

**Visit St. Pete Clearwater  
FY 2021 Budget  
November 2020**

	November Actuals	Oct - Nov Actuals	FY21 Budget	Remaining Budget	% of Budget
<b>Resources</b>					
TDT Pledged	\$0	\$0	\$4,329,630	\$4,329,630	0.00%
TDT Unpledged	\$0	\$0	\$21,653,320	\$21,653,320	0.00%
TDT 4th Cent	\$0	\$0	\$8,664,440	\$8,664,440	0.00%
TDT 5th Cent	\$0	\$0	\$8,664,440	\$8,664,440	0.00%
TDT 6th Cent	\$0	\$0	\$8,664,440	\$8,664,440	0.00%
<b>Total Taxes</b>	<b>\$0</b>	<b>\$0</b>	<b>\$51,976,270</b>	<b>\$51,976,270</b>	<b>0.00%</b>
FEMA Revenue	\$0	\$0	\$0	\$0	0.00%
Interest	\$0	\$39,653	\$570,000	\$530,347	6.96%
CVB Revenue - Cooperative Sales	0	\$0	\$263,000	\$263,000	0.00%
Fund Balance Beginning of Fiscal Year	\$0	\$37,028,250	\$25,529,840	-\$11,498,410	145.04%
<b>Total Resources</b>	<b>\$0</b>	<b>\$37,067,903</b>	<b>\$78,339,110</b>	<b>\$41,271,207</b>	<b>47.32%</b>
<b>Personal Services</b>					
Exempt Salaries	\$246,359	\$428,173	\$3,215,460	\$2,787,287	13.32%
Classified Salaries	\$32,925	\$58,551	\$406,280	\$347,729	14.41%
Employee Benefits/Taxes/Retirement	\$114,103	\$206,457	\$1,770,490	\$1,564,033	11.66%
REM Capital Invoice Processing/Activations	-\$2,698	-\$3,504	\$33,930	\$37,434	-10.33%
<b>Total Personal Services</b>	<b>\$390,688</b>	<b>\$689,676</b>	<b>\$5,426,160</b>	<b>\$4,736,484</b>	<b>12.71%</b>
<b>Operating Expenses</b>					
Other Contractual Services	\$9,785	\$15,005	\$764,440	\$749,435	1.96%
Intergovernmental Services	\$111,959	\$224,482	\$1,357,030	\$1,132,548	16.54%
Rents and Leases	\$31,743	\$63,547	\$384,720	\$321,173	16.52%
Repairs and Maintenance	\$47	\$47	\$12,000	\$11,953	0.39%
Printing	\$0	\$1,245	\$25,000	\$23,755	4.98%
Office Supplies	\$0	\$0	\$40,000	\$40,000	0.00%
Credit Card Fees/Vacancy Advertisements	\$0	\$0	\$5,600	\$5,600	0.00%
Training & Education	\$0	\$0	\$38,810	\$38,810	0.00%
PC Purchases Under \$1,000	\$1,875	\$1,875	\$9,070	\$7,195	20.67%
Shipping/Postage/Communications	\$3,048	\$5,806	\$136,880	\$131,074	4.24%
Travel	\$1,126	\$1,126	\$429,750	\$428,624	0.26%
Associations/Memberships	\$0	\$25,148	\$196,880	\$171,732	12.77%
<b>Total Operating Expenses</b>	<b>\$159,584</b>	<b>\$338,281</b>	<b>\$3,400,180</b>	<b>\$3,061,899</b>	<b>9.95%</b>
<b>Capital Outlay</b>					
Capital Outlay Equip/PCs over \$1,000	\$0	\$0	\$3,230	\$3,230	0.00%
<b>Total Operations and Capital Outlay</b>	<b>\$550,272</b>	<b>\$1,027,957</b>	<b>\$8,829,570</b>	<b>\$7,801,613</b>	<b>11.64%</b>
<b>Promotional Expenses (Direct Programming)</b>					
Advertising & Marketing	\$0	\$0	\$14,100,000	\$14,100,000	0.00%
Elite Events	\$0	\$0	\$1,000,000	\$1,000,000	0.00%
Chambers Visitor Services Support	\$313,409	\$313,409	\$500,000	\$186,591	62.68%
Digital Marketing Contract	\$306,876	\$306,876	\$5,500,000	\$5,193,124	5.58%
International Sales	\$50,000	\$75,000	\$600,000	\$525,000	12.50%
Inquiry Services	\$0	\$7,500	\$95,000	\$87,500	7.89%
Direct Sales	\$88,785	\$134,560	\$5,925,650	\$5,791,090	2.27%
Research	\$136,381	\$136,381	\$972,000	\$835,619	14.03%
<b>Total Promotional Expenses</b>	<b>\$895,451</b>	<b>\$973,726</b>	<b>\$28,692,650</b>	<b>\$27,718,924</b>	<b>3.39%</b>
<b>Total Department Budget</b>	<b>\$1,445,723</b>	<b>\$2,001,684</b>	<b>\$37,522,220</b>	<b>\$35,520,536</b>	<b>5.33%</b>

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<b>Other</b>					
Capital Funding Commitment	\$48,971	\$1,047,942	\$1,544,900	\$496,958	67.83%
Beach Nourishment	\$360,800	\$721,600	\$4,329,630	\$3,608,030	16.67%
Tax Collector	\$0	\$0	\$701,330	\$701,330	0.00%
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%
<b>Total Other</b>	<b>\$409,771</b>	<b>\$1,769,542</b>	<b>\$40,816,890</b>	<b>\$39,047,348</b>	<b>4.34%</b>
<b>Total TDT Fund Expenditures</b>	<b>\$1,855,494</b>	<b>\$3,771,226</b>	<b>\$78,339,110</b>	<b>\$74,567,884</b>	<b>4.81%</b>
<b>Total Resources</b>	<b>\$0</b>	<b>\$37,067,903</b>	<b>\$78,339,110</b>	<b>\$41,271,207</b>	<b>47.32%</b>

Footnotes: