

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

	July Actuals	Oct - July Actuals	FY21 Budget	Remaining Budget	% of Budget
<b>Resources</b>					
TDT Pledged	\$644,492	\$3,867,029	\$4,329,630	\$462,601	89.32%
TDT Unpledged	\$3,223,236	\$19,339,786	\$21,653,320	\$2,313,534	89.32%
TDT 4th Cent	\$1,289,759	\$7,738,700	\$8,664,440	\$925,740	89.32%
TDT 5th Cent	\$1,289,759	\$7,738,700	\$8,664,440	\$925,740	89.32%
TDT 6th Cent	\$1,289,759	\$7,738,700	\$8,664,440	\$925,740	89.32%
<b>Total Taxes</b>	<b>\$7,737,004</b>	<b>\$46,422,913</b>	<b>\$51,976,270</b>	<b>\$5,553,357</b>	<b>89.32%</b>
FEMA Revenue	\$0	\$0	\$0	\$0	0.00%
Interest	\$0	\$267,722	\$570,000	\$302,278	46.97%
CVB Revenue - Cooperative Sales/Grants	\$1,700	\$72,229	\$263,000	\$190,771	27.46%
Fund Balance Beginning of Fiscal Year	\$0	\$37,275,105	\$25,529,840	-\$11,745,265	146.01%
<b>Total Resources</b>	<b>\$7,738,705</b>	<b>\$84,037,970</b>	<b>\$78,339,110</b>	<b>-\$5,698,860</b>	<b>107.27%</b>
<b>Personal Services</b>					
Exempt Salaries	\$210,707	\$2,313,970	\$3,215,460	\$901,490	71.96%
Classified Salaries	\$27,020	\$328,539	\$406,280	\$77,741	80.87%
Employee Benefits/Taxes/Retirement	\$107,138	\$1,150,160	\$1,770,490	\$620,330	64.96%
Capital Invoice Processing/Activations/Emerg.	-\$1,183	-\$6,486	\$33,930	\$27,444	19.11%
<b>Total Personal Services</b>	<b>\$343,682</b>	<b>\$3,786,184</b>	<b>\$5,426,160</b>	<b>\$1,639,976</b>	<b>69.78%</b>
<b>Operating Expenses</b>					
Other Contractual Services	\$6,636	\$613,540	\$764,440	\$150,900	80.26%
Intergovernmental Services	\$111,959	\$1,125,194	\$1,357,030	\$231,837	82.92%
Rents and Leases	\$31,637	\$317,249	\$384,720	\$67,471	82.46%
Repairs and Maintenance	\$282	\$1,773	\$12,000	\$10,227	14.78%
Printing	\$0	\$13,831	\$25,000	\$11,169	55.32%
Office Supplies	\$2,066	\$12,509	\$40,000	\$27,491	31.27%
Credit Card Fees/Vacancy Advertisements	\$50	\$723	\$5,600	\$4,877	12.90%
Training & Education	\$945	\$6,098	\$38,810	\$32,712	15.71%
PC Purchases Under \$1,000	\$0	\$26,809	\$9,070	-\$17,739	295.58%
Shipping/Postage/Communications	\$1,012	\$35,411	\$136,880	\$101,469	25.87%
Travel	\$6,599	\$32,307	\$429,750	\$397,443	7.52%
Associations/Memberships	\$1,383	\$168,836	\$196,880	\$28,044	85.76%
<b>Total Operating Expenses</b>	<b>\$162,569</b>	<b>\$2,354,280</b>	<b>\$3,400,180</b>	<b>\$1,045,900</b>	<b>69.24%</b>
<b>Capital Outlay</b>					
Capital Outlay Equip/PCs over \$1,000	\$0	\$4,383	\$3,230	-\$1,153	135.70%
<b>Total Operations and Capital Outlay</b>	<b>\$506,252</b>	<b>\$6,144,847</b>	<b>\$8,829,570</b>	<b>\$2,684,723</b>	<b>69.59%</b>
<b>Promotional Expenses (Direct Programming)</b>					
Advertising & Marketing	\$371,562	\$5,254,196	\$14,100,000	\$8,845,804	37.26%
Elite Events	\$0	\$367,230	\$1,000,000	\$632,770	36.72%
Chambers Visitor Services Support	\$6,212	\$407,758	\$500,000	\$92,242	81.55%
Digital Marketing Contract	\$0	\$3,906,701	\$5,500,000	\$1,593,299	71.03%
International Sales	\$25,000	\$275,000	\$600,000	\$325,000	45.83%
Inquiry Services	\$35,000	\$87,500	\$95,000	\$7,500	92.11%
Direct Sales	\$96,338	\$1,414,358	\$5,925,650	\$4,511,292	23.87%
Research	\$19,280	\$524,451	\$972,000	\$447,549	53.96%
<b>Total Promotional Expenses</b>	<b>\$553,393</b>	<b>\$12,237,194</b>	<b>\$28,692,650</b>	<b>\$16,455,456</b>	<b>42.65%</b>
<b>Total Department Budget</b>	<b>\$1,059,645</b>	<b>\$18,382,041</b>	<b>\$37,522,220</b>	<b>\$19,140,179</b>	<b>48.99%</b>

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<b>Other</b>					
Capital Funding Commitment	\$0	\$1,096,912	\$1,544,900	\$447,988	71.00%
Beach Nourishment	\$360,800	\$3,608,000	\$4,329,630	\$721,630	83.33%
Tax Collector	\$40,485	\$323,880	\$701,330	\$377,450	46.18%
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>\$401,285</b>	<b>\$5,028,792</b>	<b>\$40,816,890</b>	<b>\$35,788,098</b>	<b>12.32%</b>
<b>Total TDT Fund Expenditures</b>	<b>\$1,460,930</b>	<b>\$23,410,834</b>	<b>\$78,339,110</b>	<b>\$54,928,276</b>	<b>29.88%</b>
<b>Total Resources</b>	<b>\$7,738,705</b>	<b>\$84,037,970</b>	<b>\$78,339,110</b>	<b>-\$5,698,860</b>	<b>107.27%</b>

Footnotes: