

**Visit St. Pete Clearwater
FY 2024 Budget
June 2024**

	June Actuals	Oct - June Actuals	FY24 Budget	Remaining Budget	% of Budget
Resources					
TDT Pledged	\$811,407	\$5,097,982	\$7,962,120	\$2,864,138	64.03%
TDT Unpledged	\$4,058,010	\$25,496,032	\$39,820,080	\$14,324,048	64.03%
TDT 4th Cent	\$1,623,788	\$10,202,085	\$15,933,750	\$5,731,665	64.03%
TDT 5th Cent	\$1,623,788	\$10,202,085	\$15,933,750	\$5,731,665	64.03%
TDT 6th Cent	\$1,623,788	\$10,202,085	\$15,933,750	\$5,731,665	64.03%
Total Taxes¹	\$9,740,782	\$61,200,270	\$95,583,450	\$34,383,180	64.03%
Interest	\$0	\$5,566,533	\$3,692,840	-\$1,873,693	150.74%
Intergovernmental Revenue	\$0	\$0	\$8,000	\$8,000	0.00%
CVB Revenue - Cooperative Sales	\$10,000	\$318,169	\$376,620	\$58,451	84.48%
Fund Balance Beginning of Fiscal Year			\$175,670,560	\$175,670,560	0.00%
Total Resources	\$9,750,782	\$67,084,972	\$275,331,470	\$208,246,498	24.37%
Total Personal Services	\$457,306	\$3,632,335	\$6,155,940	\$2,523,605	59.01%
Operating Expenses					
Other Contractual Services ²	\$5,140	\$1,377,406	\$2,189,500	\$812,094	62.91%
Intergovernmental Services	\$107,309	\$973,541	\$1,297,090	\$323,549	75.06%
Rents and Leases	\$34,230	\$307,826	\$414,540	\$106,715	74.26%
Repairs and Maintenance	\$538	\$4,008	\$9,500	\$5,492	42.19%
Printing	\$0	\$13,972	\$25,000	\$11,028	55.89%
Office Supplies	\$1,415	\$21,437	\$30,000	\$8,563	71.46%
Credit Card Fees/Recognition Program	\$86	\$2,709	\$7,060	\$4,351	38.38%
Training & Education	\$1,199	\$30,326	\$112,950	\$82,624	26.85%
PC & Equip Purchases < \$5,000	\$23,496	\$28,982	\$31,460	\$2,478	92.12%
Shipping/Postage/Communications	\$16,364	\$56,256	\$125,080	\$68,824	44.98%
Travel	\$28,002	\$234,710	\$605,300	\$370,590	38.78%
Associations/Memberships	\$21,475	\$209,020	\$238,380	\$29,360	87.68%
Total Operating Expenses	\$239,253	\$3,260,194	\$5,085,860	\$1,825,666	64.10%
Capital Outlay					
Capital Outlay Equip/PCs > \$5,000	\$6,344	\$6,344	\$6,000	-\$344	105.74%
Total Operating, Personal Svcs, and Capital	\$702,903	\$6,898,873	\$11,247,800	\$4,348,927	61.34%
Promotional Expenses (Direct Programming)					
Advertising & Marketing ³	\$1,519,215	\$8,051,384	\$20,365,000	\$12,313,616	39.54%
Elite Events	\$249,988	\$1,774,988	\$2,000,000	\$225,012	88.75%
Chambers Visitor Services Support	\$0	\$504,241	\$600,000	\$95,759	84.04%
Digital Marketing Contract ³	\$194,386	\$3,416,466	\$7,500,000	\$4,083,534	45.55%
International Sales	\$24,973	\$353,727	\$667,500	\$313,773	52.99%
Inquiry Services	\$938	\$18,521	\$90,000	\$71,480	20.58%
Direct Sales	\$187,315	\$1,958,630	\$5,568,700	\$3,610,070	35.17%
Research	\$120,365	\$818,520	\$1,086,680	\$268,160	75.32%
Total Promotional Expenses	\$2,297,179	\$16,896,477	\$37,877,880	\$20,981,403	44.61%
		\$23,795,350	\$49,125,680	\$25,330,330	48.44%

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Other					
Capital Funding Commitment	\$0	\$0	\$350,000	\$350,000	0.00%
Beach Nourishment	\$860,290	\$7,742,610	\$10,323,430	\$2,580,820	75.00%
Tax Collector	\$53,329	\$373,306	\$750,000	\$376,694	49.77%
Ending Fund Balance/Reserves Operating ³			\$105,936,920	\$105,936,920	0.00%
Ending Fund Balance/Reserves Capital ²			\$108,845,440	\$108,845,440	0.00%
Total Other	\$913,619	\$8,115,916	\$226,205,790	\$218,089,874	3.59%
Total TDT Fund Expenditures	\$913,619	\$31,911,266	\$275,331,470	\$243,420,204	11.59%
Total Resources	\$9,750,782	\$67,084,972	\$275,331,470	\$208,246,498	24.37%

Footnotes:

- 1) Reflects April 2024 TDT collections.
- 2) Budget amendment approved on 5/21/24, reducing capital reserves by \$395,000 for stadium legal consultant.
- 3) Budget amendment approved on 5/21/24, reducing operating reserves by \$6,000,000 for additional marketing.

Direct Sales Detail			
Department	FY24 Adopted Budget	YTD Expenditures Oct-June	% Expended
Executive Sales	\$7,500	\$2,923	39%
Sports Commission	\$895,500	\$453,642	51%
Film Commission	\$2,017,200	\$239,425	12%
Global Travel	\$203,100	\$132,709	65%
Digital & Data	\$6,000	\$6,312	105%
Communications	\$222,000	\$190,980	86%
Meetings & Conferences	\$939,700	\$482,403	51%
Conference Services	\$655,700	\$234,029	36%
Brand Activations	\$268,500	\$53,970	20%
Community Relations	\$100,500	\$72,351	72%
Latin America Sales	\$253,000	\$89,885	36%
Totals	\$5,568,700	\$1,958,630	35%