.5	3,035.5	-	3,035.5
Fund Source Total:	10,441.5	10,319.2	-	10,319.2

Employee Retirement Coverage			
Retirement System	FTE	Personal Services	Fund#
Arizona State Retirement System	-	-	AA1000-A
Arizona State Retirement System	31.0	2,700.0	TO2236-N

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Employee Related Expenditures				
Medical Insurance	0.8	-	-	-
Basic Life	0.0	-	-	-
Dental Insurance	0.0	-	-	-
Expenditure Category Total:	0.8	-	-	-
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	0.8	-	-	-
Non-Appropriated Funds Total:	0.8	-	-	-
Fund Source Total:	0.8	-	-	-
Professional & Outside Services				
Professional and Outside Services	-	6,043.9	-	6,043.9
Education & Training	26.6	-	-	-
Vendor Travel – Tax Reportable	41.6	-	-	-
Other Professional & Outside Services	6,859.0	-	-	-
Expenditure Category Total:	6,927.2	6,043.9	-	6,043.9
Fund Source				
Non-Appropriated Funds				
TO2000 Federal Grants Fund (Non-Appropriated)	157.1	168.4	-	168.4
TO2236 Tourism Fund (Non-Appropriated)	5,878.9	5,875.5	-	5,875.5
TO2977 EDA Cares Act Recovery Assistance Fund (Non-Appropriated)	891.2	-	-	-
Non-Appropriated Funds Total:	6,927.2	6,043.9	-	6,043.9
Fund Source Total:	6,927.2	6,043.9	-	6,043.9
Travel In-State				
Travel In-State	-	7.7	-	7.7
Mileage - Private Vehicle	2.7	-	-	-
Motor Pool Charges	1.1	-	-	-
Lodging	2.3	-	-	-
Meals with Overnight Stay	0.8	-	-	-
Meals without Overnight Stay	0.2	-	-	-
Other Miscellaneous In- State Travel	0.5	-	-	-

Program Expenditure Schedule

Agency: Office of Tourism

		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion					
Expenditure Category Total:		7.7	7.7	-	7.7
Fund Source					
Non-Appropriated Funds					
TO2236	Tourism Fund (Non-Appropriated)	7.7	7.7	-	7.7
Non-Appropriated Funds Total:		7.7	7.7	-	7.7
Fund Source Total:		7.7	7.7	-	7.7
Travel Out-Of-State					
	Travel Out of State	-	80.0	-	80.0
	Airfare and Other Common Carrier Charges	13.1	-	-	-
	Airfare Out-of-Country	12.9	-	-	-
	Lodging Out-of-State	24.2	-	-	-
	Lodging Out-of-Country	11.8	-	-	-
	Meals with Overnight Stay	5.2	-	-	-
	Meals with Overnight Stay Out-of-Country	4.7	-	-	-
	Other Miscellaneous Out-of- State Travel	5.8	-	-	-
Expenditure Category Total:		77.8	80.0	-	80.0
Fund Source					
Non-Appropriated Funds					
TO2236	Tourism Fund (Non-Appropriated)	77.8	80.0	-	80.0
Non-Appropriated Funds Total:		77.8	80.0	-	80.0
Fund Source Total:		77.8	80.0	-	80.0
Aid To Organizations & Individuals					
	Aid to Organizations and Individuals	-	11,200.0	-	11,200.0
	Aid to Municipalities	2,631.5	-	-	-
	Aid to Other Organizations	11,354.5	-	-	-
Expenditure Category Total:		13,986.0	11,200.0	-	11,200.0
Fund Source					
Non-Appropriated Funds					
TO2236	Tourism Fund (Non-Appropriated)	11,201.5	11,200.0	-	11,200.0
TO2977	EDA Cares Act Recovery Assistance Fund (Non-Appropriated)	57.5	-	-	-

Program Expenditure Schedule

Agency: Office of Tourism

		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion					
TO2985	Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated)	2,727.0	-	-	-
	Non-Appropriated Funds Total:	13,986.0	11,200.0	-	11,200.0
	Fund Source Total:	13,986.0	11,200.0	-	11,200.0

Other Operating Expenditures

Other Operating Expenses	-	11,075.2	-	11,075.2
Other External Computer Processing, Hosting, Maintenance and Support Costs	61.8	-	-	-
External Telecommunications Charges	0.5	-	-	-
Miscellaneous Rent	16.0	-	-	-
Software Support, Maintenance Short-term Licensing	2.4	-	-	-
Office Supplies	0.0	-	-	-
Conference Registration / Attendance Fees	90.3	-	-	-
Advertising	12,453.2	-	-	-
Sponsorships	202.5	-	-	-
External Printing	84.1	-	-	-
Photography	40.0	-	-	-
Postage & Delivery	295.5	-	-	-
Entertainment & Promotional Items	8.0	-	-	-
Dues	3.6	-	-	-
Books, Subscriptions & Publications	224.7	-	-	-
Other Miscellaneous Operating	(2.3)	-	-	-
Expenditure Category Total:	13,480.3	11,075.2	-	11,075.2

Fund Source

Non-Appropriated Funds

TO2000	Federal Grants Fund (Non-Appropriated)	1,544.4	1,515.2	-	1,515.2
TO2236	Tourism Fund (Non-Appropriated)	9,560.7	9,560.0	-	9,560.0
TO2977	EDA Cares Act Recovery Assistance Fund (Non-Appropriated)	86.2	-	-	-
TO2985	Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated)	2,289.1	-	-	-
	Non-Appropriated Funds Total:	13,480.3	11,075.2	-	11,075.2
	Fund Source Total:	13,480.3	11,075.2	-	11,075.2

Capital Equipment

Program Expenditure Schedule

Agency: Office of Tourism

		FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion					
Capital Equipment		-	185.0	-	185.0
Purchased or licensed software / website		182.0	-	-	-
Expenditure Category Total:		182.0	185.0	-	185.0
Fund Source					
Non-Appropriated Funds					
TO2236 Tourism Fund (Non-Appropriated)		182.0	185.0	-	185.0
Non-Appropriated Funds Total:		182.0	185.0	-	185.0
Fund Source Total:		182.0	185.0	-	185.0
Non-Capital Equipment					
Non-Capital Resources		-	1.5	-	1.5
Computer Equipment – Non- Capitalized Purchases		0.5	-	-	-
Purchased or licensed software / website		1.0	-	-	-
Expenditure Category Total:		1.5	1.5	-	1.5
Fund Source					
Non-Appropriated Funds					
TO2236 Tourism Fund (Non-Appropriated)		1.5	1.5	-	1.5
Non-Appropriated Funds Total:		1.5	1.5	-	1.5
Fund Source Total:		1.5	1.5	-	1.5
Transfers-Out					
Transfers		-	1,419.0	-	1,419.0
Transfers Out – Not Subject to Cost Allocation		919.0	-	-	-
Expenditure Category Total:		919.0	1,419.0	-	1,419.0
Fund Source					
Appropriated Funds					
AA1000 General Fund (Appropriated)		919.0	1,419.0	-	1,419.0
Appropriated Funds Total:		919.0	1,419.0	-	1,419.0
Fund Source Total:		919.0	1,419.0	-	1,419.0

Program Expenditure Schedule

Agency: Office of Tourism

	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Employee Retirement Coverage				
Retirement System	FTE	Personal Services	Fund#	
	-	-		
Sub Program: TOA-2-1 Statewide Tourism Promotion				
Employee Related Expenditures				
Medical Insurance	0.8	-	-	-
Basic Life	0.0	-	-	-
Dental Insurance	0.0	-	-	-
Expenditure Category Total:	0.8	-	-	-
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	0.8	-	-	-
Non-Appropriated Funds Total:	0.8	-	-	-
Fund Source Total:	0.8	-	-	-
Professional & Outside Services				
Professional and Outside Services	-	5,878.9	-	5,878.9
Education & Training	26.6	-	-	-
Vendor Travel – Tax Reportable	34.0	-	-	-
Other Professional & Outside Services	6,698.1	-	-	-
Expenditure Category Total:	6,758.7	5,878.9	-	5,878.9
Fund Source				
Non-Appropriated Funds				
TO2000 Federal Grants Fund (Non-Appropriated)	157.1	168.4	-	168.4
TO2236 Tourism Fund (Non-Appropriated)	5,710.4	5,710.5	-	5,710.5
TO2977 EDA Cares Act Recovery Assistance Fund (Non-Appropriated)	891.2	-	-	-
Non-Appropriated Funds Total:	6,758.7	5,878.9	-	5,878.9
Fund Source Total:	6,758.7	5,878.9	-	5,878.9

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-1 Statewide Tourism Promotion				
Travel In-State				
Travel In-State	-	7.7	-	7.7
Mileage - Private Vehicle	2.7	-	-	-
Motor Pool Charges	1.1	-	-	-
Lodging	2.3	-	-	-
Meals with Overnight Stay	0.8	-	-	-
Meals without Overnight Stay	0.2	-	-	-
Other Miscellaneous In- State Travel	0.5	-	-	-
Expenditure Category Total:	7.7	7.7	-	7.7
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	7.7	7.7	-	7.7
Non-Appropriated Funds Total:	7.7	7.7	-	7.7
Fund Source Total:	7.7	7.7	-	7.7
Travel Out-Of-State				
Travel Out of State	-	80.0	-	80.0
Airfare and Other Common Carrier Charges	13.1	-	-	-
Airfare Out-of-Country	12.9	-	-	-
Lodging Out-of-State	24.2	-	-	-
Lodging Out-of-Country	11.8	-	-	-
Meals with Overnight Stay	5.2	-	-	-
Meals with Overnight Stay Out-of-Country	4.7	-	-	-
Other Miscellaneous Out-of- State Travel	5.8	-	-	-
Expenditure Category Total:	77.8	80.0	-	80.0
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	77.8	80.0	-	80.0
Non-Appropriated Funds Total:	77.8	80.0	-	80.0
Fund Source Total:	77.8	80.0	-	80.0

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-1 Statewide Tourism Promotion				
Aid To Organizations & Individuals				
Aid to Organizations and Individuals	-	-	-	-
Aid to Municipalities	801.4	-	-	-
Aid to Other Organizations	1,983.1	-	-	-
Expenditure Category Total:	2,784.5	-	-	-
Fund Source				
Non-Appropriated Funds				
TO2977 EDA Cares Act Recovery Assistance Fund (Non-Appropriated)	57.5	-	-	-
TO2985 Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated)	2,727.0	-	-	-
Non-Appropriated Funds Total:	2,784.5	-	-	-
Fund Source Total:	2,784.5	-	-	-

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-1 Statewide Tourism Promotion				
Other Operating Expenditures				

Other Operating Expenses	-	10,515.2	-	10,515.2
Other External Computer Processing, Hosting, Maintenance and Support Costs	61.8	-	-	-
External Telecommunications Charges	0.5	-	-	-
Miscellaneous Rent	16.0	-	-	-
Software Support, Maintenance Short-term Licensing	2.4	-	-	-
Office Supplies	0.0	-	-	-
Conference Registration / Attendance Fees	90.3	-	-	-
Advertising	11,980.4	-	-	-
Sponsorships	119.0	-	-	-
External Printing	84.1	-	-	-
Photography	40.0	-	-	-
Postage & Delivery	295.5	-	-	-
Entertainment & Promotional Items	8.0	-	-	-
Dues	3.6	-	-	-
Books, Subscriptions & Publications	224.7	-	-	-
Other Miscellaneous Operating	(2.3)	-	-	-
Expenditure Category Total:	12,924.1	10,515.2	-	10,515.2

Fund Source

Non-Appropriated Funds

TO2000	Federal Grants Fund (Non-Appropriated)	1,544.4	1,515.2	-	1,515.2
TO2236	Tourism Fund (Non-Appropriated)	9,004.5	9,000.0	-	9,000.0
TO2977	EDA Cares Act Recovery Assistance Fund (Non-Appropriated)	86.2	-	-	-
TO2985	Coronavirus State and Local Fiscal Recovery Fund (Non-Appropriated)	2,289.1	-	-	-
	Non-Appropriated Funds Total:	12,924.1	10,515.2	-	10,515.2
	Fund Source Total:	12,924.1	10,515.2	-	10,515.2

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-1 Statewide Tourism Promotion				
Capital Equipment				
Capital Equipment	-	185.0	-	185.0
Purchased or licensed software / website	182.0	-	-	-
Expenditure Category Total:	182.0	185.0	-	185.0
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	182.0	185.0	-	185.0
Non-Appropriated Funds Total:	182.0	185.0	-	185.0
Fund Source Total:	182.0	185.0	-	185.0
Non-Capital Equipment				
Non-Capital Resources	-	1.5	-	1.5
Computer Equipment – Non- Capitalized Purchases	0.5	-	-	-
Purchased or licensed software / website	1.0	-	-	-
Expenditure Category Total:	1.5	1.5	-	1.5
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	1.5	1.5	-	1.5
Non-Appropriated Funds Total:	1.5	1.5	-	1.5
Fund Source Total:	1.5	1.5	-	1.5
Transfers-Out				
Transfers	-	819.0	-	819.0
Transfers Out – Not Subject to Cost Allocation	819.0	-	-	-
Expenditure Category Total:	819.0	819.0	-	819.0
Fund Source				
Appropriated Funds				
AA1000 General Fund (Appropriated)	819.0	819.0	-	819.0
Appropriated Funds Total:	819.0	819.0	-	819.0
Fund Source Total:	819.0	819.0	-	819.0

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-1 Statewide Tourism Promotion				
Employee Retirement Coverage				

Retirement System	FTE	Personal Services	Fund#
	-	-	

Sub Program: TOA-2-2 Maricopa County Tourism Promotion

Professional & Outside Services				
Professional and Outside Services	-	165.0	-	165.0
Vendor Travel – Tax Reportable	7.6	-	-	-
Other Professional & Outside Services	154.6	-	-	-
Expenditure Category Total:	162.1	165.0	-	165.0

Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	162.1	165.0	-	165.0
Non-Appropriated Funds Total:	162.1	165.0	-	165.0
Fund Source Total:	162.1	165.0	-	165.0

Aid To Organizations & Individuals				
Aid to Organizations and Individuals	-	11,200.0	-	11,200.0
Aid to Municipalities	1,830.1	-	-	-
Aid to Other Organizations	9,371.4	-	-	-
Expenditure Category Total:	11,201.5	11,200.0	-	11,200.0

Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	11,201.5	11,200.0	-	11,200.0
Non-Appropriated Funds Total:	11,201.5	11,200.0	-	11,200.0
Fund Source Total:	11,201.5	11,200.0	-	11,200.0

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-2 Maricopa County Tourism Promotion				
Other Operating Expenditures				
Other Operating Expenses	-	510.0	-	510.0
Advertising	426.2	-	-	-
Sponsorships	83.5	-	-	-
Expenditure Category Total:	509.7	510.0	-	510.0

Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	509.7	510.0	-	510.0
Non-Appropriated Funds Total:	509.7	510.0	-	510.0
Fund Source Total:	509.7	510.0	-	510.0

Employee Retirement Coverage				
Retirement System	FTE	Personal Services	Fund#	
	-	-		

Sub Program: TOA-2-4 SLI Wine Promotion				
Professional & Outside Services				
Other Professional & Outside Services	6.4	-	-	-
Expenditure Category Total:	6.4	-	-	-
Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	6.4	-	-	-
Non-Appropriated Funds Total:	6.4	-	-	-
Fund Source Total:	6.4	-	-	-

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
Program: TOA-2-0 Tourism Promotion				
Sub Program: TOA-2-4 SLI Wine Promotion				
Other Operating Expenditures				
Other Operating Expenses	-	50.0	-	50.0
Advertising	46.5	-	-	-
Expenditure Category Total:	46.5	50.0	-	50.0

Fund Source				
Non-Appropriated Funds				
TO2236 Tourism Fund (Non-Appropriated)	46.5	50.0	-	50.0
Non-Appropriated Funds Total:	46.5	50.0	-	50.0
Fund Source Total:	46.5	50.0	-	50.0

Transfers-Out				
Transfers	-	100.0	-	100.0
Transfers Out – Not Subject to Cost Allocation	100.0	-	-	-
Expenditure Category Total:	100.0	100.0	-	100.0

Fund Source				
Appropriated Funds				
AA1000 General Fund (Appropriated)	100.0	100.0	-	100.0
Appropriated Funds Total:	100.0	100.0	-	100.0
Fund Source Total:	100.0	100.0	-	100.0

Employee Retirement Coverage				
Retirement System	FTE	Personal Services	Fund#	
	-	-		

Program Expenditure Schedule

Agency:	Office of Tourism
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	FY 2025 Actuals	FY 2026 Expenditure Plan	FY 2027 Funding Issue	FY 2027 Total Request
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Program:	TOA-2-0 Tourism Promotion
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Sub Program:	TOA-2-6 SLI Southern Arizona Sports, Tourism, and Film Authority
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Transfers-Out

Transfers	-	500.0	-	500.0
Expenditure Category Total:	-	500.0	-	500.0

Fund Source

Appropriated Funds				
AA1000 General Fund (Appropriated)	-	500.0	-	500.0
Appropriated Funds Total:	-	500.0	-	500.0
Fund Source Total:	-	500.0	-	500.0

Employee Retirement Coverage

Retirement System	FTE	Personal Services	Fund#
	-	-	

Program Expenditure Schedule

Agency: Office of Tourism

Administrative Costs Summary

FY 2027

Personal Services	2,897.7
ERE	1,016.9
All Other	582.4
Administrative Costs Total:	4,497.0

Administrative Costs / Total Expenditure Ratio

Request

Admin %

FY 2027

53,419.2

8.4%

Listing of Performance Measures of All Grants

Agency:	TOA Office of Tourism				
Title:	ARPA Travel, Tourism, and Outdoor Rec Grants Supplemental Disaster Recovery and Resilience Awards				
AFIS Grant No:	EDAARPA	CFDA:	21.027	Grantor:	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS
Periodic:	One-Time	Start Date:	11/30/2021	End Date:	11/30/2026
Type of Grant:	Other	If Other, Explain:	<p>Sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021 (the "Act"), Pub. L. No. 117-2 (Mar. 11, 2021) authorizes the Coronavirus State Fiscal Recovery Fund (CSFRF) and Coronavirus Local Fiscal Recovery Fund (CLFRF) respectively (referred to as the "Coronavirus State and Local Fiscal Recovery Funds" or "SLFRF"), which provides \$350 billion in total funding to Treasury to make payments generally to States (defined to include the District of Columbia), U.S. Territories (defined to include, Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), Tribes, Metropolitan cities, Counties, and Nonentitlement units of local government to respond to the COVID-19 public health emergency or its negative economic impact, including to provide assistance to households, small business, nonprofits, and impacted industries, such as tourism, travel, and hospitality; respond to workers performing essential work during the COVID-19 pandemic by providing premium pay to eligible workers of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government performing essential work or by providing grants to eligible employers that have eligible workers; provide government services, to the extent of the reduction of revenue due to COVID-19 relative to revenues collected in the most recent full fiscal year of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government; or make necessary investments in water, sewer, or broadband infrastructure.</p>		
Fed. % or \$ Cap:	N/A	Source of Match:	N/A		
AFIS fund number where the grant is maintained:			TO2000	Administrative costs are permitted to be paid using this federal money: <input style="width: 40px; height: 20px;" type="checkbox"/>	
Is this American Recovery and Reinvestment Act money (Stimulus)?			No		
Is this from 2020 federal stimulus funding?			No		
Description:	<p>Sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021 (the "Act"), Pub. L. No. 117-2 (Mar. 11, 2021) authorizes the Coronavirus State Fiscal Recovery Fund (CSFRF) and Coronavirus Local Fiscal Recovery Fund (CLFRF) respectively (referred to as the "Coronavirus State and Local Fiscal Recovery Funds" or "SLFRF"), which provides \$350 billion in total funding to Treasury to make payments generally to States (defined to include the District of Columbia), U.S. Territories (defined to include, Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), Tribes, Metropolitan cities, Counties, and Nonentitlement units of local government to respond to the COVID-19 public health emergency or its negative economic impact, including to provide assistance to households, small business, nonprofits, and impacted industries, such as tourism, travel, and hospitality; respond to workers performing essential work during</p>				

Listing of Performance Measures of All Grants

Agency: TOA Office of Tourism

the COVID-19 pandemic by providing premium pay to eligible workers of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government performing essential work or by providing grants to eligible employers that have eligible workers; provide government services, to the extent of the reduction of revenue due to COVID-19 relative to revenues collected in the most recent full fiscal year of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government; or make necessary investments in water, sewer, or broadband infrastructure.

Performance Measure: ARPA Travel, Tourism, and Outdoor Rec Grants Supplemental Disaster Recovery and Resilience Awards

FY 2024	FY 2025	FY 2026	FY 2027
1	0	1	0

Performance Measure Description:

SF-425: Pretty standard Federal report, probably looks familiar. Reports on Cash Receipts & disbursements under the grant award. Semi-annual report, for periods ending 9/30 and 3/31, and due 1 month later.

- 1) Progress Narrative Report: Just a narrative of activities that have been done. Semi-annual report, for periods ending 9/30 and 3/31, and due 1 month later.
- 2) GPRA Reporting: EDA will be sending out electronic surveys to you asking about any outputs generated under the grant. This will come in two forms: the ED-916 and ED-917 or ED-918 (depending on whether the grant will directly serve clients or not). The former will be issued semiannually while funds are being drawn down, whereas the latter will be issued out annually for the next 5 years. You can find more information about GPRA reporting at <https://www.eda.gov/performance/gpra/>
- 3) Single Audit. As you expend funds under the Award, you must include the award on your Single Audit's Schedule of Expenditures of Federal Awards (SEFA).

Sources & Uses Details of All Grants

Agency:	TOA Office of Tourism		
Grant Title:	Appreciate AZ Campaign		
AFIS Grant #:	APPAZ	CFDA:	20.219

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	-	-	-
Beginning Balance	-	140.0	140.0
Revenues			
New Federal Revenue	-	-	-
Pass Through Funds (From Other State Agencies)	200.0	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	200.0	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	-	-	-
Other Operating Expenses	60.0	-	-
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	60.0	-	-
Ending Balance	140.0	140.0	140.0

Sources & Uses Details of All Grants

Agency:	TOA Office of Tourism		
Grant Title:	ARPA Travel, Tourism, and Outdoor Rec Grants Supplemental Disaster Recovery and Resilience Awards		
AFIS Grant #:	EDAARPA	CFDA:	21.027

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	-	-	-
Beginning Balance	2,100.0	2,108.0	424.4
Revenues			
New Federal Revenue	-	-	-
Pass Through Funds (From Other State Agencies)	1,649.5	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	1,649.5	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	157.1	168.4	125.0
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	-	-	-
Other Operating Expenses	1,484.4	1,515.2	200.0
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	1,641.5	1,683.6	325.0
Ending Balance	2,108.0	424.4	99.4

Sources & Uses Details of All Grants

Agency:	TOA Office of Tourism
Grant Title:	Tourism Marketing Projects
AFIS Grant #:	EDACARES
CFDA:	21.019

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	1.0	-	-
Beginning Balance	1,034.9	(0.0)	(0.0)
Revenues			
New Federal Revenue	-	-	-
Pass Through Funds (From Other State Agencies)	-	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	-	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	891.2	-	-
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	57.5	-	-
Other Operating Expenses	86.2	-	-
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	1,034.9	-	-
Ending Balance	(0.0)	(0.0)	(0.0)

Sources & Uses Details of All Grants

Agency:	TOA Office of Tourism		
Grant Title:	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS		
AFIS Grant #:	VAI-01	CFDA:	21.027

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	-	-	-
Beginning Balance	-	-	-
Revenues			
New Federal Revenue	-	-	-
Pass Through Funds (From Other State Agencies)	1,083.0	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	1,083.0	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	1,083.0	-	-
Other Operating Expenses	-	-	-
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	1,083.0	-	-
Ending Balance	-	-	-

Sources & Uses Details of All Grants

Agency:	TOA Office of Tourism		
Grant Title:	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS		
AFIS Grant #:	VAI-02	CFDA:	21.027

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	-	-	-
Beginning Balance	-	-	-
Revenues			
New Federal Revenue	-	-	-
Pass Through Funds (From Other State Agencies)	14.7	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	14.7	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	14.7	-	-
Other Operating Expenses	-	-	-
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	14.7	-	-
Ending Balance	-	-	-

Sources & Uses Details of All Grants

Agency:	TOA Office of Tourism		
Grant Title:	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS		
AFIS Grant #:	VAI-03	CFDA:	21.027

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	-	-	-
Beginning Balance	-	21.9	21.9
Revenues			
New Federal Revenue	21.9	-	-
Pass Through Funds (From Other State Agencies)	1,414.8	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	1,436.7	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	1,414.8	-	-
Other Operating Expenses	-	-	-
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	1,414.8	-	-
Ending Balance	21.9	21.9	21.9

Sources & Uses Details of All Grants

Agency:	TOA Office of Tourism		
Grant Title:	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS		
AFIS Grant #:	VAI-04	CFDA:	21.027

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	-	-	-
Beginning Balance	-	-	-
Revenues			
New Federal Revenue	-	-	-
Pass Through Funds (From Other State Agencies)	224.7	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	224.7	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	224.7	-	-
Other Operating Expenses	-	-	-
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	224.7	-	-
Ending Balance	-	-	-

Sources & Uses Details of All Grants

Agency:	TOA Office of Tourism		
Grant Title:	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS		
AFIS Grant #:	VAI-05	CFDA:	21.027

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	-	-	-
Beginning Balance	-	-	-
Revenues			
New Federal Revenue	-	-	-
Pass Through Funds (From Other State Agencies)	-	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	-	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	-	-	-
Other Operating Expenses	-	-	-
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	-	-	-
Ending Balance	-	-	-

Sources & Uses Details of All Grants

Agency:	TOA Office of Tourism		
Grant Title:	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS		
AFIS Grant #:	VAI-06	CFDA:	21.027

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	-	-	-
Beginning Balance	-	-	-
Revenues			
New Federal Revenue	-	-	-
Pass Through Funds (From Other State Agencies)	1,474.2	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	1,474.2	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	1,474.2	-	-
Other Operating Expenses	-	-	-
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	1,474.2	-	-
Ending Balance	-	-	-

Sources & Uses Details of All Grants

Agency:	TOA Office of Tourism		
Grant Title:	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS		
AFIS Grant #:	VAI-07	CFDA:	21.027

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	-	-	-
Beginning Balance	-	-	-
Revenues			
New Federal Revenue	-	-	-
Pass Through Funds (From Other State Agencies)	-	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	-	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	-	-	-
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	-	-	-
Other Operating Expenses	-	-	-
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	-	-	-
Ending Balance	-	-	-

Federal Funds Sources & Uses Summary of all Federal Funds Grants

Agency: TOA Office of Tourism

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Budget
FTE Positions	1.0	-	-
Beginning Balance	3,134.9	2,269.9	586.3
Revenues			
New Federal Revenue	21.9	-	-
Pass Through Funds (From Other State Agencies)	6,061.1	-	-
Transfers and Other Funds (In)	-	-	-
Total Revenue	6,083.0	-	-
Expenditures			
Personal Services	-	-	-
Employee Related Expenses	-	-	-
Professional and Outside Services	1,048.4	168.4	125.0
Travel In-State	-	-	-
Travel Out-of-State	-	-	-
Food	-	-	-
Pass Through Funds (To Other State Agencies)	-	-	-
Pass Through Funds (To Non-State Agencies)	-	-	-
Aid to Individuals	4,269.1	-	-
Other Operating Expenses	1,630.5	1,515.2	200.0
Land Acquisition and Capital Projects	-	-	-
Capital and Non Capital Equipment	-	-	-
Cost Allocation / Indirect Costs	-	-	-
Transfers and Refunds (Out)	-	-	-
Total Expenditures	6,948.0	1,683.6	325.0
Ending Balance	2,269.9	586.3	261.3

Transmittal Statement

Office of Tourism

Governor Hobbs:

This and the accompanying schedules constitute the Statement of Federal Funds for this agency for Fiscal Year 2027.

To the best of my knowledge all statements and explanations submitted are true and correct.

Agency Head Signature Alix Skelpsa Ridgway

Grant Name	FY 2025 Expenditures	FY 2026 Expenditures	FY 2027 Expenditures
Appreciate AZ Campaign	60	0	0
ARPA Travel, Tourism, and Outdoor Rec Grants Supplemental Disaster Recove	1,641.5	1,683.6	325
CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS	4,211.56	0	0
Tourism Marketing Projects	1,034.91	0	0

