

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

	May Actuals	Oct - May Actuals	FY23 Budget	Remaining Budget	% of Budget
<b>Resources</b>					
TDT Pledged	\$1,129,603	\$4,279,428	\$7,582,970	\$3,303,542	56.43%
TDT Unpledged	\$5,649,373	\$21,402,279	\$37,923,880	\$16,521,601	56.43%
TDT 4th Cent	\$2,260,563	\$8,563,994	\$15,175,000	\$6,611,006	56.43%
TDT 5th Cent	\$2,260,563	\$8,563,994	\$15,175,000	\$6,611,006	56.43%
TDT 6th Cent	\$2,260,563	\$8,563,994	\$15,175,000	\$6,611,006	56.43%
<b>Total Taxes</b>	<b>\$13,560,664</b>	<b>\$51,373,689</b>	<b>\$91,031,850</b>	<b>\$39,658,162</b>	<b>56.43%</b>
Interest	\$510,301	\$2,805,223	\$102,790	-\$2,702,433	2729.08%
CVB Revenue - Cooperative Sales	\$3,244	\$280,750	\$368,600	\$87,850	76.17%
Fund Balance Beginning of Fiscal Year			\$121,800,650	\$121,800,650	0.00%
<b>Total Resources</b>	<b>\$14,074,208</b>	<b>\$54,459,661</b>	<b>\$213,303,890</b>	<b>\$158,844,229</b>	<b>25.53%</b>
<b>Total Personal Services</b>	<b>\$298,108</b>	<b>\$2,490,584</b>	<b>\$5,741,450</b>	<b>\$3,250,866</b>	<b>43.38%</b>
<b>Operating Expenses</b>					
Other Contractual Services	\$34,092	\$985,423	\$1,381,940	\$396,517	71.31%
Intergovernmental Services	\$99,560	\$790,918	\$1,191,600	\$400,682	66.37%
Rents and Leases	\$33,309	\$267,197	\$403,220	\$136,023	66.27%
Repairs and Maintenance	\$817	\$3,112	\$9,500	\$6,388	32.76%
Printing	\$4,778	\$18,211	\$25,000	\$6,789	72.85%
Office Supplies	\$1,961	\$11,586	\$30,000	\$18,414	38.62%
Credit Card Fees/Recognition Program	\$51	\$492	\$5,700	\$5,208	8.62%
Training & Education	\$0	\$22,297	\$81,850	\$59,553	27.24%
PC & Equip Purchases < \$5,000	\$20,027	\$22,482	\$23,040	\$558	97.58%
Shipping/Postage/Communications	\$6,645	\$39,630	\$123,580	\$83,950	32.07%
Travel	\$32,984	\$175,546	\$479,400	\$303,854	36.62%
Associations/Memberships	\$0	\$130,245	\$200,200	\$69,955	65.06%
<b>Total Operating Expenses</b>	<b>\$234,224</b>	<b>\$2,467,139</b>	<b>\$3,955,030</b>	<b>\$1,487,891</b>	<b>62.38%</b>
<b>Capital Outlay</b>					
Capital Outlay Equip/PCs > \$5,000	-\$419	\$31,097	\$50,000	\$18,903	62.19%
<b>Total Operating, Personal Svcs, and Capital</b>	<b>\$531,912</b>	<b>\$4,988,820</b>	<b>\$9,746,480</b>	<b>\$4,757,660</b>	<b>51.19%</b>
<b>Promotional Expenses (Direct Programming)</b>					
Advertising & Marketing	\$582,469	\$4,559,282	\$15,865,000	\$11,305,718	28.74%
Elite Events	\$0	\$769,400	\$2,000,000	\$1,230,600	38.47%
Chambers Visitor Services Support	\$0	\$309,246	\$500,000	\$190,754	61.85%
Digital Marketing Contract	\$207,733	\$2,721,492	\$6,000,000	\$3,278,508	45.36%
International Sales	\$63,111	\$336,089	\$660,000	\$323,911	50.92%
Inquiry Services	\$103	\$40,565	\$90,000	\$49,435	45.07%
Direct Sales	\$359,200	\$3,249,605	\$5,568,700	\$2,319,095	58.35%
Research	\$4,500	\$518,442	\$905,650	\$387,208	57.25%
<b>Total Promotional Expenses</b>	<b>\$1,217,115</b>	<b>\$12,504,122</b>	<b>\$31,589,350</b>	<b>\$19,085,228</b>	<b>39.58%</b>
<b>Total Department Budget</b>	<b>\$1,749,028</b>	<b>\$17,492,941</b>	<b>\$41,335,830</b>	<b>\$23,842,889</b>	<b>42.32%</b>

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	May Actuals	Oct - May Actuals	FY23 Budget	Remaining Budget	% of Budget
<b>Other</b>					
Capital Funding Commitment			\$350,000	\$350,000	0.00%
Beach Nourishment	\$779,290	\$6,234,320	\$9,351,450	\$3,117,130	66.67%
Tax Collector	\$44,648	\$267,888	\$600,000	\$332,112	44.65%
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%
<b>Total Other</b>	<b>\$823,938</b>	<b>\$6,502,208</b>	<b>\$171,968,060</b>	<b>\$165,465,852</b>	<b>3.78%</b>
<b>Total TDT Fund Expenditures</b>	<b>\$2,572,966</b>	<b>\$23,995,149</b>	<b>\$213,303,890</b>	<b>\$189,308,741</b>	<b>11.25%</b>
<b>Total Resources</b>	<b>\$14,074,208</b>	<b>\$54,459,661</b>	<b>\$213,303,890</b>	<b>\$158,844,229</b>	<b>25.53%</b>

Footnotes:

Direct Sales Detail			
Department	FY23 Adopted Budget	YTD Expenditures Oct-May	% Expended
Executive Sales	\$7,500	\$24,037	320%
Sports & Events	\$895,500	\$535,416	60%
Film Commission	\$2,017,200	\$1,485,009	74%
Leisure Travel	\$229,100	\$160,985	70%
Digital & Communications	\$228,000	\$208,655	92%
Meetings & Conferences	\$939,700	\$405,253	43%
Conference Services	\$655,700	\$258,208	39%
Community & Brand Engagement	\$369,000	\$76,631	21%
Latin America Sales	\$227,000	\$95,412	42%
Totals	\$5,568,700	\$3,249,605	58%