

**Visit St. Pete Clearwater
FY 2023 Budget
March 2023**

	March Actuals	Oct - March Actuals	FY23 Budget	Remaining Budget	% of Budget
Resources					
TDT Pledged	\$690,254	\$2,268,348	\$7,582,970	\$5,314,622	29.91%
TDT Unpledged	\$3,452,097	\$11,344,463	\$37,923,880	\$26,579,417	29.91%
TDT 4th Cent	\$1,381,336	\$4,539,419	\$15,175,000	\$10,635,581	29.91%
TDT 5th Cent	\$1,381,336	\$4,539,419	\$15,175,000	\$10,635,581	29.91%
TDT 6th Cent	\$1,381,336	\$4,539,419	\$15,175,000	\$10,635,581	29.91%
Total Taxes	\$8,286,360	\$27,231,069	\$91,031,850	\$63,800,781	29.91%
Interest		\$1,446,257	\$102,790	-\$1,343,467	1407.00%
CVB Revenue - Cooperative Sales	\$83,480	\$194,205	\$368,600	\$174,395	52.69%
Fund Balance Beginning of Fiscal Year			\$121,800,650	\$121,800,650	0.00%
Total Resources	\$8,369,839	\$28,871,531	\$213,303,890	\$184,432,359	13.54%
Total Personal Services	\$444,777	\$1,899,541	\$5,741,450	\$3,841,909	33.08%
Operating Expenses					
Other Contractual Services	\$1,849	\$951,193	\$1,381,940	\$430,747	68.83%
Intergovernmental Services	\$98,349	\$590,986	\$1,191,600	\$600,614	49.60%
Rents and Leases	\$33,309	\$200,218	\$403,220	\$203,002	49.65%
Repairs and Maintenance	\$343	\$1,840	\$9,500	\$7,660	19.36%
Printing		\$5,359	\$25,000	\$19,641	21.44%
Office Supplies	\$1,684	\$7,358	\$30,000	\$22,642	24.53%
Credit Card Fees/Recognition Program	\$156	\$421	\$5,700	\$5,279	7.38%
Training & Education	\$11,120	\$18,827	\$81,850	\$63,023	23.00%
PC & Equip Purchases < \$5,000			\$23,040	\$23,040	0.00%
Shipping/Postage/Communications	\$3,828	\$28,081	\$123,580	\$95,499	22.72%
Travel	\$23,493	\$116,810	\$479,400	\$362,591	24.37%
Associations/Memberships	\$91,413	\$129,682	\$200,200	\$70,518	64.78%
Total Operating Expenses	\$265,545	\$2,050,775	\$3,955,030	\$1,904,255	51.85%
Capital Outlay					
Capital Outlay Equip/PCs > \$5,000		\$31,516	\$50,000	\$18,484	63.03%
Total Operating, Personal Svcs, and Capital	\$710,322	\$3,981,833	\$9,746,480	\$5,764,647	40.85%
Promotional Expenses (Direct Programming)					
Advertising & Marketing	\$1,758,289	\$3,658,350	\$15,865,000	\$12,206,650	23.06%
Elite Events	\$140,000	\$584,400	\$2,000,000	\$1,415,600	29.22%
Chambers Visitor Services Support	\$290,090	\$290,090	\$500,000	\$209,910	58.02%
Digital Marketing Contract	\$683,302	\$1,826,442	\$6,000,000	\$4,173,558	30.44%
International Sales	\$48,951	\$248,677	\$660,000	\$411,323	37.68%
Inquiry Services	\$2,183	\$32,846	\$90,000	\$57,154	36.50%
Direct Sales	\$298,036	\$1,722,541	\$5,568,700	\$3,846,159	30.93%
Research	\$65,498	\$368,960	\$905,650	\$536,690	40.74%
Total Promotional Expenses	\$3,286,350	\$8,732,305	\$31,589,350	\$22,857,045	27.64%
Total Department Budget	\$3,996,671	\$12,714,138	\$41,335,830	\$28,621,692	30.76%

**Visit St. Pete Clearwater
FY 2023 Budget
March 2023**

	March Actuals	Oct - March Actuals	FY23 Budget	Remaining Budget	% of Budget
Other					
Capital Funding Commitment			\$350,000	\$350,000	0.00%
Beach Nourishment	\$779,290	\$4,675,740	\$9,351,450	\$4,675,710	50.00%
Tax Collector	\$44,648	\$178,592	\$600,000	\$421,408	29.77%
Ending Fund Balance/Reserves Operating			\$83,402,270	\$83,402,270	0.00%
Ending Fund Balance/Reserves Capital			\$78,264,340	\$78,264,340	0.00%
Total Other	\$823,938	\$4,854,332	\$171,968,060	\$167,113,728	2.82%
Total TDT Fund Expenditures	\$4,820,609	\$17,568,470	\$213,303,890	\$195,735,420	8.24%
Total Resources	\$8,369,839	\$28,871,531	\$213,303,890	\$184,432,359	13.54%

Footnotes:

Finance Report - March 2023			
	FY23	YTD	
Operating Expenses	Adopted Budget	Expenditures Oct - Mar	Expenses in Process*
Personal Services	\$5,741,450	\$1,899,541	\$146,575
Other Contractual Services	\$1,381,940	\$951,193	
Intergovernmental Services	\$1,191,600	\$590,986	\$98,349
Rents and Leases	\$403,220	\$200,218	\$33,309
Repairs and Maintenance	\$9,500	\$1,840	\$426
Printing	\$25,000	\$5,359	
Office Supplies	\$30,000	\$7,358	
Credit Card Fees/Recog. Program	\$5,700	\$421	
Training & Education	\$81,850	\$18,827	
PC Purchases/Equip < \$5,000	\$23,040		
Shipping/Postage/Communications	\$183,580	\$28,081	\$14
Travel	\$479,400	\$116,810	\$7,654
Associations/Memberships	\$200,200	\$129,682	\$475
Capital Outlay Equip/PCs > \$5,000	\$50,000	\$31,516	
Promotional Expenses			
Advertising & Marketing (includes BVK, promo items and dept. marketing support)	\$15,865,000	\$3,658,350	\$302,527
Elite Events	\$2,000,000	\$584,400	\$15,000
Chambers Visitor Services Support	\$500,000	\$290,090	\$19,156
Digital Marketing Contract	\$6,000,000	\$1,826,442	\$687,317
International Sales	\$660,000	\$248,677	
Inquiry Services	\$30,000	\$32,846	\$7,500
Direct Sales	\$5,568,700	\$1,722,541	\$1,107,193
Research	\$905,650	\$368,960	\$150,740
Total Department	\$41,335,830	\$12,714,138	\$2,576,236

* Approximate expenditures

Direct Sales Detail			
Department	FY23 Adopted Budget	YTD Expenditures Oct-Mar	% Expended
Executive Sales	\$7,500	\$15,734	210%
Sports & Events	\$895,500	\$383,183	43%
Film Commission	\$2,017,200	\$436,173	22%
Leisure Travel	\$229,100	\$90,595	40%
Digital & Communication	\$228,000	\$156,147	68%
Meetings & Conferences	\$939,700	\$292,464	31%
Conference Services	\$655,700	\$223,431	34%
Community & Brand Engagement	\$369,000	\$56,359	15%
Latin America Sales	\$227,000	\$68,455	30%
Totals	\$5,568,700	\$1,722,541	31%