

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

	February Actuals	Oct - Feb Actuals	FY24 Budget	Remaining Budget	% of Budget
<b>Resources</b>					
TDT Pledged	\$512,510	\$1,507,798	\$7,962,120	\$6,454,322	18.94%
TDT Unpledged	\$2,563,163	\$7,540,801	\$39,820,080	\$32,279,279	18.94%
TDT 4th Cent	\$1,025,634	\$3,017,407	\$15,933,750	\$12,916,343	18.94%
TDT 5th Cent	\$1,025,634	\$3,017,407	\$15,933,750	\$12,916,343	18.94%
TDT 6th Cent	\$1,025,634	\$3,017,407	\$15,933,750	\$12,916,343	18.94%
<b>Total Taxes<sup>1</sup></b>	<b>\$6,152,575</b>	<b>\$18,100,820</b>	<b>\$95,583,450</b>	<b>\$77,482,630</b>	<b>18.94%</b>
Interest	\$0	\$2,631,833	\$3,692,840	\$1,061,007	71.27%
Intergovernmental Revenue	\$0	\$0	\$8,000	\$8,000	0.00%
CVB Revenue - Cooperative Sales	\$53,468	\$227,271	\$376,620	\$149,349	60.34%
Fund Balance Beginning of Fiscal Year			\$175,470,560	\$175,470,560	0.00%
<b>Total Resources</b>	<b>\$6,206,043</b>	<b>\$20,959,923</b>	<b>\$275,131,470</b>	<b>\$254,171,547</b>	<b>7.62%</b>
<b>Total Personal Services</b>	<b>\$371,131</b>	<b>\$1,984,064</b>	<b>\$6,155,940</b>	<b>\$4,171,876</b>	<b>32.23%</b>
<b>Operating Expenses</b>					
Other Contractual Services <sup>2</sup>	\$14,485	\$954,790	\$1,794,500	\$839,710	53.21%
Intergovernmental Services	\$107,309	\$540,507	\$1,297,090	\$756,583	41.67%
Rents and Leases	\$34,118	\$170,588	\$414,540	\$243,952	41.15%
Repairs and Maintenance	\$436	\$1,909	\$9,500	\$7,591	20.09%
Printing	\$0	\$5,945	\$25,000	\$19,055	23.78%
Office Supplies	\$3,605	\$10,570	\$30,000	\$19,430	35.23%
Credit Card Fees/Recognition Program	\$144	\$1,547	\$7,060	\$5,513	21.91%
Training & Education	\$11,905	\$18,224	\$112,950	\$94,726	16.13%
PC & Equip Purchases < \$5,000	\$0	\$0	\$31,460	\$31,460	0.00%
Shipping/Postage/Communications	\$5,919	\$20,385	\$125,080	\$104,695	16.30%
Travel	\$19,313	\$107,310	\$605,300	\$497,990	17.73%
Associations/Memberships	\$4,388	\$47,094	\$238,380	\$191,286	19.76%
<b>Total Operating Expenses</b>	<b>\$201,622</b>	<b>\$1,878,868</b>	<b>\$4,690,860</b>	<b>\$2,811,992</b>	<b>40.05%</b>
<b>Capital Outlay</b>					
Capital Outlay Equip/PCs > \$5,000	\$0	\$0	\$6,000	\$6,000	0.00%
<b>Total Operating, Personal Svcs, and Capital</b>	<b>\$572,753</b>	<b>\$3,862,932</b>	<b>\$10,852,800</b>	<b>\$6,989,868</b>	<b>35.59%</b>
<b>Promotional Expenses (Direct Programming)</b>					
Advertising & Marketing	\$992,164	\$2,168,693	\$15,865,000	\$13,696,307	13.67%
Elite Events	\$200,000	\$1,040,000	\$2,000,000	\$960,000	52.00%
Chambers Visitor Services Support	\$0	\$0	\$600,000	\$600,000	0.00%
Digital Marketing Contract	\$748,626	\$1,391,416	\$6,000,000	\$4,608,584	23.19%
International Sales	\$65,500	\$197,126	\$667,500	\$470,374	29.53%
Inquiry Services	\$599	\$16,586	\$90,000	\$73,414	18.43%
Direct Sales	\$196,930	\$856,137	\$5,568,700	\$4,712,563	15.37%
Research <sup>2</sup>	\$61,516	\$377,410	\$1,086,680	\$709,270	34.73%
<b>Total Promotional Expenses</b>	<b>\$2,265,334</b>	<b>\$6,047,368</b>	<b>\$31,877,880</b>	<b>\$25,830,512</b>	<b>18.97%</b>
<b>Total Department Budget</b>	<b>\$2,838,087</b>	<b>\$9,910,300</b>	<b>\$42,730,680</b>	<b>\$32,820,380</b>	<b>23.19%</b>

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	February Actuals	Oct - Feb Actuals	FY24 Budget	Remaining Budget	% of Budget
<b>Other</b>					
Capital Funding Commitment	\$0	\$0	\$350,000	\$350,000	0.00%
Beach Nourishment	\$0	\$3,441,160	\$10,323,430	\$6,882,270	33.33%
Tax Collector <sup>2</sup>	\$53,329	\$159,988	\$750,000	\$590,012	21.33%
Ending Fund Balance/Reserves Operating			\$111,936,920	\$111,936,920	0.00%
Ending Fund Balance/Reserves Capital			\$109,240,440	\$109,240,440	0.00%
<b>Total Other</b>	<b>\$53,329</b>	<b>\$3,601,148</b>	<b>\$232,600,790</b>	<b>\$228,999,642</b>	<b>1.55%</b>
<b>Total TDT Fund Expenditures</b>	<b>\$2,891,416</b>	<b>\$13,511,448</b>	<b>\$275,331,470</b>	<b>\$261,820,022</b>	<b>4.91%</b>
<b>Total Resources</b>	<b>\$6,206,043</b>	<b>\$20,959,923</b>	<b>\$275,131,470</b>	<b>\$254,171,547</b>	<b>7.62%</b>

Footnotes:

1) Reflects December 2023 TDT collections. January 2024 collections for \$8,155,962.74 will be deposited in March 2024.

2) Budget amendment for \$974,000 added \$624,000 for capital consultant, \$200,000 for Cultural Plan Consultant, and \$150,000 for anticipated 2024 Tax Collector costs.

Direct Sales Detail			
Department	FY24 Adopted Budget	YTD Expenditures Oct-Feb	% Expended
Executive Sales	\$7,500	\$1,019	14%
Sports & Events	\$895,500	\$140,951	16%
Film Commission	\$2,017,200	\$94,188	5%
Global Travel	\$203,100	\$56,188	28%
Digital & Data	\$6,000	\$5,365	89%
Communications	\$222,000	\$124,698	56%
Meetings & Conferences	\$939,700	\$258,798	28%
Conference Services	\$655,700	\$107,867	16%
Brand Activations	\$268,500	\$17,584	7%
Community Relations	\$100,500	\$8,204	8%
Latin America Sales	\$253,000	\$41,275	16%
Totals	\$5,568,700	\$856,137	15%