

**Visit St. Pete Clearwater  
FY 2020 Budget  
July 2020**

	July Actuals	Oct - July Actuals	FY20 Budget	Remaining Budget	% of Budget
<b>Resources</b>					
TDT Pledged	\$195,721	\$2,827,849	\$5,115,830	\$2,287,981	55.28%
TDT Unpledged	\$978,842	\$14,142,640	\$25,579,170	\$11,436,530	55.29%
TDT 4th Cent	\$391,678	\$5,659,093	\$10,231,670	\$4,572,577	55.31%
TDT 5th Cent	\$391,678	\$5,659,093	\$10,231,670	\$4,572,577	55.31%
TDT 6th Cent	\$391,678	\$5,659,093	\$10,231,670	\$4,572,577	55.31%
<b>Total Taxes</b>	<b>\$2,349,596</b>	<b>\$33,947,768</b>	<b>\$61,390,010</b>	<b>\$27,442,242</b>	<b>55.30%</b>
FEMA Revenue	\$0	\$26	\$0	-\$26	0.00%
Interest	\$0	\$673,441	\$570,000	-\$103,441	118.15%
CVB Revenue - Cooperative Sales	\$56,209	\$297,732	\$580,300	\$282,568	51.31%
Fund Balance Beginning of Fiscal Year	\$0	\$52,420,935	\$48,266,140	-\$4,154,795	108.61%
<b>Total Resources</b>	<b>\$2,405,805</b>	<b>\$87,339,903</b>	<b>\$110,806,450</b>	<b>\$23,466,547</b>	<b>78.82%</b>
<b>Personal Services</b>					
Exempt Salaries	\$218,387	\$2,412,950	\$3,371,600	\$958,650	71.57%
Classified Salaries	\$29,486	\$294,679	\$381,160	\$86,481	77.31%
Employee Benefits/Taxes/Retirement	\$114,402	\$1,163,751	\$1,803,740	\$639,989	64.52%
REM Capital Invoice Processing/Activations	-\$29,346	-\$97,696	\$33,930	\$131,626	-287.94%
<b>Total Personal Services</b>	<b>\$332,929</b>	<b>\$3,773,683</b>	<b>\$5,590,430</b>	<b>\$1,816,747</b>	<b>67.50%</b>
<b>Operating Expenses</b>					
Other Contractual Services	\$23,633	\$1,031,071	\$1,405,870	\$374,799	73.34%
Intergovernmental Services	\$90,993	\$913,596	\$1,105,610	\$192,014	82.63%
Rents and Leases	\$31,718	\$319,276	\$393,140	\$73,864	81.21%
Repairs and Maintenance	\$97	\$908	\$12,000	\$11,092	7.57%
Printing	\$0	\$9,296	\$25,000	\$15,704	37.18%
Office Supplies	\$874	\$12,880	\$45,000	\$32,120	28.62%
Credit Card Fees/Vacancy Advertisements	\$25	\$35,625	\$5,600	-\$30,025	636.17%
Training & Education	\$403	\$12,961	\$103,050	\$90,089	12.58%
PC Purchases Under \$1,000	\$1,007	\$12,152	\$9,520	-\$2,632	127.65%
Shipping/Postage/Communications	\$2,887	\$58,775	\$169,700	\$110,925	34.63%
Travel	\$155	\$197,297	\$962,470	\$765,173	20.50%
Associations/Memberships	\$0	\$134,022	\$107,840	-\$26,182	124.28%
<b>Total Operating Expenses</b>	<b>\$151,793</b>	<b>\$2,737,860</b>	<b>\$4,344,800</b>	<b>\$1,606,940</b>	<b>63.01%</b>
<b>Capital Outlay</b>					
Capital Outlay Equip/PCs over \$1,000	\$0	\$11,139	\$21,050	\$9,911	52.92%
<b>Total Operations and Capital Outlay</b>	<b>\$484,722</b>	<b>\$6,522,683</b>	<b>\$9,956,280</b>	<b>\$3,433,597</b>	<b>65.51%</b>
<b>Promotional Expenses (Direct Programming)</b>					
Advertising & Marketing	\$787,069	\$7,092,430	\$15,688,020	\$8,595,590	45.21%
Elite Events	\$80,200	\$546,918	\$902,000	\$355,082	60.63%
Chambers Visitor Services Support	\$1,734	\$451,675	\$500,000	\$48,325	90.33%
Digital Marketing Contract	\$0	\$2,411,617	\$5,500,000	\$3,088,383	43.85%
International Sales	\$50,000	\$550,000	\$650,000	\$100,000	84.62%
Inquiry Services	\$7,500	\$57,500	\$95,000	\$37,500	60.53%
Direct Sales	\$10,750	\$2,399,424	\$8,404,550	\$6,005,126	28.55%
Research	\$0	\$194,910	\$220,000	\$25,090	88.60%
<b>Total Promotional Expenses</b>	<b>\$937,253</b>	<b>\$13,704,473</b>	<b>\$31,959,570</b>	<b>\$18,255,097</b>	<b>42.88%</b>
<b>Total Department Budget</b>	<b>\$1,421,975</b>	<b>\$20,227,156</b>	<b>\$41,915,850</b>	<b>\$21,688,694</b>	<b>48.26%</b>

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<b>Other</b>					
Capital Funding Commitment	\$11,445,133	\$32,527,879	\$37,587,650	\$5,059,771	86.54%
Beach Nourishment <sup>1</sup>	\$0	\$3,121,413	\$5,115,830	\$1,994,417	61.01%
Tax Collector <sup>2</sup>	\$0	\$336,000	\$701,330	\$365,330	47.91%
Ending Fund Balance/Reserves Operating	\$0	\$0	\$19,805,840	\$19,805,840	0.00%
Ending Fund Balance/Reserves Capital	\$0	\$0	\$5,679,950	\$5,679,950	0.00%
<b>Total Other</b>	<b>\$11,445,133</b>	<b>\$35,985,292</b>	<b>\$68,890,600</b>	<b>\$32,905,308</b>	<b>52.24%</b>
<b>Total TDT Fund Expenditures</b>	<b>\$12,867,108</b>	<b>\$56,212,448</b>	<b>\$110,806,450</b>	<b>\$54,594,002</b>	<b>50.73%</b>
<b>Total Resources</b>	<b>\$2,405,805</b>	<b>\$87,339,903</b>	<b>\$110,806,450</b>	<b>\$23,466,547</b>	<b>78.82%</b>

Footnotes:  
(1) Oct-May Actuals were incorrectly reported at \$3,025,413. The correct amount for Oct-May is \$3,121,413. (2) Oct-May Actuals were incorrectly reported at \$384,000. The correct amount for Oct-May is \$288,000.