

**Visit St. Pete Clearwater  
FY 2022 Budget  
February 2022**

|  | February<br>Actuals | Oct - Feb<br>Actuals | FY22<br>Budget       | Remaining<br>Budget  | % of<br>Budget |
|--|---------------------|----------------------|----------------------|----------------------|----------------|
| <b>Resources</b>                                   |                     |                      |                      |                      |                |
| TDT Pledged  | \$535,361           | \$1,481,555          | \$5,588,370          | \$4,106,815          | 26.51%         |
| TDT Unpledged                                      | \$2,677,446         | \$7,409,551          | \$27,948,500         | \$20,538,949         | 26.51%         |
| TDT 4th Cent                                       | \$1,071,364         | \$2,964,888          | \$11,183,420         | \$8,218,532          | 26.51%         |
| TDT 5th Cent                                       | \$1,071,364         | \$2,964,888          | \$11,183,420         | \$8,218,532          | 26.51%         |
| TDT 6th Cent                                       | \$1,071,364         | \$2,964,888          | \$11,183,420         | \$8,218,532          | 26.51%         |
| <b>Total Taxes</b>                                 | <b>\$6,426,899</b>  | <b>\$17,785,769</b>  | <b>\$67,087,130</b>  | <b>\$49,301,361</b>  | <b>26.51%</b>  |
| Interest   | \$0                 | \$128,115            | \$92,630             | -\$35,485            | 138.31%        |
| CVB Revenue - Cooperative Sales                    | \$8,595             | \$105,257            | \$194,750            | \$89,493             | 54.05%         |
| Fund Balance Beginning of Fiscal Year              | \$0                 | \$0                  | \$65,253,210         | \$65,253,210         | 0.00%          |
| <b>Total Resources</b>                             | <b>\$6,435,494</b>  | <b>\$18,019,142</b>  | <b>\$132,627,720</b> | <b>\$114,608,578</b> | <b>13.59%</b>  |
| <b>Total Personal Services</b>                     | <b>\$317,912</b>    | <b>\$1,537,747</b>   | <b>\$5,366,070</b>   | <b>\$3,828,323</b>   | <b>28.66%</b>  |
| <b>Operating Expenses</b>                          |                     |                      |                      |                      |                |
| Other Contractual Services                         | \$5,478             | \$826,029            | \$1,176,940          | \$350,911            | 70.18%         |
| Intergovernmental Services                         | \$95,936            | \$479,810            | \$1,157,830          | \$678,020            | 41.44%         |
| Rents and Leases                                   | \$32,918            | \$165,887            | \$397,730            | \$231,843            | 41.71%         |
| Repairs and Maintenance                            | \$607               | \$2,049              | \$9,000              | \$6,951              | 22.77%         |
| Printing   | \$0                 | \$5,699              | \$25,000             | \$19,301             | 22.80%         |
| Office Supplies                                    | \$1,026             | \$6,194              | \$30,000             | \$23,806             | 20.65%         |
| Credit Card Fees/Recognition Program               | \$51                | \$101                | \$5,600              | \$5,499              | 1.80%          |
| Training & Education                               | \$2,345             | \$3,194              | \$50,200             | \$47,006             | 6.36%          |
| PC & Equip Purchases < \$5,000                     | \$1,868             | \$4,015              | \$2,980              | -\$1,035             | 134.73%        |
| Shipping/Postage/Communications                    | \$5,346             | \$23,593             | \$127,580            | \$103,987            | 18.49%         |
| Travel   | \$9,502             | \$51,358             | \$445,200            | \$393,842            | 11.54%         |
| Associations/Memberships                           | \$2,452             | \$119,096            | \$203,190            | \$84,094             | 58.61%         |
| <b>Total Operating Expenses</b>                    | <b>\$157,527</b>    | <b>\$1,687,024</b>   | <b>\$3,631,250</b>   | <b>\$1,944,226</b>   | <b>46.46%</b>  |
| <b>Capital Outlay</b>                              |                     |                      |                      |                      |                |
| Capital Outlay Equip/PCs > \$5,000                 | \$0                 | \$0                  | \$3,000              | \$3,000              | 0.00%          |
| <b>Total Operating, Personal Svcs, and Capital</b> | <b>\$475,439</b>    | <b>\$3,224,771</b>   | <b>\$9,000,320</b>   | <b>\$5,775,549</b>   | <b>35.83%</b>  |
| <b>Promotional Expenses (Direct Programming)</b>   |                     |                      |                      |                      |                |
| Advertising & Marketing                            | \$18,281            | \$447,601            | \$14,400,000         | \$13,952,399         | 3.11%          |
| Elite Events                                       | \$25,000            | \$262,500            | \$1,250,000          | \$987,500            | 21.00%         |
| Chambers Visitor Services Support                  | \$0                 | \$313,410            | \$500,000            | \$186,590            | 62.68%         |
| Digital Marketing Contract                         | \$645,939           | \$1,502,376          | \$5,500,000          | \$3,997,624          | 27.32%         |
| International Sales                                | \$53,467            | \$155,832            | \$625,000            | \$469,168            | 24.93%         |
| Inquiry Services                                   | \$7,500             | \$15,000             | \$90,000             | \$75,000             | 16.67%         |
| Direct Sales                                       | \$179,832           | \$1,050,553          | \$4,575,400          | \$3,524,847          | 22.96%         |
| Research   | \$56,415            | \$404,655            | \$856,500            | \$451,845            | 47.25%         |
| <b>Total Promotional Expenses</b>                  | <b>\$986,433</b>    | <b>\$4,151,926</b>   | <b>\$27,796,900</b>  | <b>\$23,644,974</b>  | <b>14.94%</b>  |
| <b>Total Department Budget</b>                     | <b>\$1,461,872</b>  | <b>\$7,376,697</b>   | <b>\$36,797,220</b>  | <b>\$29,420,523</b>  | <b>20.05%</b>  |

