

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

	August Actuals	Oct - August Actuals	FY22 Budget	Remaining Budget	% of Budget
Resources					
TDT Pledged	\$711,755	\$6,270,612	\$5,588,370	-\$682,242	112.21%
TDT Unpledged	\$3,559,632	\$31,360,587	\$27,948,500	-\$3,412,087	112.21%
TDT 4th Cent	\$1,424,365	\$12,548,752	\$11,183,420	-\$1,365,332	112.21%
TDT 5th Cent	\$1,424,365	\$12,548,751	\$11,183,420	-\$1,365,331	112.21%
TDT 6th Cent	\$1,424,365	\$12,548,752	\$11,183,420	-\$1,365,332	112.21%
Total Taxes	\$8,544,483	\$75,277,454	\$67,087,130	-\$8,190,324	112.21%
Interest	\$0	\$472,795	\$92,630	-\$380,165	510.41%
CVB Revenue - Cooperative Sales	\$1,277	\$286,369	\$194,750	-\$91,619	147.04%
Fund Balance Beginning of Fiscal Year	\$0	\$0	\$65,253,210	\$65,253,210	0.00%
Total Resources	\$8,545,760	\$76,036,618	\$132,627,720	\$56,591,102	57.33%
Total Personal Services	\$436,653	\$3,736,782	\$5,366,070	\$1,629,288	69.64%
Operating Expenses					
Other Contractual Services	\$7,235	\$960,683	\$1,176,940	\$216,257	81.63%
Intergovernmental Services	\$96,085	\$1,060,942	\$1,157,830	\$96,888	91.63%
Rents and Leases	\$33,309	\$364,394	\$397,730	\$33,336	91.62%
Repairs and Maintenance	\$368	\$4,553	\$9,000	\$4,447	50.59%
Printing	\$0	\$20,034	\$25,000	\$4,966	80.14%
Office Supplies	\$1,410	\$14,809	\$30,000	\$15,191	49.36%
Credit Card Fees/Recognition Program	\$99	\$600	\$5,600	\$5,000	10.71%
Training & Education	\$925	\$19,980	\$50,200	\$30,220	39.80%
PC & Equip Purchases < \$5,000	\$0	\$16,766	\$2,980	-\$13,786	562.62%
Shipping/Postage/Communications	\$1,998	\$54,458	\$127,580	\$73,122	42.69%
Travel	\$14,407	\$176,200	\$445,200	\$269,000	39.58%
Associations/Memberships	\$1,029	\$170,194	\$203,190	\$32,996	83.76%
Total Operating Expenses	\$156,866	\$2,863,612	\$3,631,250	\$767,638	78.86%
Capital Outlay					
Capital Outlay Equip/PCs > \$5,000	\$0	\$6,712	\$3,000	-\$3,712	223.73%
Total Operating, Personal Svcs, and Capital	\$593,519	\$6,607,106	\$9,000,320	\$2,393,214	73.41%
Promotional Expenses (Direct Programming)					
Advertising & Marketing	\$909,721	\$8,241,849	\$14,400,000	\$6,158,151	57.24%
Elite Events	\$146,100	\$808,600	\$1,250,000	\$441,400	64.69%
Chambers Visitor Services Support	\$13,002	\$433,377	\$500,000	\$66,623	86.68%
Digital Marketing Contract	\$414,796	\$3,725,078	\$5,500,000	\$1,774,922	67.73%
International Sales	\$70,861	\$440,112	\$625,000	\$184,888	70.42%
Inquiry Services	\$0	\$30,000	\$90,000	\$60,000	33.33%
Direct Sales	\$211,323	\$2,559,810	\$4,575,400	\$2,015,590	55.95%
Research	\$52,150	\$784,323	\$856,500	\$72,177	91.57%
Total Promotional Expenses	\$1,817,953	\$17,023,149	\$27,796,900	\$10,773,751	61.24%
Total Department Budget	\$2,411,472	\$23,630,254	\$36,797,220	\$13,166,966	64.22%

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Other					
Capital Funding Commitment	\$0	\$0	\$350,000	\$350,000	0.00%
Beach Nourishment	\$465,700	\$5,122,700	\$5,588,370	\$465,670	91.67%
Tax Collector	\$47,645	\$428,805	\$600,000	\$171,195	71.47%
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%
Total Other	\$513,345	\$5,551,505	\$95,830,500	\$90,278,995	5.79%
Total TDT Fund Expenditures	\$2,924,817	\$29,181,759	\$132,627,720	\$103,445,961	22.00%
Total Resources	\$8,545,760	\$76,036,618	\$132,627,720	\$56,591,102	57.33%

Footnotes:

Finance Report - August 2022		FY22	YTD	
Operating Expenses		Adopted Budget	Expenditures Oct - August	Expenses in Process*
Personal Services		\$5,366,070	\$3,736,782	\$158,883
Other Contractual Services		\$1,176,940	\$960,683	-\$4,112
Intergovernmental Services		\$1,157,830	\$1,060,942	\$95,936
Rents and Leases		\$397,730	\$364,394	\$33,309
Repairs and Maintenance		\$9,000	\$4,553	\$0
Printing		\$25,000	\$20,034	\$0
Office Supplies		\$30,000	\$14,809	\$314
Credit Card Fees/Recog. Program		\$5,600	\$600	\$1,104
Training & Education		\$50,200	\$19,980	\$1,735
PC Purchases/Equip < \$5,000		\$2,980	\$16,766	\$0
Shipping/Postage/Communications		\$127,580	\$54,458	\$8
Travel		\$445,200	\$176,200	\$23,929
Associations/Memberships		\$203,190	\$170,194	\$25,645
Capital Outlay Equip/PCs > \$5,000		\$3,000	\$6,712	\$0
Promotional Expenses				
Advertising & Marketing (includes BVK, promo items and dept. marketing support)		\$14,400,000	\$8,241,849	\$281,826
Elite Events		\$1,250,000	\$808,600	\$0
Chambers Visitor Services Support		\$500,000	\$433,377	\$0
Digital Marketing Contract		\$5,500,000	\$3,725,078	\$722,379
International Sales		\$625,000	\$440,112	\$0
Inquiry Services		\$90,000	\$30,000	\$0
Direct Sales		\$4,575,400	\$2,559,810	\$63,129
Research		\$856,500	\$784,323	\$0
Total Department		\$36,797,220	\$23,630,254	\$1,404,085

* Approximate expenditures

Direct Sales Detail			
Department	FY22 Adopted Budget	YTD Expenditures Oct-August	% Expended
Executive Sales	\$4,300	\$22,621	526%
Sports	\$994,900	\$559,935	56%
Film	\$999,700	\$681,748	68%
Leisure	\$225,000	\$176,952	79%
Digital	\$225,000	\$169,746	75%
Meetings	\$908,500	\$543,838	60%
Convention Services	\$715,000	\$275,000	38%
Community & Brand Engagement	\$253,000	\$80,486	32%
Latin America Sales	\$250,000	\$49,483	20%
Totals	\$4,575,400	\$2,559,810	56%