Listing of All Federal Funds by Grant

Agency AFIS	Agency Name	Title	Description	AFIS Grant Number	CFDA Number	Periodic	Start Date	End Date	Type of Grant	FY 2025 Revenue	FY 2025 Expense	FY 2026 Revenue	FY 2026 Expense	FY 2027 Revenue	FY 2027 Expense
TOA	Office of Tourism	Appreciate AZ Campaign	The purpose of this program is to provide funds to the States to develop and maintain recreational trails and trail-related facilities for both nonmotorized and motorized recreational trail uses. The funds represent a portion of the motor fuel excise tax collected from nonhighway recreational fuel use.	APPAZ	20.219		10/3/24	6/30/27		200,000	60,000	0	0	0	0
TOA	Office of Tourism	ARPA Travel, Tourism, and Outdoor Rec Grants Supplemental Disaster Recovery and Resilience Awards	Sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021 (the "Act"), Pub. L. No. 117-2 (Mar. 11, 2021) authorizes the Coronavirus State Fiscal Recovery Fund (CSFRF) and Coronavirus Local Fiscal Recovery Fund (CLFRF) respectively (referred to as the "Coronavirus State and Local Fiscal Recovery Funds" or "SLFRF"), which provides \$350 billion in total funding to Treasury to make payments generally to States (defined to include the District of Columbia), U.S. Territories (defined to include, Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), Tribes, Metropolitan cities, Counties, and Nonentitlement units of local government to respond to the COVID-19 public health emergency or its negative economic impact, including to provide assistance to households, small business, nonprofits, and impacted industries, such as tourism, travel, and hospitality; respond to workers performing essential work during the COVID-19 pandemic by providing premium pay to eligible workers of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government performing essential work or by providing grants to eligible employers that have eligible workers; provide government services, to the extent of the reduction of revenue due to COVID-19 relative to revenues collected in the most recent full fiscal year of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government; or make necessary investments in water, sewer, or broadband infrastructure.	EDAARPA	21.027	One-Time	11/30/21	11/30/26	Other	1,649,533.1	1,641,497.4	0	1,683,600	0	325,000
TOA	Office of Tourism	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS	Sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021 (the "Act"), Pub. L. No. 117-2 (Mar. 11, 2021) authorizes the Coronavirus State Fiscal Recovery Fund (CSFRF) and Coronavirus Local Fiscal Recovery Fund (CLFRF) respectively (referred to as the "Coronavirus State and Local Fiscal Recovery Funds" or "SLFRF"), which provides \$350 billion in total funding to Treasury to make payments generally to States (defined to include the District of Columbia), U.S. Territories (defined to include, Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), Tribes, Metropolitan cities, Counties, and Nonentitlement units of local government to respond to the COVID-19 public health emergency or its negative economic impact, including to provide assistance to households, small business, nonprofits, and impacted industries, such as tourism, travel, and hospitality; respond to workers performing essential work during the COVID-19 pandemic by providing premium pay to eligible workers of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government performing essential work or by providing grants to eligible employers that have eligible workers; provide government services, to the extent of the reduction of revenue due to COVID-19 relative to revenues collected in the most recent full fiscal year of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government; or make necessary investments in water, sewer, or broadband infrastructure.	VAI-01	21.027	One-Time	7/1/21	6/30/25	Pass-Through Funding	1,083,036	1,083,036	0	0	0	0
TOA	Office of Tourism	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS	Sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021 (the "Act"), Pub. L. No. 117-2 (Mar. 11, 2021) authorizes the Coronavirus State Fiscal Recovery Fund (CSFRF) and Coronavirus Local Fiscal Recovery Fund (CLFRF) respectively (referred to as the "Coronavirus State and Local Fiscal Recovery Funds" or "SLFRF"), which provides \$350 billion in total funding to Treasury to make payments generally to States (defined to include the District of Columbia), U.S. Territories (defined to include, Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), Tribes, Metropolitan cities, Counties, and Nonentitlement units of local government to respond to the COVID-19 public health emergency or its negative economic impact, including to provide assistance to households, small business, nonprofits, and impacted industries, such as tourism, travel, and hospitality; respond to workers performing essential work during the COVID-19 pandemic by providing premium pay to eligible workers of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government performing essential work or by providing grants to eligible employers that have eligible workers; provide government services, to the extent of the reduction of revenue due to COVID-19 relative to revenues collected in the most recent full fiscal year of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government; or make necessary investments in water, sewer, or broadband infrastructure.	VAI-02	21.027	One-Time	7/1/21	6/30/24	Pass-Through Funding	14,731.3	14,731.3	0	0	0	0
TOA	Office of Tourism	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS	Sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021 (the "Act"), Pub. L. No. 117-2 (Mar. 11, 2021) authorizes the Coronavirus State Fiscal Recovery Fund (CSFRF) and Coronavirus Local Fiscal Recovery Fund (CLFRF) respectively (referred to as the "Coronavirus State and Local Fiscal Recovery Funds" or "SLFRF"), which provides \$350 billion in total funding to Treasury to make payments generally to States (defined to include the District of Columbia), U.S. Territories (defined to include, Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), Tribes, Metropolitan cities, Counties, and Nonentitlement units of local government to respond to the COVID-19 public health emergency or its negative economic impact, including to provide assistance to households, small business, nonprofits, and impacted industries, such as tourism, travel, and hospitality; respond to workers performing essential work during the COVID-19 pandemic by providing premium pay to eligible workers of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government performing essential work or by providing grants to eligible employers that have eligible workers; provide government services, to the extent of the reduction of revenue due to COVID-19 relative to revenues collected in the most recent full fiscal year of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government; or make necessary investments in water, sewer, or broadband infrastructure.	VAI-03	21.027	One-Time	7/1/21	6/30/25	Pass-Through Funding	1,436,678.3	1,414,808.4	0	0	0	0

Listing of All Federal Funds by Grant															
TOA	Office of Tourism	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS	Sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021 (the "Act"), Pub. L. No. 117-2 (Mar. 11, 2021) authorizes the Coronavirus State Fiscal Recovery Fund (CSFRF) and Coronavirus Local Fiscal Recovery Fund (CLFRF) respectively (referred to as the "Coronavirus State and Local Fiscal Recovery Funds" or "SLFRF"), which provides \$350 billion in total funding to Treasury to make payments generally to States (defined to include the District of Columbia), U.S. Territories (defined to include, Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), Tribes, Metropolitan cities, Counties, and Nonentitlement units of local government to respond to the COVID-19 public health emergency or its negative economic impact, including to provide assistance to households, small business, nonprofits, and impacted industries, such as tourism, travel, and hospitality; respond to workers performing essential work during the COVID-19 pandemic by providing premium pay to eligible workers of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government performing essential work or by providing grants to eligible employers that have eligible workers; provide government services, to the extent of the reduction of revenue due to COVID-19 relative to revenues collected in the most recent full fiscal year of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government; or make necessary investments in water, sewer, or broadband infrastructure.	VAI-04	21.027	One-Time	7/1/21	6/30/25	Pass-Through Funding	224,742.64	224,742.64	0	0	0	0
TOA	Office of Tourism	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS	Sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021 (the "Act"), Pub. L. No. 117-2 (Mar. 11, 2021) authorizes the Coronavirus State Fiscal Recovery Fund (CSFRF) and Coronavirus Local Fiscal Recovery Fund (CLFRF) respectively (referred to as the "Coronavirus State and Local Fiscal Recovery Funds" or "SLFRF"), which provides \$350 billion in total funding to Treasury to make payments generally to States (defined to include the District of Columbia), U.S. Territories (defined to include, Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), Tribes, Metropolitan cities, Counties, and Nonentitlement units of local government to respond to the COVID-19 public health emergency or its negative economic impact, including to provide assistance to households, small business, nonprofits, and impacted industries, such as tourism, travel, and hospitality; respond to workers performing essential work during the COVID-19 pandemic by providing premium pay to eligible workers of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government performing essential work or by providing grants to eligible employers that have eligible workers; provide government services, to the extent of the reduction of revenue due to COVID-19 relative to revenues collected in the most recent full fiscal year of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government; or make necessary investments in water, sewer, or broadband infrastructure.	VAI-05	21.027	One-Time	7/1/21	6/30/25	Pass-Through Funding	0	0	0	0	0	0
TOA	Office of Tourism	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS	Sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021 (the "Act"), Pub. L. No. 117-2 (Mar. 11, 2021) authorizes the Coronavirus State Fiscal Recovery Fund (CSFRF) and Coronavirus Local Fiscal Recovery Fund (CLFRF) respectively (referred to as the "Coronavirus State and Local Fiscal Recovery Funds" or "SLFRF"), which provides \$350 billion in total funding to Treasury to make payments generally to States (defined to include the District of Columbia), U.S. Territories (defined to include, Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), Tribes, Metropolitan cities, Counties, and Nonentitlement units of local government to respond to the COVID-19 public health emergency or its negative economic impact, including to provide assistance to households, small business, nonprofits, and impacted industries, such as tourism, travel, and hospitality; respond to workers performing essential work during the COVID-19 pandemic by providing premium pay to eligible workers of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government performing essential work or by providing grants to eligible employers that have eligible workers; provide government services, to the extent of the reduction of revenue due to COVID-19 relative to revenues collected in the most recent full fiscal year of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government; or make necessary investments in water, sewer, or broadband infrastructure.	VAI-06	21.027	One-Time	7/1/21	6/30/25	Pass-Through Funding	1,474,243	1,474,243	0	0	0	0
TOA	Office of Tourism	CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS	Sections 602 and 603 of the Social Security Act as added by section 9901 of the American Rescue Plan Act of 2021 (the "Act"), Pub. L. No. 117-2 (Mar. 11, 2021) authorizes the Coronavirus State Fiscal Recovery Fund (CSFRF) and Coronavirus Local Fiscal Recovery Fund (CLFRF) respectively (referred to as the "Coronavirus State and Local Fiscal Recovery Funds" or "SLFRF"), which provides \$350 billion in total funding to Treasury to make payments generally to States (defined to include the District of Columbia), U.S. Territories (defined to include, Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), Tribes, Metropolitan cities, Counties, and Nonentitlement units of local government to respond to the COVID-19 public health emergency or its negative economic impact, including to provide assistance to households, small business, nonprofits, and impacted industries, such as tourism, travel, and hospitality; respond to workers performing essential work during the COVID-19 pandemic by providing premium pay to eligible workers of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government performing essential work or by providing grants to eligible employers that have eligible workers; provide government services, to the extent of the reduction of revenue due to COVID-19 relative to revenues collected in the most recent full fiscal year of the State, territory, tribal government, metropolitan city, county, or nonentitlement units of local government; or make necessary investments in water, sewer, or broadband infrastructure.	VAI-07	21.027	One-Time	7/1/21	6/30/25	Pass-Through Funding	0	0	0	0	0	0
TOA	Office of Tourism	Tourism Marketing Projects	Section 5001 of the Coronavirus Aid, Relief, and Economic Security Act ("CARES Act") established the \$150 billion Coronavirus Relief Fund ("the Fund"). Eligible entities may use Fund payments to cover only those costs that: (1) are necessary expenditures incurred due to the public health emergency with respect to the Coronavirus Disease 2019 (COVID-19); (2) were not accounted for in the eligible entities' most recently approved budget as of March 27, 2020; and (3) were incurred during the period that begins on March 1, 2020, and ends on December 30, 2020. Division N, Title X, Section 1001 of the Consolidated Appropriations Act, 2021, (Pub. L. No.116-260), enacted on December 27, 2020, extended the period for which recipients may incur eligible costs using payments from the Fund from December 30, 2020, to December 31, 2021. Governments otherwise had broad discretion to utilize payments for expenditures ranging from COVID-19 testing to reimbursing small businesses for the costs of business interruption caused by required closures.	EDACARES	21.019	One-Time	9/29/21	9/29/24	Other	0	1,034,914.4	0	0	0	0