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| <b>Other</b>                           |                    |                     |                      |                      |               |
|--|--------------------|---------------------|----------------------|----------------------|---------------|
| Capital Funding Commitment             | \$0                | \$0                 | \$350,000            | \$350,000            | 0.00%         |
| Beach Nourishment                      | \$465,700          | \$2,328,500         | \$5,588,370          | \$3,259,870          | 41.67%        |
| Tax Collector                          | \$47,645           | \$142,935           | \$600,000            |                      |               |
| Ending Fund Balance/Reserves Operating |                    |                     | \$47,344,580         | \$47,344,580         | 0.00%         |
| Ending Fund Balance/Reserves Capital   |                    |                     | \$41,947,550         | \$41,947,550         | 0.00%         |
| <b>Total Other</b>                     | <b>\$513,345</b>   | <b>\$2,471,435</b>  | <b>\$95,830,500</b>  | <b>\$93,359,065</b>  | <b>2.58%</b>  |
| <b>Total TDT Fund Expenditures</b>     | <b>\$1,975,217</b> | <b>\$9,848,132</b>  | <b>\$132,627,720</b> | <b>\$122,779,588</b> | <b>7.43%</b>  |
| <b>Total Resources</b>                 | <b>\$6,435,494</b> | <b>\$18,019,142</b> | <b>\$132,627,720</b> | <b>\$114,608,578</b> | <b>13.59%</b> |

Footnotes:

| Finance Report - Feb 2022  |                     |                        |                      |
|--|---------------------|------------------------|----------------------|
|  | FY22                | YTD                    |                      |
| Operating Expenses   | Adopted Budget      | Expenditures Oct - Feb | Expenses in Process* |
| Personal Services  | \$5,366,070         | \$1,537,747            | \$159,140            |
| Other Contractual Services   | \$1,176,940         | \$826,029              | \$1,400              |
| Intergovernmental Services   | \$1,157,830         | \$479,810              | \$95,936             |
| Rents and Leases   | \$397,730           | \$165,887              | \$32,792             |
| Repairs and Maintenance  | \$9,000             | \$2,049                | -0-                  |
| Printing   | \$25,000            | \$5,699                | -0-                  |
| Office Supplies  | \$30,000            | \$6,194                | \$1,137              |
| Credit Card Fees/Recog. Program  | \$5,600             | \$101                  | \$218                |
| Training & Education   | \$50,200            | \$3,194                | \$1,221              |
| PC Purchases/Equip < \$5,000   | \$2,980             | \$4,015                | \$9,955              |
| Shipping/Postage/Communications  | \$127,580           | \$23,593               | \$149                |
| Travel   | \$445,200           | \$51,358               | \$14,473             |
| Associations/Memberships   | \$203,190           | \$119,096              | \$132                |
| Capital Outlay Equip/PCs > \$5,000   | \$3,000             | -0-                    | -0-                  |
| <b>Promotional Expenses</b>  |                     |                        |                      |
| Advertising & Marketing<br>(includes BVK, promo items and dept. marketing support) | \$14,400,000        | \$447,601              | \$259,226            |
| Elite Events   | \$1,250,000         | \$262,500              | \$75,000             |
| Chambers Visitor Services Support  | \$500,000           | \$313,410              | -0-                  |
| Digital Marketing Contract   | \$5,500,000         | \$1,502,376            | \$185,434            |
| International Sales  | \$625,000           | \$155,832              | \$36,183             |
| Inquiry Services   | \$90,000            | \$15,000               | -0-                  |
| Direct Sales   | \$4,575,400         | \$1,050,553            | \$54,873             |
| Research   | \$856,500           | \$404,655              | -0-                  |
| <b>Total Department</b>  | <b>\$36,797,220</b> | <b>\$7,376,697</b>     | <b>\$927,268</b>     |

\* Approximate expenditures

| Direct Sales Detail          |                           |                                |            |
|------------------------------|---------------------------|--------------------------------|------------|
| Department                   | FY22<br>Adopted<br>Budget | YTD<br>Expenditures<br>Oct-Feb | % Expended |
| Executive Sales              | \$4,300                   | \$11,146                       | 259%       |
| Sports                       | \$994,900                 | \$187,276                      | 19%        |
| Film                         | \$999,700                 | \$359,048                      | 36%        |
| Leisure                      | \$225,000                 | \$36,813                       | 16%        |
| Digital                      | \$225,000                 | \$86,979                       | 39%        |
| Meetings                     | \$908,500                 | \$193,148                      | 21%        |
| Convention Services          | \$715,000                 | \$122,681                      | 17%        |
| Community & Brand Engagement | \$253,000                 | \$38,195                       | 15%        |
| Latin America Sales          | \$250,000                 | \$15,267                       | 6%         |
| <b>Totals</b>                | <b>\$4,575,400</b>        | <b>\$1,050,553</b>             | <b>23%</b> |