

PARKS AND TOURISM (900)
FISCAL YEAR 2011

I) AGENCY SUMMARY & REVENUE SOURCES

MISSION

The Department of Parks and Tourism works to enhance the quality of life in Arkansas by promoting, protecting, interpreting and managing the State's natural and cultural resources. The Department is divided into Divisions that include the State Parks Division, Administration Division, Tourism Division, History Commission, and the Keep Arkansas Beautiful Division. The State Parks Division operates 52 state parks and museums. The Administration Division provides centralized management and administration services. The Overall purpose of the Tourism Division is to generate travel, enhance the image of the State, and promote retirement / relocation to the State. The Keep Arkansas Beautiful Commission is charged with the statewide implementation of a litter prevention program. The History Commission(separate summary) maintains official archives of the State, collects historical materials and encourages historic research.

TOTAL APPROPRIATION

The Agency's total appropriation for FY11 is \$111,056,570.

FUNDING SOURCE

Funding is from Special Revenue (1/8 % sales tax and other taxes), General Revenue(approx. 17%), Cash funds, and Trust funds (from real estate transfer tax and 2% tourism tax).

II) SIGNIFICANT CHANGES OVER FY 2010

- Increase in Salary and Match. for 1 new position - Park Superintendent Jacksonport State Parks.

III) ADDITIONAL POSITIONS

Total Authorized for FY11: 774

Total Authorized for FY10: 773

IV) SPECIAL LANGUAGE

- * PARK BUDGET ALLOCATION - Report of Department's plan for amounts to be disbursed for each park from the State Operations appropriation.
- * SPECIAL MAINTENANCE - Funds for Parks and Museums System Special Maintenance shall be for repair and upkeep of parks and museum facilities.
- * CASH PRIZES - STATE PARKS - The Department is Authorized to award merchandise, gift certificates and cash prizes payable out of maintenance and operation line item of the Parks Cash Funds, not to exceed \$10,000, in aggregate, for all contests, per fiscal year.
- * BRONZE INDIAN - The Department is Authorized to use Maintenance and General Operation appropriations for the care and upkeep of the Bronze Indian erected on the Caddo River.
- * MISSISSIPPI RIVER DOMESTIC - INTERNATIONAL MARKETING PLAN - Funds from the Great River Road operating expense item may be utilized for the implementation of the Mississippi River Domestic - International Marketing Plan, up to \$15,000.
- * REGIONAL TOURIST PROMOTION AGENCY GRANT RESTRICTION - No funds shall be expended for grants for Tourist Promotion until the grantee organization shows proof of expenditures from non-state funds and amount equal to one-half of the grant amount.

* PURCHASE OF UNIFORMS - The Department is authorized to purchase uniforms and blazers for employees staffing sports shows, travel shows and other special promotion programs and special theme costumes or uniforms for state parks.

* TOURISM ATTRACTION FEASIBILITY GRANT PROGRAM - Requires a one to one dollar match for grants to cities and counties for feasibility studies for tourism attractions in Section 3 item (05) the general revenue appropriation.