Agency Summary

Office of Tourism

Alix Skelpsa Ridgway, Interim Director

Phone: 6023643717

A.R.S. § 41-2305

Mission:

We drive essential statewide tourism to strengthen local economies, protect environmental and cultural resources, create a meaningful visitor experience and enhance the quality of life for Arizonans through tourism collaboration, promotion and development.

Description:

The Arizona Office of Tourism (TOA) leads the state's tourism industry with the development of global marketing programs to promote Arizona as a leading travel destination. With multiple research-based initiatives including advertising campaigns, trade and media relations and community outreach, TOA sets into motion a positive and profitable cycle of visitation, spending, job growth and tax revenue.

Agency Summary: (\$ Thousands)

Program	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
► Administration	17,929.1	18,104.4	23,406.9
► Tourism Promotion	35,582.3	30,012.3	30,012.3
Agency Total:	53,511.4	48,116.7	53,419.2

Funding:

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
General Fund	8,325.0	8,702.7	14,005.2
Other Non-Appropriated Funds	45,186.4	39,414.0	39,414.0
Total Funding	53,511.4	48,116.7	53,419.2

FTE Positions	31.0	31.0	34.0
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5 Year Plan

Issue 1 Domestic Tourism Marketing

Description: AOT's domestic tourism marketing efforts includes collaborations with a diverse media mix including print, television, out-of-home, digital, mobile, PPC, retargeting, video, consumer activations and social media executions to promote Arizona as a vibrant tourist destination. Tourist spending generates a positive economic cycle that leads to Arizona jobs, earnings and taxes.

Solutions:

1. Domestic Tourism Marketing: Increase the number of ad influenced trips by 20% by June 2029.
 - 1.1. Establish key program metrics for AOT's Travel Trade program by June 2026. Breakthrough
 - 1.1.a. Identify two to three key metrics for Travel Trade program.
 - 1.2. Increase in-state, domestic visitation and traveler spending by 2% by June 2026.
 - 1.2.a. Develop and execute research-driven advertising campaigns and integrate marketing high-value personas across all advertising efforts.
 - 1.3. Increase earned/invested media by 5% by June 2026.
 - 1.3.a. Conduct global media activities to education and engage industry-related media representatives.

Issue 2 International Tourism Marketing

Description: TOA is expanding its International Tourism Marketing efforts to increase the economic benefits of international visitors. International visitors plan longer vacation stays in a destination thereby spending more money and seeing more destinations during a vacation period.

Solutions:

2. Increase the number of international tours and packages being offered that were created through TOA's efforts by 5-10% by June 2030.

2.1. Increase international visitation by 2% by June 2026

2.1.a Analyze international visitation research data from primary target markets to build effective advertising and travel trade efforts.

Issue 3 Destination Stewardship

Description: TOA's Destination Stewardship program is a collaborative, long-term strategy for managing Arizona's environmental, cultural and soci-economic resources to ensure its overall economic sustainability.

Solutions:

3. Implement three programs to help evenly promote and disperse tourism activity throughout Arizona by June 2029.

3.1. Establish a minimum of three destination stewardship awareness metrics by June 2026.

3.1.a. Initiate the Wayfinder program to identify measurable elements of destination stewardship.

3.2. Establish new or maintain tourism support for 25% of Arizona tribal communities by June 2026.

3.2.a. Promote the value of tourism as an effective economic development component for tribes

3.3. Develop the Arizona Tourism Industry Strategic Plan by June 2026.

3.3.a. Create an industry strategic plan to address industry-related issues with key industry partners and determine long-range tourism development plans.

Issue 4 Sustainable Funding Sources

Description: TOA is working to modernize the Office of Tourism's funding structure. The goal is to find a more sustainable funding mechanism to enable the agency to further its marketing reach and resulting economic impact.

Solutions:

4. Implement a statewide tourism task force and plan to drive economic investment in Arizona by June 2029.

4.1 Build a Tourism & Economic Development Taskforce framework by June 2026.

4.1. a. Identify task force purpose, scope and membership make-up.

4.1. b. Launch a recruitment campaign to build task force membership.

4.1. c. Hold a task force kickoff for the tourism and economic development plan.

Issue 5 Value Add to Industry Offerings

Description: Value Add offerings are defined as opportunities that are added benefits to the program offerings in TOA's Co-Operative Marketing program. The goal is to offer more Value Add opportunities that are considered "bonus" offerings for those that participate in our program.

Solutions:

5. Increase the amount of “Value Add” opportunities within TOA’s Co-Operative Marketing Program for industry partners by 20% by June 2030.

5.1. Increase the number of Value Add opportunities available through TOA’s Co-Operative Marketing Program by 5% by June 2026.

5.1.a. Build Value Add opportunities for TOA’s Co-Operative program that go beyond the core program offerings and enhance benefits received by participants.

Resource Assumptions

	FY 2028 Estimate	FY 2029 Estimate	FY 2030 Estimate
Full-Time Equivalent Positions	34.0	34.0	34.0
General Fund	14,100.0	14,100.0	14,100.0
Other Appropriated Funds	-	-	-
Non-Appropriated Funds	28,275.0	29,613.8	31,251.1
Federal Funds	42,100.0	42,375.0	45,351.1

Program Summary
Administration (TOA-1-0)
Alix Skelpsa Ridgway, Interim Director
Phone: 6023643717
A.R.S. §§ 41.2302 to 41.2305

Mission:

To plan, coordinate and direct administrative and fiscal activities to support and enable TOA to achieve its mission and vision.

Description:

Administration supports the planning and operational needs of TOA by providing administrative guidance, services, and technical assistance to executive management and all divisions. These services include accounting, human resources, information technology, planning and budget, procurement, and intergovernmental information disclosure as well as ensuring statutory and regulatory compliance for the agency.

Funding:

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
General Fund	7,406.0	7,283.7	12,586.2
Other Non-Appropriated Funds	10,523.1	10,820.7	10,820.7
Total Funding	17,929.1	18,104.4	23,406.9

FTE Positions	31.0	31.0	34.0
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- ◆ Goal 1
- Sustainable Funding Sources: Implement a statewide tourism task force and plan to drive economic investment in Arizona by June 2029.

Performance Measures	FY 2024 Actual	FY 2025 Estimate	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
Build a Tourism & Economic Development Task force framwork by June 2026.	0	0	New	100	100

Program Summary

Tourism Promotion (TOA-2-0)

Alix Skelpsa Ridgway, Interim Director

Phone: 6023643717

A.R.S. §§ 41.2302 to 41.2305

Mission:

To expand the Arizona brand, increase its connection to consumers worldwide, and create the desire to travel to Arizona.

