

**Visit St. Pete Clearwater
FY 2021 Budget
January 2021**

	January Actuals	Oct - Jan Actuals	FY21 Budget	Remaining Budget	% of Budget
Resources					
TDT Pledged	\$255,841	\$549,918	\$4,329,630	\$3,779,712	12.70%
TDT Unpledged	\$1,279,512	\$2,750,252	\$21,653,320	\$18,903,068	12.70%
TDT 4th Cent	\$511,989	\$1,100,497	\$8,664,440	\$7,563,943	12.70%
TDT 5th Cent	\$511,989	\$1,100,497	\$8,664,440	\$7,563,943	12.70%
TDT 6th Cent	\$511,989	\$1,100,497	\$8,664,440	\$7,563,943	12.70%
Total Taxes	\$3,071,320	\$6,601,661	\$51,976,270	\$45,374,609	12.70%
FEMA Revenue	\$0	\$0	\$0	\$0	0.00%
Interest	\$0	\$104,214	\$570,000	\$465,786	18.28%
CVB Revenue - Cooperative Sales	\$0	\$0	\$263,000	\$263,000	0.00%
Fund Balance Beginning of Fiscal Year	\$0	\$37,275,105	\$25,529,840	-\$11,745,265	146.01%
Total Resources	\$3,071,320	\$43,980,981	\$78,339,110	\$34,358,129	56.14%
Personal Services					
Exempt Salaries	\$221,123	\$870,507	\$3,215,460	\$2,344,953	27.07%
Classified Salaries	\$30,359	\$119,269	\$406,280	\$287,011	29.36%
Employee Benefits/Taxes/Retirement	\$112,138	\$428,556	\$1,770,490	\$1,341,935	24.21%
REM Capital Invoice Processing/Activations	\$0	-\$5,303	\$33,930	\$28,627	15.63%
Total Personal Services	\$363,620	\$1,413,029	\$5,426,160	\$4,013,131	26.04%
Operating Expenses					
Other Contractual Services	\$8,253	\$574,147	\$764,440	\$190,293	75.11%
Intergovernmental Services	\$111,959	\$448,493	\$1,357,030	\$908,537	33.05%
Rents and Leases	\$31,696	\$126,941	\$384,720	\$257,779	33.00%
Repairs and Maintenance	\$212	\$373	\$12,000	\$11,627	3.11%
Printing	\$0	\$1,311	\$25,000	\$23,689	5.24%
Office Supplies	\$9	\$2,424	\$40,000	\$37,576	6.06%
Credit Card Fees/Vacancy Advertisements	\$75	\$350	\$5,600	\$5,250	6.25%
Training & Education	\$0	\$0	\$38,810	\$38,810	0.00%
PC Purchases Under \$1,000	\$0	\$5,303	\$9,070	\$3,767	58.47%
Shipping/Postage/Communications	\$2,517	\$10,918	\$136,880	\$125,962	7.98%
Travel	\$1,062	\$5,490	\$429,750	\$424,260	1.28%
Associations/Memberships	\$4,424	\$31,752	\$196,880	\$165,128	16.13%
Total Operating Expenses	\$160,207	\$1,207,501	\$3,400,180	\$2,192,679	35.51%
Capital Outlay					
Capital Outlay Equip/PCs over \$1,000	\$0	\$0	\$3,230	\$3,230	0.00%
Total Operations and Capital Outlay	\$523,828	\$2,620,530	\$8,829,570	\$6,209,040	29.68%
Promotional Expenses (Direct Programming)					
Advertising & Marketing	\$310,425	\$993,849	\$14,100,000	\$13,106,151	7.05%
Elite Events	\$7,500	\$7,500	\$1,000,000	\$992,500	0.75%
Chambers Visitor Services Support	\$0	\$313,409	\$500,000	\$186,591	62.68%
Digital Marketing Contract	\$1,131,038	\$1,638,722	\$5,500,000	\$3,861,278	29.79%
International Sales	\$25,000	\$125,000	\$600,000	\$475,000	20.83%
Inquiry Services	\$7,500	\$15,000	\$95,000	\$80,000	15.79%
Direct Sales	\$89,713	\$387,118	\$5,925,650	\$5,538,532	6.53%
Research	\$2,400	\$199,531	\$972,000	\$772,469	20.53%
Total Promotional Expenses	\$1,573,576	\$3,680,128	\$28,692,650	\$25,012,522	12.83%
Total Department Budget	\$2,097,404	\$6,300,658	\$37,522,220	\$31,221,562	16.79%

**Visit St. Pete Clearwater
FY 2021 Budget
January 2021**

	January Actuals	Oct - Jan Actuals	FY21 Budget	Remaining Budget	% of Budget
Other					
Capital Funding Commitment	\$48,971	\$1,145,883	\$1,544,900	\$399,017	74.17%
Beach Nourishment	\$360,800	\$1,443,200	\$4,329,630	\$2,886,430	33.33%
Tax Collector	\$40,485	\$80,970	\$701,330	\$620,360	11.55%
Ending Fund Balance/Reserves Operating	\$0	\$0	\$22,322,220	\$22,322,220	0.00%
Ending Fund Balance/Reserves Capital	\$0	\$0	\$11,918,810	\$11,918,810	0.00%
Total Other	\$450,256	\$2,670,053	\$40,816,890	\$38,146,837	6.54%
Total TDT Fund Expenditures	\$2,547,660	\$8,970,712	\$78,339,110	\$69,368,398	11.45%
Total Resources	\$3,071,320	\$43,980,981	\$78,339,110	\$34,358,129	56.14%

Footnotes: