

Maine Tourism Funding Model

Fiscal Year	Budget	YoY Change \$	YoY Change %	Funding Rate	Source	Fiscal Year	Tax Rate	Est. Tax Revenue	YoY Change \$	YoY Change %
Prior*	\$ 3,500,000			n/a						
2004	\$ 6,700,000	\$ 3,200,000	91%	5%	Lodging Meals Tax	2004	7%	\$ 134,000,000		
2005	\$ 7,700,000	\$ 1,000,000	15%			2005	7%	\$ 154,000,000	\$ 20,000,000	15%
2006	\$ 7,800,000	\$ 100,000	1%			2006	7%	\$ 156,000,000	\$ 2,000,000	1%
2007	\$ 7,900,000	\$ 100,000	1%			2007	7%	\$ 158,000,000	\$ 2,000,000	1%
2008	\$ 9,700,000	\$ 1,800,000	23%			2008	7%	\$ 194,000,000	\$ 36,000,000	23%
2009	\$ 9,400,000	\$ (300,000)	-3%			2009	7%	\$ 188,000,000	\$ (6,000,000)	-3%
2010	\$ 9,900,000	\$ 500,000	5%			2010	7%	\$ 198,000,000	\$ 10,000,000	5%
2011	\$ 12,800,000	\$ 2,900,000	29%			2011	7%	\$ 256,000,000	\$ 58,000,000	29%
2012	\$ 9,900,000	\$ (2,900,000)	-23%			2012	7%	\$ 198,000,000	\$ (58,000,000)	-23%
2013	\$ 12,900,000	\$ 3,000,000	30%			2013	8%	\$ 258,000,000	\$ 60,000,000	30%
2014	\$ 13,200,000	\$ 300,000	2%			2014	8%	\$ 264,000,000	\$ 6,000,000	2%
2015	\$ 15,100,000	\$ 1,900,000	14%			2015	8%	\$ 302,000,000	\$ 38,000,000	14%
2016	\$ 15,300,000	\$ 200,000	1%			2016	9%	\$ 306,000,000	\$ 4,000,000	1%
2017	\$ 17,400,000	\$ 2,100,000	14%			2017	9%	\$ 348,000,000	\$ 42,000,000	14%
2018	\$ 16,100,000	\$ (1,300,000)	-7%			2018	9%	\$ 322,000,000	\$ (26,000,000)	-7%
2019	\$ 17,100,000	\$ 1,000,000	6%			2019	9%	\$ 342,000,000	\$ 20,000,000	6%

*For years prior to 2004, the Tourism Office budget in Maine hovered between \$3 million and \$4 million annually.

Budget Increase	\$ 13,600,000	389%
Avg. Annual Increase	\$ 850,000	13%

Tax Revenue Increase	\$ 208,000,000	155%
Avg. Annual Increase	\$ 13,866,667	7%

Total invested \$ 188,900,000
 Length 16 years
 Returned \$ 208,000,000

Source: Maine Tourism Office