Description:

Tourism Promotion encompasses advertising, consumer fulfillment, media communications, travel industry marketing, market research, cooperative programs, and visitor services. Together with strategic partners and tourism businesses across the state, TOA works to increase travel to and within Arizona. TOA supports statewide Destination Marketing Organizations and the expansion of tourism in the tribal, rural and urban communities through thoughtful tourism development and focused marketing strategies.

Funding:

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
General Fund	919.0	1,419.0	1,419.0
Other Non-Appropriated Funds	34,663.3	28,593.3	28,593.3
Total Funding	35,582.3	30,012.3	30,012.3

- ◆ **Goal 1** Domestic Tourism Marketing: Increase the number of ad influenced trips by 20% by June 2029.

Performance Measures	FY 2024 Actual	FY 2025 Estimate	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
Efficiency of Households Reached (Campaign Efficiency)	23	27	0	0	0
Global Earned Media	1,551	500	873	750	800
In-State Earned Media	597	550	497	515	520
Increase in-state, domestic visitation and traveler spending by 2% by June 2026	0%	0%	New	New	New

- ◆ **Goal 2** International Tourism Marketing: Increase the number of international tours and packages being offered that were created through TOA's efforts by 5-10% by June 2030.

Performance Measures	FY 2024 Actual	FY 2025 Estimate	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
Social Media Engagements	365,450	350,000	278,296	400,000	450,000
Number of new international tours and packages	7,315	4,600	New	New	New
Percentage growth of international visitation	0	0	5	5	6

Subprogram Summary

Statewide Tourism Promotion (TOA-2-1)

Alix Skelpsa Ridgway, Interim Director

Phone: 6023643717

A.R.S. §§ 41.2302 to 41.2305

Mission:

To promote all of Arizona and create a platform that supports Destination Marketing Organizations (DMO) and the travel and tourism industry.

Description:

Through marketing, technical assistance, visitor services programs and innovative partnerships, this subprogram seeks to enhance the image and awareness of Arizona. The subprogram further supports the development and promotion of new Arizona travel products and packages in urban and rural areas, in partnership with public and private entities. The subprogram also encourages visitors to extend their stay and promotes positive awareness of Arizona’s authentic attributes through fulfillment.

Funding:

	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
General Fund	819.0	819.0	819.0
Other Non-Appropriated Funds	22,737.1	16,668.3	16,668.3
Total Funding	23,556.1	17,487.3	17,487.3

- ◆

Goal 1

Value Add to Industry Offerings: Increase the amount of "Value Add" opportunities within TOA's Co-Operative Marketing Program for industry partners by 20% by June 2030.

Performance Measures	FY 2024 Actual	FY 2025 Estimate	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
Number of Value Add opportunities that lead to percentage increase	0	0	New	25	30

Agency 5 Year Plan

TOA Office of Tourism

Issue 1 Domestic Tourism Marketing

Description: AOT's domestic tourism marketing efforts includes collaborations with a diverse media mix including print, television, out-of-home, digital, mobile, PPC, retargeting, video, consumer activations and social media executions to promote Arizona as a vibrant tourist destination. Tourist spending generates a positive economic cycle that leads to Arizona jobs, earnings and taxes.

Solutions:

1. Domestic Tourism Marketing: Increase the number of ad influenced trips by 20% by June 2029.
 - 1.1. Establish key program metrics for AOT's Travel Trade program by June 2026. Breakthrough
 - 1.1.a. Identify two to three key metrics for Travel Trade program.
 - 1.2. Increase in-state, domestic visitation and traveler spending by 2% by June 2026.
 - 1.2.a. Develop and execute research-driven advertising campaigns and integrate marketing high-value personas across all advertising efforts.
 - 1.3. Increase earned/invested media by 5% by June 2026.
 - 1.3.a. Conduct global media activities to education and engage industry-related media representatives.

Issue 2 International Tourism Marketing

Description: TOA is expanding its International Tourism Marketing efforts to increase the economic benefits of international visitors. International visitors plan longer vacation stays in a destination thereby spending more money and seeing more destinations during a vacation period.

Solutions:

2. Increase the number of international tours and packages being offered that were created through TOA's efforts by 5-10% by June 2030.
 - 2.1. Increase international visitation by 2% by June 2026
 - 2.1.a Analyze international visitation research data from primary target markets to build effective advertising and travel trade efforts.

Issue 3 Destination Stewardship

Description: TOA's Destination Stewardship program is a collaborative, long-term strategy for managing Arizona's environmental, cultural and soci-economic resources to ensure its overall economic sustainability.

Solutions:

3. Implement three programs to help evenly promote and disperse tourism activity throughout Arizona by June 2029.
 - 3.1. Establish a minimum of three destination stewardship awareness metrics by June 2026.
 - 3.1.a. Initiate the Wayfinder program to identify measurable elements of destination stewardship.
 - 3.2. Establish new or maintain tourism support for 25% of Arizona tribal communities by June 2026.
 - 3.2.a. Promote the value of tourism as an effective economic development component for tribes
 - 3.3. Develop the Arizona Tourism Industry Strategic Plan by June 2026.
 - 3.3.a. Create an industry strategic plan to address industry-related issues with key industry partners and determine long-range tourism development plans.

Issue 4 Sustainable Funding Sources

Agency 5 Year Plan

Description: TOA is working to modernize the Office of Tourism's funding structure. The goal is to find a more sustainable funding mechanism to enable the agency to further its marketing reach and resulting economic impact.

Solutions:

4. Implement a statewide tourism task force and plan to drive economic investment in Arizona by June 2029.

4.1 Build a Tourism & Economic Development Taskforce framework by June 2026.

4.1. a. Identify task force purpose, scope and membership make-up.

4.1. b. Launch a recruitment campaign to build task force membership.

4.1. c. Hold a task force kickoff for the tourism and economic development plan.

Issue 5 Value Add to Industry Offerings

Description: Value Add offerings are defined as opportunities that are added benefits to the program offerings in TOA's Co-Operative Marketing program. The goal is to offer more Value Add opportunities that are considered "bonus" offerings for those that participate in our program.

Solutions:

5. Increase the amount of "Value Add" opportunities within TOA's Co-Operative Marketing Program for industry partners by 20% by June 2030.

5.1. Increase the number of Value Add opportunities available through TOA's Co-Operative Marketing Program by 5% by June 2026.

5.1.a. Build Value Add opportunities for TOA's Co-Operative program that go beyond the core program offerings and enhance benefits received by participants.

Resource Assumptions

	FY 2028 Estimate	FY 2029 Estimate	FY 2030 Estimate
Full-Time Equivalent Positions	34.0	34.0	34.0
General Fund	14,100.0	14,100.0	14,100.0
Other Appropriated Funds	-	-	-
Non-Appropriated Funds	28,275.0	29,613.8	31,251.1
Federal Funds	42,100.0	42,375.0	45,351.1

AGENCY SUMMARY

Program: TOA Office of Tourism
Director: Alix Skelpsa Ridgway, Interim Director
Phone: 6023643717
Statute: A.R.S. § 41-2305
Plan Contact: Kiva Couchon, Director of Strategic Initiatives
6023643724

Mission:

We drive essential statewide tourism to strengthen local economies, protect environmental and cultural resources, create a meaningful visitor experience and enhance the quality of life for Arizonans through tourism collaboration, promotion and development.

Description:

The Arizona Office of Tourism (TOA) leads the state's tourism industry with the development of global marketing programs to promote Arizona as a leading travel destination. With multiple research-based initiatives including advertising campaigns, trade and media relations and community outreach, TOA sets into motion a positive and profitable cycle of visitation, spending, job growth and tax revenue.

AGENCY SUMMARY

Program: TOA Office of Tourism

Director: Alix Skelpsa Ridgway, Interim Director

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Statute: A.R.S. § 41-2305

Plan Contact: Kiva Couchon, Director of Strategic Initiatives
6023643724

PROGRAM SUMMARY

Program: Administration (TOA-1-0)

Contact: Alix Skelpsa Ridgway, Interim Director

Phone: Phone: 6023643717

Statute: A.R.S. §§ 41.2302 to 41.2305

Mission:

To plan, coordinate and direct administrative and fiscal activities to support and enable TOA to achieve its mission and vision.

