

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

	May Actuals	Oct - May Actuals	FY21 Budget	Remaining Budget	% of Budget
<b>Resources</b>					
TDT Pledged	\$809,033	\$2,491,567	\$4,329,630	\$1,838,063	57.55%
TDT Unpledged	\$4,046,138	\$12,460,827	\$21,653,320	\$9,192,493	57.55%
TDT 4th Cent	\$1,619,038	\$4,986,125	\$8,664,440	\$3,678,315	57.55%
TDT 5th Cent	\$1,619,038	\$4,986,125	\$8,664,440	\$3,678,315	57.55%
TDT 6th Cent	\$1,619,038	\$4,986,125	\$8,664,440	\$3,678,315	57.55%
<b>Total Taxes</b>	<b>\$9,712,285</b>	<b>\$29,910,771</b>	<b>\$51,976,270</b>	<b>\$22,065,499</b>	<b>57.55%</b>
FEMA Revenue	\$0	\$0	\$0	\$0	0.00%
Interest	\$0	\$208,298	\$570,000	\$361,702	36.54%
CVB Revenue - Cooperative Sales	\$5,716	\$69,692	\$263,000	\$193,308	26.50%
Fund Balance Beginning of Fiscal Year	\$0	\$37,275,105	\$25,529,840	-\$11,745,265	146.01%
<b>Total Resources</b>	<b>\$9,718,001</b>	<b>\$67,463,866</b>	<b>\$78,339,110</b>	<b>\$10,875,244</b>	<b>86.12%</b>
<b>Personal Services</b>					
Exempt Salaries	\$210,798	\$1,875,165	\$3,215,460	\$1,340,295	58.32%
Classified Salaries	\$30,359	\$256,799	\$406,280	\$149,481	63.21%
Employee Benefits/Taxes/Retirement	\$107,336	\$931,303	\$1,770,490	\$839,187	52.60%
REM Capital Invoice Processing/Activations	\$0	-\$5,303	\$33,930	\$28,627	15.63%
<b>Total Personal Services</b>	<b>\$348,493</b>	<b>\$3,057,964</b>	<b>\$5,426,160</b>	<b>\$2,368,196</b>	<b>56.36%</b>
<b>Operating Expenses</b>					
Other Contractual Services	\$6,112	\$598,470	\$764,440	\$165,970	78.29%
Intergovernmental Services	\$111,959	\$898,452	\$1,357,030	\$458,578	66.21%
Rents and Leases	\$31,799	\$253,976	\$384,720	\$130,745	66.02%
Repairs and Maintenance	\$351	\$1,113	\$12,000	\$10,887	9.27%
Printing	\$0	\$9,599	\$25,000	\$15,401	38.40%
Office Supplies	\$1,090	\$8,840	\$40,000	\$31,160	22.10%
Credit Card Fees/Vacancy Advertisements	\$170	\$654	\$5,600	\$4,946	11.68%
Training & Education	\$1,045	\$1,045	\$38,810	\$37,765	2.69%
PC Purchases Under \$1,000	\$2,094	\$20,707	\$9,070	-\$11,637	228.30%
Shipping/Postage/Communications	\$3,124	\$27,443	\$136,880	\$109,437	20.05%
Travel	\$8,926	\$20,737	\$429,750	\$409,013	4.83%
Associations/Memberships	\$40,955	\$160,709	\$196,880	\$36,171	81.63%
<b>Total Operating Expenses</b>	<b>\$207,626</b>	<b>\$2,001,744</b>	<b>\$3,400,180</b>	<b>\$1,398,436</b>	<b>58.87%</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>\$556,118</b>	<b>\$5,064,092</b>	<b>\$8,829,570</b>	<b>\$3,765,478</b>	<b>57.35%</b>
<b>Promotional Expenses (Direct Programming)</b>					
Advertising & Marketing	\$690,013	\$3,390,742	\$14,100,000	\$10,709,258	24.05%
Elite Events	\$20,000	\$217,230	\$1,000,000	\$782,770	21.72%
Chambers Visitor Services Support	\$50,212	\$363,621	\$500,000	\$136,379	72.72%
Digital Marketing Contract	\$252,239	\$3,352,511	\$5,500,000	\$2,147,489	60.95%
International Sales	\$25,000	\$225,000	\$600,000	\$375,000	37.50%
Inquiry Services	\$0	\$52,500	\$95,000	\$42,500	55.26%
Direct Sales	\$375,918	\$1,185,670	\$5,925,650	\$4,739,980	20.01%
Research	\$5,200	\$425,437	\$972,000	\$546,563	43.77%
<b>Total Promotional Expenses</b>	<b>\$1,418,581</b>	<b>\$9,212,711</b>	<b>\$28,692,650</b>	<b>\$19,479,939</b>	<b>32.11%</b>
<b>Total Department Budget</b>	<b>\$1,974,700</b>	<b>\$14,276,802</b>	<b>\$37,522,220</b>	<b>\$23,245,418</b>	<b>38.05%</b>

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<b>Other</b>					
Capital Funding Commitment	\$0	\$1,096,912	\$1,544,900	\$447,988	71.00%
Beach Nourishment	\$0	\$2,525,600	\$4,329,630	\$1,804,030	58.33%
Tax Collector	\$40,485	\$242,910	\$701,330	\$458,420	34.64%
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>\$40,485</b>	<b>\$3,865,422</b>	<b>\$40,816,890</b>	<b>\$36,951,468</b>	<b>9.47%</b>
<b>Total TDT Fund Expenditures</b>	<b>\$2,015,185</b>	<b>\$18,142,225</b>	<b>\$78,339,110</b>	<b>\$60,196,885</b>	<b>23.16%</b>
<b>Total Resources</b>	<b>\$9,718,001</b>	<b>\$67,463,866</b>	<b>\$78,339,110</b>	<b>\$10,875,244</b>	<b>86.12%</b>

Footnotes: