

**Visit St. Pete Clearwater  
FY 2022 Budget  
June 2022**

	June Actuals	Oct - June Actuals	FY22 Budget	Remaining Budget	% of Budget
<b>Resources</b>					
TDT Pledged	\$905,437	\$4,874,871	\$5,588,370	\$713,499	87.23%
TDT Unpledged	\$4,528,271	\$24,380,206	\$27,948,500	\$3,568,294	87.23%
TDT 4th Cent	\$1,811,961	\$9,755,594	\$11,183,420	\$1,427,826	87.23%
TDT 5th Cent	\$1,811,961	\$9,755,594	\$11,183,420	\$1,427,826	87.23%
TDT 6th Cent	\$1,811,961	\$9,755,594	\$11,183,420	\$1,427,826	87.23%
<b>Total Taxes</b>	<b>\$10,869,590</b>	<b>\$58,521,858</b>	<b>\$67,087,130</b>	<b>\$8,565,272</b>	<b>87.23%</b>
Interest	\$0	\$290,501	\$92,630	-\$197,871	313.61%
CVB Revenue - Cooperative Sales	\$40,251	\$284,732	\$194,750	-\$89,982	146.20%
Fund Balance Beginning of Fiscal Year	\$0	\$0	\$65,253,210	\$65,253,210	0.00%
<b>Total Resources</b>	<b>\$10,909,841</b>	<b>\$59,097,091</b>	<b>\$132,627,720</b>	<b>\$73,530,629</b>	<b>44.56%</b>
<b>Total Personal Services</b>	<b>\$310,669</b>	<b>\$3,010,665</b>	<b>\$5,366,070</b>	<b>\$2,355,405</b>	<b>56.11%</b>
<b>Operating Expenses</b>					
Other Contractual Services	\$4,190	\$862,147	\$1,176,940	\$314,793	73.25%
Intergovernmental Services	\$95,936	\$864,628	\$1,157,830	\$293,202	74.68%
Rents and Leases	\$32,792	\$297,540	\$397,730	\$100,190	74.81%
Repairs and Maintenance	\$266	\$3,808	\$9,000	\$5,192	42.31%
Printing	\$0	\$16,178	\$25,000	\$8,822	64.71%
Office Supplies	\$935	\$11,900	\$30,000	\$18,100	39.67%
Credit Card Fees/Recognition Program	\$18	\$449	\$5,600	\$5,151	8.03%
Training & Education	\$7,000	\$12,410	\$50,200	\$37,790	24.72%
PC & Equip Purchases < \$5,000	\$0	\$16,766	\$2,980	-\$13,786	562.62%
Shipping/Postage/Communications	\$4,142	\$46,294	\$127,580	\$81,286	36.29%
Travel	\$27,333	\$134,956	\$445,200	\$310,244	30.31%
Associations/Memberships	\$44,542	\$166,602	\$203,190	\$36,588	81.99%
<b>Total Operating Expenses</b>	<b>\$217,153</b>	<b>\$2,433,679</b>	<b>\$3,631,250</b>	<b>\$1,197,571</b>	<b>67.02%</b>
<b>Capital Outlay</b>					
Capital Outlay Equip/PCs > \$5,000	\$0	\$0	\$3,000	\$3,000	0.00%
<b>Total Operating, Personal Svcs, and Capital</b>	<b>\$527,822</b>	<b>\$5,444,343</b>	<b>\$9,000,320</b>	<b>\$3,555,977</b>	<b>60.49%</b>
<b>Promotional Expenses (Direct Programming)</b>					
Advertising & Marketing	\$787,674	\$5,081,119	\$14,400,000	\$9,318,881	35.29%
Elite Events	\$25,000	\$387,500	\$1,250,000	\$862,500	31.00%
Chambers Visitor Services Support	\$83,720	\$403,131	\$500,000	\$96,869	80.63%
Digital Marketing Contract	\$690,292	\$2,751,418	\$5,500,000	\$2,748,582	50.03%
International Sales	\$40,101	\$290,399	\$625,000	\$334,601	46.46%
Inquiry Services	\$0	\$22,500	\$90,000	\$67,500	25.00%
Direct Sales	\$311,446	\$1,909,672	\$4,575,400	\$2,665,728	41.74%
Research	\$58,865	\$679,323	\$856,500	\$177,177	79.31%
<b>Total Promotional Expenses</b>	<b>\$1,997,099</b>	<b>\$11,525,061</b>	<b>\$27,796,900</b>	<b>\$16,271,839</b>	<b>41.46%</b>
<b>Total Department Budget</b>	<b>\$2,524,921</b>	<b>\$16,969,404</b>	<b>\$36,797,220</b>	<b>\$19,827,816</b>	<b>46.12%</b>

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	June Actuals	Oct - June Actuals	FY22 Budget	Remaining Budget	% of Budget
<b>Other</b>					
Capital Funding Commitment	\$0	\$0	\$350,000	\$350,000	0.00%
Beach Nourishment	\$465,700	\$4,191,300	\$5,588,370	\$1,397,070	75.00%
Tax Collector	\$47,645	\$333,515	\$600,000		
Ending Fund Balance/Reserves Operating			\$47,344,580	\$47,344,580	0.00%
Ending Fund Balance/Reserves Capital			\$41,947,550	\$41,947,550	0.00%
<b>Total Other</b>	<b>\$513,345</b>	<b>\$4,524,815</b>	<b>\$95,830,500</b>	<b>\$91,305,685</b>	<b>4.72%</b>
<b>Total TDT Fund Expenditures</b>	<b>\$3,038,266</b>	<b>\$21,494,219</b>	<b>\$132,627,720</b>	<b>\$111,133,501</b>	<b>16.21%</b>
<b>Total Resources</b>	<b>\$10,909,841</b>	<b>\$59,097,091</b>	<b>\$132,627,720</b>	<b>\$73,530,629</b>	<b>44.56%</b>

Footnotes:

Finance Report - June 2022			
	FY22	YTD	
Operating Expenses	Adopted Budget	Expenditures Oct - June	Expenses in Process*
Personal Services	\$5,366,070	\$3,010,665	\$144,732
Other Contractual Services	\$1,176,940	\$862,147	\$4,520
Intergovernmental Services	\$1,157,830	\$864,628	\$95,936
Rents and Leases	\$397,730	\$297,540	\$33,670
Repairs and Maintenance	\$9,000	\$3,808	\$376
Printing	\$25,000	\$16,178	\$0
Office Supplies	\$30,000	\$11,900	\$1,498
Credit Card Fees/Recog. Program	\$5,600	\$449	\$976
Training & Education	\$50,200	\$12,410	\$6,645
PC Purchases/Equip < \$5,000	\$2,980	\$16,766	\$0
Shipping/Postage/Communications	\$127,580	\$46,294	\$14
Travel	\$445,200	\$134,956	\$30,765
Associations/Memberships	\$203,190	\$166,602	\$2,563
Capital Outlay Equip/PCs > \$5,000	\$3,000	\$0	\$6,712
<b>Promotional Expenses</b>			
Advertising & Marketing (includes BVK, promo items and dept. marketing support)	\$14,400,000	\$5,081,119	\$1,955,792
Elite Events	\$1,250,000	\$387,500	\$125,000
Chambers Visitor Services Support	\$500,000	\$403,131	\$0
Digital Marketing Contract	\$5,500,000	\$2,751,418	\$558,865
International Sales	\$625,000	\$290,399	\$0
Inquiry Services	\$90,000	\$22,500	\$0
Direct Sales	\$4,575,400	\$1,909,672	\$115,374
Research	\$856,500	\$679,323	\$25,000
<b>Total Department</b>	<b>\$36,797,220</b>	<b>\$16,969,404</b>	<b>\$3,108,438</b>

\* Approximate expenditures

Direct Sales Detail			
Department	FY22 Adopted Budget	YTD Expenditures Oct-June	% Expended
Executive Sales	\$4,300	\$16,185	376%
Sports	\$994,900	\$391,684	39%
Film	\$999,700	\$569,192	57%
Leisure	\$225,000	\$111,857	50%
Digital	\$225,000	\$140,313	62%
Meetings	\$908,500	\$395,592	44%
Convention Services	\$715,000	\$189,814	27%
Community & Brand Engagement	\$253,000	\$62,237	25%
Latin America Sales	\$250,000	\$32,798	13%
<b>Totals</b>	<b>\$4,575,400</b>	<b>\$1,909,672</b>	<b>42%</b>