Description:

Administration supports the planning and operational needs of TOA by providing administrative guidance, services, and technical assistance to executive management and all divisions. These services include accounting, human resources, information technology, planning and budget, procurement, and intergovernmental information disclosure as well as ensuring statutory and regulatory compliance for the agency.

◆ Goal 1 Sustainable Funding Sources: Implement a statewide tourism task force and plan to drive economic investment in Arizona by June 2029.

Performance Measures:

ML	Budget	Type	FY 2024 Actual	FY 2025 Estimate	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
X		OC Build a Tourism & Economic Development Task force framework by June 2026.	0	0	New	100	100

AGENCY SUMMARY

Program: TOA Office of Tourism

Director: Alix Skelpsa Ridgway, Interim Director

Phone: 6023643717

Statute: A.R.S. § 41-2305

Plan Contact: Kiva Couchon, Director of Strategic Initiatives
6023643724

PROGRAM SUMMARY

Program: Tourism Promotion (TOA-2-0)

Contact: Alix Skelpsa Ridgway, Interim Director

Phone: Phone: 6023643717

Statute: A.R.S. §§ 41.2302 to 41.2305

Mission:

To expand the Arizona brand, increase its connection to consumers worldwide, and create the desire to travel to Arizona.

Description:

Tourism Promotion encompasses advertising, consumer fulfillment, media communications, travel industry marketing, market research, cooperative programs, and visitor services. Together with strategic partners and tourism businesses across the state, TOA works to increase travel to and within Arizona. TOA supports statewide Destination Marketing Organizations and the expansion of tourism in the tribal, rural and urban communities through thoughtful tourism development and focused marketing strategies.

This program contains the following Subprograms:

► Statewide Tourism Promotion

◆ Goal 1 Domestic Tourism Marketing: Increase the number of ad influenced trips by 20% by June 2029.

Performance Measures:

ML	Budget	Type	FY 2024 Actual	FY 2025 Estimate	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
X		OC Efficiency of Households Reached (Campaign Efficiency)	23	27	0	0	0
X		OC Global Earned Media	1,551	500	873	750	800
X		OC In-State Earned Media	597	550	497	515	520
X		OC Increase in-state, domestic visitation and traveler spending by 2% by June 2026	0%	0%	New	New	New

◆ Goal 2 International Tourism Marketing: Increase the number of international tours and packages being offered that were created through TOA's efforts by 5-10% by June 2030.

Performance Measures:

ML	Budget	Type	FY 2024 Actual	FY 2025 Estimate	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
X		OC Social Media Engagements	365,450	350,000	278,296	400,000	450,000
X		IP Number of new international tours and packages	7,315	4,600	New	New	New
X		-1 Percentage growth of international visitation	0	0	5	5	6

AGENCY SUMMARY

Program: TOA Office of Tourism

Director: Alix Skelpsa Ridgway, Interim Director

Phone: 6023643717

Statute: A.R.S. § 41-2305

Plan Contact: Kiva Couchon, Director of Strategic Initiatives
6023643724

SUBPROGRAM SUMMARY

Program: Statewide Tourism Promotion (TOA-2-1)

Contact: Alix Skelpsa Ridgway, Interim Director

Phone: Phone: 6023643717

Statue: A.R.S. §§ 41.2302 to 41.2305

Mission:

To promote all of Arizona and create a platform that supports Destination Marketing Organizations (DMO) and the travel and tourism industry.

Description:

Through marketing, technical assistance, visitor services programs and innovative partnerships, this subprogram seeks to enhance the image and awareness of Arizona. The subprogram further supports the development and promotion of new Arizona travel products and packages in urban and rural areas, in partnership with public and private entities. The subprogram also encourages visitors to extend their stay and promotes positive awareness of Arizona's authentic attributes through fulfillment.

◆ **Goal 1 Value Add to Industry Offerings: Increase the amount of "Value Add" opportunities within TOA's Co-Operative Marketing Program for industry partners by 20% by June 2030.**

Performance Measures:

ML	Budget	Type	FY 2024 Actual	FY 2025 Estimate	FY 2025 Actual	FY 2026 Estimate	FY 2027 Estimate
X		OC Number of Value Add opportunities that lead to percentage increase	0	0	New	25	30

Budget Related Performance Measures

Not in Master List

Goals without any Performance Measures Marked for inclusion in the Master List

The display of the footnote: * = Agency, Program, or Sub Program has no goals with publishable performance measures.

Explore Plans

P 0 TOA Office of Tourism

P 1 TOA-1-0 Administration

G 1 Sustainable Funding Sources: Implement a statewide tourism task force and plan to drive economic investment in Arizona by June 2029.

P 1 Build a Tourism & Economic Development Task force framework by June 2026.

S 1 TOA-1-1 Administration

P 1 TOA-2-0 Tourism Promotion

G 1 Domestic Tourism Marketing: Increase the number of ad influenced trips by 20% by June 2029.

P 1 Efficiency of Households Reached (Campaign Efficiency)

P 2 Global Earned Media

P 3 In-State Earned Media

P 4 Increase in-state, domestic visitation and traveler spending by 2% by June 2026

G 2 International Tourism Marketing: Increase the number of international tours and packages being offered that were created through TOA's efforts by 5-10% by June 2030.

P 1 Social Media Engagements

P 2 Number of new international tours and packages

P 3 Percentage growth of international visitation

S 1 TOA-2-1 Statewide Tourism Promotion

G 1 Value Add to Industry Offerings: Increase the amount of "Value Add" opportunities within TOA's Co-Operative Marketing Program for industry partners by 20% by June 2030.

P 1 Number of Value Add opportunities that lead to percentage increase

S 2 TOA-2-2 Maricopa County Tourism Promotion

S 3 TOA-2-3 SLI Arizona Promotion

S 4 TOA-2-4 SLI Wine Promotion

S 5 TOA-2-5 SLI Southern Arizona Study Committee

S 6 TOA-2-6 SLI Southern Arizona Sports, Tourism, and Film Authority

Explore Plans

P 0 TOA Office of Tourism

P 1 TOA-1-0 Administration

G 1 TOA-G019 Sustainable Funding Sources: Implement a statewide tourism task force and plan to drive economic investment in Arizona by June 2029.

P 1 TOA-PM0027 Build a Tourism & Economic Development Task force framework by June 2026.

S 1 TOA-1-1 Administration

P 1 TOA-2-0 Tourism Promotion

G 1 TOA-G015 Domestic Tourism Marketing: Increase the number of ad influenced trips by 20% by June 2029.

P 1 TOA-PM0010 Efficiency of Households Reached (Campaign Efficiency)

P 2 TOA-PM0009 Global Earned Media

P 3 TOA-PM0006 In-State Earned Media

P 4 TOA-PM0031 Increase in-state, domestic visitation and traveler spending by 2% by June 2026

G 2 TOA-G016 International Tourism Marketing: Increase the number of international tours and packages being offered that were created through TOA's efforts by 5-10% by June 2030.

P 1 TOA-PM0015 Social Media Engagements

P 2 TOA-PM0014 Number of new international tours and packages

P 3 TOA-PM0030 Percentage growth of international visitation

S 1 TOA-2-1 Statewide Tourism Promotion

G 1 TOA-G020 Value Add to Industry Offerings: Increase the amount of "Value Add" opportunities within TOA's Co-Operative Marketing Program for industry partners by 20% by June 2030.

P 1 TOA-PM0028 Number of Value Add opportunities that lead to percentage increase

S 2 TOA-2-2 Maricopa County Tourism Promotion

S 3 TOA-2-3 SLI Arizona Promotion

S 4 TOA-2-4 SLI Wine Promotion

S 5 TOA-2-5 SLI Southern Arizona Study Committee

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