

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

	September Actuals	Oct - Sept Actuals	FY21 Budget	Remaining Budget	% of Budget
Resources					
TDT Pledged	\$1,535,713	\$6,094,459	\$4,329,630	-\$1,764,829	140.76%
TDT Unpledged	\$7,680,410	\$30,479,612	\$21,653,320	-\$8,826,292	140.76%
TDT 4th Cent	\$3,073,270	\$12,196,234	\$8,664,440	-\$3,531,794	140.76%
TDT 5th Cent	\$3,073,270	\$12,196,234	\$8,664,440	-\$3,531,794	140.76%
TDT 6th Cent	\$3,073,270	\$12,196,234	\$8,664,440	-\$3,531,794	140.76%
Total Taxes	\$18,435,935	\$73,162,774	\$51,976,270	-\$21,186,504	140.76%
FEMA Revenue	\$0	\$0	\$0	\$0	0.00%
Interest	\$33,054	\$370,040	\$570,000	\$199,960	64.92%
CVB Revenue - Cooperative Sales/Grants	\$6,474	\$80,268	\$263,000	\$182,732	30.52%
Fund Balance Beginning of Fiscal Year	\$0	\$37,275,105	\$25,529,840	-\$11,745,265	146.01%
Total Resources	\$18,475,463	\$110,888,187	\$78,339,110	-\$32,549,077	141.55%
Personal Services					
Exempt Salaries	\$443,443	\$2,968,120	\$3,215,460	\$247,340	92.31%
Classified Salaries	\$45,893	\$401,057	\$406,280	\$5,223	98.71%
Employee Benefits/Taxes/Retirement	\$190,482	\$1,447,734	\$1,770,490	\$322,756	81.77%
Capital Invoice Processing/Activations/Emerg.	\$0	-\$6,486	\$33,930	\$27,444	19.11%
Total Personal Services	\$679,818	\$4,810,426	\$5,426,160	\$615,734	88.65%
Operating Expenses					
Other Contractual Services	\$8,789	\$629,486	\$764,440	\$134,954	82.35%
Intergovernmental Services	\$143	\$1,237,961	\$1,357,030	\$119,069	91.23%
Rents and Leases	\$32,918	\$383,085	\$384,720	\$1,635	99.57%
Repairs and Maintenance	\$251	\$2,525	\$12,000	\$9,475	21.04%
Printing	\$0	\$16,566	\$25,000	\$8,434	66.26%
Office Supplies	\$2,050	\$16,137	\$40,000	\$23,863	40.34%
Credit Card Fees/Vacancy Advertisements	\$470	\$1,243	\$5,600	\$4,357	22.19%
Training & Education	\$1,554	\$9,343	\$38,810	\$29,467	24.07%
PC& Equip Purchases Under \$1,000	\$0	\$26,809	\$9,070	-\$17,739	295.58%
Shipping/Postage/Communications	\$6,424	\$45,761	\$136,880	\$91,119	33.43%
Travel	\$33,606	\$80,066	\$429,750	\$349,684	18.63%
Associations/Memberships	\$4,950	\$174,956	\$196,880	\$21,924	88.86%
Total Operating Expenses	\$91,155	\$2,623,937	\$3,400,180	\$776,243	77.17%
Capital Outlay					
Capital Outlay Equip/PCs over \$1,000	-\$2,184	\$4,383	\$3,230	-\$1,153	135.70%
Total Operating, Personal Svcs, and Capital	\$768,789	\$7,438,747	\$8,829,570	\$1,390,823	84.25%
Promotional Expenses (Direct Programming)					
Advertising & Marketing	\$7,675,434	\$14,401,530	\$14,100,000	-\$301,530	102.14%
Elite Events	\$75,000	\$467,230	\$1,000,000	\$532,770	46.72%
Chambers Visitor Services Support	\$89,176	\$499,131	\$500,000	\$869	99.83%
Digital Marketing Contract	\$1,049,241	\$5,494,516	\$5,500,000	\$5,484	99.90%
International Sales	\$0	\$300,000	\$600,000	\$300,000	50.00%
Inquiry Services	\$0	\$95,000	\$95,000	\$0	100.00%
Direct Sales	\$993,611	\$2,634,983	\$5,925,650	\$3,290,667	44.47%
Research	\$129,248	\$742,858	\$972,000	\$229,142	76.43%
Total Promotional Expenses	\$10,011,711	\$24,635,248	\$28,692,650	\$4,057,402	85.86%
Total Department Budget	\$10,780,500	\$32,073,994	\$37,522,220	\$5,448,226	85.48%

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Other					
Capital Funding Commitment	\$0	\$1,096,912	\$1,544,900	\$447,988	71.00%
Beach Nourishment	\$360,830	\$4,329,630	\$4,329,630	\$0	100.00%
Tax Collector	\$159,729	\$524,094	\$701,330	\$177,236	74.73%
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%
Total Other	\$520,559	\$5,950,637	\$40,816,890	\$34,866,253	14.58%
Total TDT Fund Expenditures	\$11,301,059	\$38,024,631	\$78,339,110	\$40,314,479	48.54%
Total Resources	\$18,475,463	\$110,888,187	\$78,339,110	-\$32,549,077	141.55%

Footnotes: